

ADVERTISEMENT

International Forum on the Super Aging Challenge



The aging of societies around the world will continue at a rapid pace over the next half century. Therefore, we need to provide and share ideas on how to manage the dramatic societal changes we face as a result of aging populations. To help solve the problem of "super aging," we will invite global experts from industry, academia and government to discuss how to achieve a more active aging society.

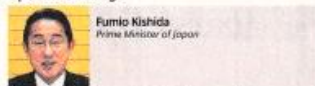
You can watch more content and archived video here.

SAAS Nikkei Forum: The 5th Super Active Ageing Society Conference https://channel.nikkei.co.jp/saas2023e/

WASS The 6th Well Aging Society Summit Asia-Japan https://channel.nikkei.co.jp/wass2023e/

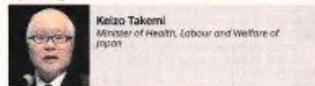
Nikkei Forum: The 5th Super Active Ageing Society Conference(SAAS)

Special Message



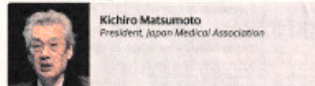
To overcome the various challenges of a super-aged society, it is vital to improve the quality of life for all generations and to produce economic innovation. Kishida stated, "We will use a policy package for investment in people to promote improved employment options, reskilling, and use of digital technology."

Opening Remarks



Takemi talked of three basic principles for overcoming the challenges of a super-aged society: realizing a sustainable society, maintaining social dynamism, and ensuring fairness. He also outlined a process for fulfilling these goals, involving the review of work styles and other aspects of employment systems, digital transformation (DX) of medical care, increased women's participation in society, and active acceptance of foreign workers.

Greeting and Speech



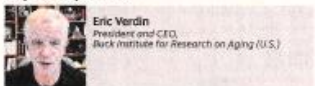
In this age of 100-year lifespans, prevention is essential to living a healthy life. Primary prevention is prevention through education, including food education; secondary prevention is treatment in partnership with hospitals and clinics; and tertiary prevention is support in partnership with other professions. Matsumoto stressed that although Japan is a country with a long average life expectancy, it still needs to try and increase the healthy life expectancy.

Keynote Speech 1



If Japan's working population continues to decrease at the current rate, an increasing proportion of the country's population will be elderly. Yamasaki pointed out the importance of stabilizing the population by restoring the birthrate. He explained that once the population is stabilized, the aging rate will peak and start to decline, rejuvenating the country.

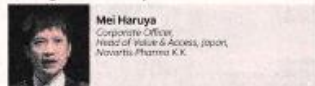
Keynote Speech 2



Aging is a gradual decline in the powers of restoration and recovery caused by a combination of factors. Aging is also the biggest risk factor in chronic diseases, which are the most common diseases. Verdin outlined some recent research findings that could alter the relation between chronic disease and aging. He explained that stud-

ies with nematodes showed that genetic manipulation can modulate their lifespan, while research on mice revealed the sweet spot for caloric restriction that could extend their lifespan. According to Verdin, the good news is that the advent of molecular biological research has shown that aging is controlled by specific metabolic and genetic pathways. He evaluated the recent progress in aging research by mentioning that aging is much more plastic and adaptive than we imagined.

Speech 1 Reimagining Healthcare and Its Potential Through Partnerships



Novartis sees Japan as an important market. Outlining Novartis' activities in Japan, Haruya noted that Japan spends on medical costs. In terms of controlling medical costs, it is therefore especially vital to address lifestyle diseases. In Ehime Prefecture, Novartis has concluded an agreement for industry-government-academia collaboration to develop measures for tackling cardiovascular diseases, and is raising awareness of diseases and strengthening local healthcare cooperation.

