

Longevity is Power...Economic Power

It is certain that Population Ageing – the most predictable of global challenges – will have an enduring and profound impact on the outlook of government budgets, the sustainability of the global economy, and most of all, the quality of life of older adults. In the last decade, radical new thinking about global issues such as globalization, urbanization, the market economy, labor force and migration, and consequences of demographic change has emerged.

Global ageing promises to affect everything from business strategy and labor productivity to retirement savings and major shifts in the flow of global capital. The profound importance of business and innovation will play a tremendous role in building a sustainable and thriving nation. Moreover, businesses that adapt age-friendly practices and advocate for more opportunities for an ageing population will be ahead of the pack in making a difference where population ageing is inevitable.

Expert leaders from industry and civil society will put the spotlight on the baby boomer generation as the largest consumer market of our time to discuss the multifaceted socio-economic dimensions, the prospects of an ageing population, and the importance of and how to become an age-friendly business.

Speakers:

Mr. Stephen Johnston, Co-Founder, Aging 2.0



Stephen is the co-founder of Aging2.0, a global platform for innovation in aging. Aging2.0's mission is to accelerate innovation to improve the lives of older adults around the world. Aging2.0 connects, educates and supports innovators through regular events, the CoverAGE newsletter and the GENerator accelerator program.

Stephen is also the founder of Fordcastle LLC, an innovation consultancy, and serves on the board of the Older Adults Technology Services (OATS), a New York-based 501(c)(3) nonprofit organization that harnesses the power of technology to change the way we age.

He is co-author of *Growth Champions* (Wiley, 2012), which analyzes the sources of sustainable corporate growth, and co-founder of the Innovation Leaders Fund, a global equity fund built to identify and invest in the most innovative companies globally.

Stephen has worked for several F500 companies, including Nokia, Vodafone, Intercontinental Hotels Group, Bertelsmann and Daimler, and served as the Director of the Transatlantic Business Dialogue, and the Global Business Dialogue on eCommerce – ministerial level trade groups which removed global barriers to trade.

A native of the United Kingdom, Stephen has also lived in Belgium, Finland and the US. He earned his MA in Economics from Cambridge University and his MBA from Harvard Business School, where he was a Fulbright Scholar.

Mr. Gregor Rae, Chairman and CEO, BusinessLab



Gregor Rae, Chairman and co-founder of BusinessLab, is a strategist with over 20 years of experience in corporate and product positioning, marketing and communications.

He has worked extensively in sectors such as energy, food, finance, engineering, transport, retail and education in the UK, Scandinavia and North America. He has also advised governments in the UK and overseas on competitive strategy and public private sector partnership.

Gregor created BusinessLab in 1998 to focus on technology-enabled competitiveness and the development of collaborative business models to address social and economic challenges. His current work centers on the impact of technology on regional, city and corporate competitive strategy and on collaborative working. Gregor has led the development of the ActiveAge consortium since its formation in 2005 and, more recently, he designed and coordinated the highly-regarded AdvantageNewcastle programme.