



HIGH-LEVEL FORUM ON THE SILVER ECONOMY

July 9-10, 2019 | Helsinki, Finland

THE SILVER ECONOMY OPPORTUNITY

The most powerful and all-encompassing mega-trend of 21st century society is aging – longevity and the parallel transformational shift of more old than young across the globe. A shift of this magnitude has never before occurred in human history, and business and government responses will be required to shatter conventional thinking and turn aging into an asset for society. Action cannot wait. What's at stake is nothing less than nations' fiscal sustainability and economic growth, businesses' competitive success, and individual opportunities for quality of life, engagement and fulfillment as we age.

ABOUT THE SILVER ECONOMY FORUM

On July 9-10, 2019, the Government of Finland and the Global Coalition on Aging will convene the first-ever Silver Economy Forum for government and business leaders. Helsinki is the site of this first-ever conference, as Finland is one of the world's oldest nations, the concurrent seat of the EU Council Presidency, and the home of innovations in policy-making and business successes targeting the aging population. The Forum also coincides with the EU Ministerial and occurs on the cusp of the World Health Organization's Decade of Healthy Ageing. Featuring CEOs of global companies, government leaders, NGOs and global institutions, the Forum will:

- ▶ Clarify and elevate the understanding of the opportunities of the \$15 trillion silver economy;
- ▶ Stimulate new thinking on the impact of finance, technology, elder caregiving, and medicine on healthy and active aging;
- ▶ Help map business strategies to create value for established companies and entrepreneurial ventures through the prism of the aging lens;
- ▶ Highlight policies and innovative solutions that enable successful aging; and
- ▶ Spotlight how government and business are working together to leverage the aging mega-trend.

These two days will be complemented by an expo area for showcasing current and future innovations.

JOIN GLOBAL GOVERNMENT AND BUSINESS LEADERS

For governments – national and local – the challenges are in developing policies that enable health and well-being, longer working lives and financial security while sustaining beneficial fiscal policies. Increasingly, governments are designing and launching programs and policies that more effectively take care of their older, dependent populations while leveraging and enabling their older, more active populations.

For global businesses, this \$15 trillion market opportunity cannot be overstated – with 2 billion consumers over the age of 60 by 2050. Already, financial services, healthcare, pharmaceuticals, consumer products, home care, manufacturing, housing, technology and many other sectors are realigning their market focus, adjusting their current offerings and developing new products and services to effectively and successfully compete in this marketplace.

BUILD YOUR AGING STRATEGY

The Silver Economy Forum will offer insights into the building blocks of successful aging strategies and will show how these decisions are shaping the future of the world around us.

For more information on attendance and sponsorship, please email nancy@globalcoalitiononaging.com.