Speech 2 Realize Ideal State of Medical and Nursingcare through Transformation



Misawa described a sense of crisis, describing the current Japanese healthcare industry as dysfunctional, with hospitals at the center of the problem. In particular, he noted that the hierarchical structure of the system, with doctors at the top, is a fundamental issue that requires cultural change. Ideally, the healthcare industry, medical treatment, and nursing care should work in a way that serves to benefit all three stakeholders—the management of hospitals and nursing care facilities, the medical and nursing care workers, and the patients and people requiring nursing care—and that enables continuous improvement.

Panel Session 1: Health Application of Health Innovation to Global Communities



Nakatani opened the discussion by stating that Asia's population is expected to start declining by 2050, with the total global population set to start falling by around 2080. He asked what Japan should do to tackle these challenges ahead of the rest of the world. The panelists each presented responses to this question.

Kishi explained the current state of medical treatment and technology to extend our intrinsic biological capabilities, saying that a variety of "age tech" products and services are being created in many different fields. Tamagawa commented on the efforts of Fukushima Prefecture, which is simultaneously facing an aging population and declining birthrate, such as smartphone apps for citizens to promote greater health awareness, health classes to prevent the need for nursing care for the elderly, and creating an outreach to homebound senior citizens scattered throughout the prefecture.

Katori pointed out that in addition to addressing individuals, it is necessary to change the social environment. He noted that long-term care is ultimately more expensive than medical care. Policies and measures should therefore be based on a broad perspective that looks beyond medical care. Fried said she believes that a lifelong approach to public health can help to prevent chronic diseases, falls, and cognitive decline. She concluded that the abilities of elderly people are positively linked to social morale, and that healthy longevity is a valuable form of social capital.

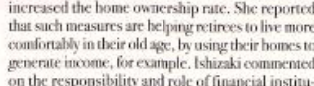
Panel Session 2: Finance & Work Style For a Society Where the Elderly Can Live Well



Okina opened the discussion by stating that the work environment in Japan makes it hard for elderly people to work, and that people feel a lot of anxiety about their old age. It is important that elderly people who wish to continue working are able to remain active in society and also able to build assets that allow them to live after retirement without worries.

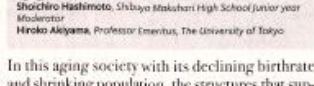
Ngee Choon spoke about measures adopted in Singapore to address aging, such as inclusive labor policies, which have stimulated employment of the elderly, and the Central Provident Fund, which has increased the home ownership rate. She reported that such measures are helping retirees to live more comfortably in their old age, by using their homes to generate income, for example. Ishizaki commented on the responsibility and role of financial institutions, saying that the advice they provide tends to be geared to people with high financial knowledge. In this age of diversity, it is essential to offer easy-to-understand explanations for individuals of all backgrounds and values.

Panel Session 3: Social Participation Participation for All, Participation for life



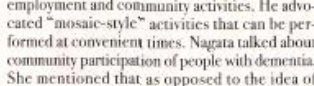
In this aging society with its declining birthrate and shrinking population, the structures that support society are coming under pressure to change. One "prescription" for realizing this change is the social participation of elderly people. However, to achieve this, it is necessary to create the right environment. Naruse approaches this problem from the viewpoint of housing and neighborhoods. Her theory is that to encourage the increasing number of elderly people who live alone to participate in society more, one suggestion that can be made is to establish shared houses where people can live together regardless of connections based on locality or blood ties.

Panel Session 4: Social Participation Participation for All, Participation for life



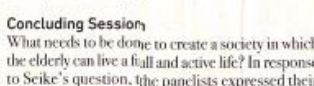
Beard began by pointing out that not all elderly people are the same. He proposed three categories of the elderly: (1) healthy people; (2) people who feel somewhat inconvenienced in daily life; and (3) people who face significant difficulties in daily life. He argued that these categories each need a different kind of support. For example, for group (1), health promotion programs are suitable. It is also necessary to abolish systems such as mandatory retirement age that discourage people in this group from working.

Keynote Speech 1 Asia's Future in the Face of Dramatic Demographic Shifts and Their Impact on Healthcare



Beard began by pointing out that not all elderly people are the same. He proposed three categories of the elderly: (1) healthy people; (2) people who feel somewhat inconvenienced in daily life; and (3) people who face significant difficulties in daily life. He argued that these categories each need a different kind of support. For example, for group (1), health promotion programs are suitable. It is also necessary to abolish systems such as mandatory retirement age that discourage people in this group from working.

Keynote Speech 2 Embracing the Population Aging: Exploring the Far-Reaching Effects and Business Opportunities



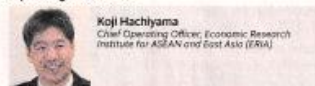
What needs to be done to create a society in which the elderly can live a full and active life? In response to Seike's question, the panelists expressed their thoughts. Sawa proposed that the international

exposition opening in 2025 (Osaka-Kansai Expo) be used to discuss the meaning of life, as well as science and technology. He is involved in the design of a pavilion on the subject of dementia and the elderly. According to Chuan, the rapid aging of Asia's population is more of an opportunity than a problem for the region. He also expressed his idea that disease prevention and early intervention systems should be locally created and globally deployed. Ikano pointed out that the viewpoints of young people and outsiders are important in solving the problems of a super-aged society. He said that their awareness of issues that the elderly themselves may not be aware of can lead to opportunities for innovation.

Komamura, who conducts research on the economic implications of a super-aged society, focusing on the financial assets of Japan's elderly, which are estimated to total around 600 trillion yen (\$4 trillion). He claims that to make effective use of these assets, there is a need for a system that helps elderly people with declining cognitive functions to make decisions. Piggott referred to aging populations in emerging and developing countries. Many people in such countries work under precarious conditions, without access to any kind of pension scheme. He fears that without pension plans for such people, aging may lead to economic collapse. Nakamura noted that main-

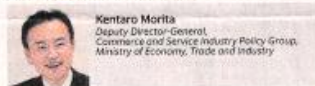
The 6th Well Aging Society Summit Asia-Japan (WASS)

Opening Remarks



Japan is searching for a model for a society that enables new sources of economic growth, through the full participation of elderly people living an active life. Hachiyama said that he would like to see this challenge tackled through organic collaboration between Japan and the rest of Asia, centered on Medical Excellence Japan, a partnership of industry, government, academia, and medical institutions from Japan and other Asian countries.

Speech from Organizer METI's Initiatives for the International Development of Healthcare



The Ministry of Economy, Trade and Industry (METI) supports the international development of Japan's healthcare industry. Morita outlined two ways of approaching this: support for the development of Japanese healthcare industries overseas (outbound) and acceptance of foreign patients by medical institutions in Japan (inbound). A typical example of the outbound approach is offering a medical package consisting of medical equipment, such as endoscopes, and training of medical technicians for overseas markets. In the case of the inbound approach, there is huge potential, since the global medical tourism market is estimated to be worth 10 trillion yen (\$67 billion), although Japan currently receives only a small number of medical tourists. Morita confirmed that the Japanese government is firmly committed to institutional reform and international healthcare development, together with Well Aging Societies in Asia and the rest of the world through public-private partnerships.

Keynote Speech 1 Asia's Future in the Face of Dramatic Demographic Shifts and Their Impact on Healthcare



Beard began by pointing out that not all elderly people are the same. He proposed three categories of the elderly: (1) healthy people; (2) people who feel somewhat inconvenienced in daily life; and (3) people who face significant difficulties in daily life. He argued that these categories each need a different kind of support. For example, for group (1), health promotion programs are suitable. It is also necessary to abolish systems such as mandatory retirement age that discourage people in this group from working.

Keynote Speech 2 Embracing the Population Aging: Exploring the Far-Reaching Effects and Business Opportunities



What needs to be done to create a society in which the elderly can live a full and active life? In response to Seike's question, the panelists expressed their thoughts. Sawa proposed that the international



Panelist (from top left) Yoshie Sawa, Special Appointed Professor, Division of Health Science, Osaka University Graduate School of Medicine, Director of Osaka Police Hospital; Tan Choon Chuan, Chief Health Scientist, Ministry of Health, Singapore; Kazuhiko Ikano, Program Director (U.S.) of Japan Biodesign, Stanford Byers Center for Biodesign, Stanford University; Kohel Komamura, Professor of Faculty of Economics and Director of the Research Center for Financial Gerontology, Keio University; John Piggott, Director and Professor, Australian Research Council (ARC) Centre of Excellence in Population Ageing Research (CEPAR), University of New South Wales, Australia; Shuichi Nakamura, President of Forum for Social Security Policy; Mutsaers Selma, President, Japanese Red Cross Society.

taining welfare and nursing care services is a major challenge for Japan. He said that while there are measures that enable the transfer of elderly people in need of care from metropolitan Tokyo area to rural areas, the goal is to provide care and medical treatment within the localities that people are familiar with. The application of digital technology for medical and long-term care is the key to achieving this goal.

The four main issues facing Japan's aging society are: (1) dementia; (2) elderly single-person households; (3) working family caregivers; and (4) a shortage of nursing care workers. Kii claims that these challenges can serve as seeds for developing original products, services, and industries in Japan. In fact, to address (1), products that are easy for people with dementia to use are now being developed. A wide variety of facilities and services have been created to address (2), including meal delivery, transportation, and outing support services, as well as aged care residences. To address (3), more companies are making it easier for employees to balance work and nursing care responsibilities. To address (4), a growing number of nursing care support systems that utilize AI, robotics, and other advanced technologies are being developed. Kii expressed his hope that developing these systems and making them available overseas will generate economic growth for Japan.

Panel Session Challenges and Initiatives in the Healthcare Field in Asia

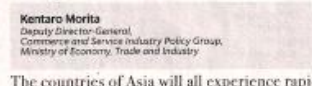


Panelist (from top left) Nguyen Lan Hieu, Director, Hanoi Medical University Hospital; Takuma Kato, Director for Healthcare and Long-Term Care Policy, Economic Research Institute for ASEAN and East Asia (ERIA); Naoko Yamamoto, Professor, Graduate School of International University of Health and Welfare; Sinead Hayashi, Managing Director, MATSUNAGA (THAILAND) CO., LTD.; Takahiko Hashimoto, Director, Healthcare Industries Division, Commerce and Industry Policy Group, METI; Moderator: Hiroki Nakatani, Visiting Professor, School of Medicine, Keio University / Senior-Advisor to the President of ERIA.

As many Asian countries have achieved economic growth, the structure of the diseases they experience has changed. For example, infectious diseases used to account for 60% or so of all deaths in Vietnam, but this figure is now significantly lower. At the same time, deaths from lifestyle diseases and other non-communicable diseases are rising sharply. Nguyen expressed his aim of learning from Japan's leading medical care and long-term care systems. Kato outlined a survey of the elderly conducted in ASEAN countries by ERIA. He said that the collected data has made it possible to tailor the aging policies to match the needs that differ among countries. Yamamoto noted that in contrast to Europe and North America, elderly people in Asia are more likely to be too lean than to be obese. She added that health policies need to be tailored to local characteristics. Hayashi talked about the improvement in the home care environments of the elderly in Thailand. He also felt that Japanese nursing care equipment would be useful in Thailand.

Hashimoto stated that Japanese companies should try and meet the growing demand in the healthcare sector in Asia to help solve the problems that other countries in the region are facing as their populations get older. At the same time, he cautioned that differences in the regulations and systems of each country need to be considered. He also reported that METI planned to try and overcome some of these barriers. Nakatani summed up the session by saying, "It is very important to develop together," as opposed to merely selling Japanese pharmaceuticals, medical equipment and healthcare services to Asia.

Closing Remarks



The countries of Asia will all experience rapid aging in the coming decades. Morita said that since Japan has become a pioneer in dealing with an aging population, it should develop and expand its healthcare industry, by working to cultivate deeper collaborations with other countries in Asia and the rest of the world. "I hope that such an effort helps to improve the lives and health of many people," he concluded.