

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.



SAAS

Sikke Forum:

The 5th Super Active Ageing Society Conference

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WASS
The 6th Well Aging Society Summit Asia-Japan
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Nikkei Forum: The 5th Super Active Ageing Society Conference(SAAS)

Special Message



Fumio Kishida Prime Minister of Japan

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. To occrome the various challenges of a super-ageul 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," He also outlined his government's efforts to address the issue of dementia and neurological diseases, mentioning the passing of the "Basic Act on Dementia" in countries, and the fact that Japan became one of the first countries in the world to approve the new drug Lecanemab for Alzheimer's disease. Noting that countries all over the world are facing the challenges of a super-aging society, Kishida noted, "Japan was the first country in the world to face this problem." While acknowledging the difficulties ahead, he also expressed his determination "to create an economically sustainable society that will continue to grow, even with a super-aged population, and grow, even with a super-aged population, and show a way forward to the rest of the world."

Opening Remarks



Takemi talked of three basic principles for over-coming the challenges of a super-aged society; real-izing a sustainable society, maintaining social dyna-mism, and ensuring fairness. He also outlined a process for fulfilling these goals, involving the review of work styles and other aspects of employ-ment systems, digital transformation (DX) of medi-cal care, increased women's participation in soci-ety, and active acceptance of foreign workers. He also noted other challenges, such as the transfer of clinical technology to Asian countries, training the human resources needed for a super-aged society, and enhancing drug development capabilities. He added that collaboration with academia, govern-ment, companies, and other countries is essential for furthering these efforts.

Greeting and Speech



Kichiro Matsumoto President, Japan Medical Associa

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. To achieve this goal, it is important that family doctors, school doctors, and industrial physicians play a leading role in prevention. He also noted that various kinds of medical examination data is not yet centrally managed. The biggest chaldata is not yet centrally managed. The biggest chal-lenge in systematizing lifelong healthcare services according to people's life stages is the standardiza-tion of electronic medical records, a task that the JMA is focusing its efforts on

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, rejusenating the country. At the same time, increased productivity will enable transition to a more productivity will enable transition to a more diverse economy and society. However, family policy in Japan has been a low priority, with the government spending only around half as much as Sweden and France. To tackle Japan's declining birthrate, the government has pledged an additional investment of about 3 trillion yen per year as a part of the "unprecedented policy" to accelerate efforts to solve the problem by 2030. Yamasaki confidently described the initiative as "a comprehensive strategy that includes economic and employment measures."



Eric Verdin
President and C.EO.
Buck institute for Research on Aging (U.S.)

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 studies with nematodes showed that genetic manipula-tion can modulate their lifespan, while research on mice revealed the sweet spot for calorie 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.

Reimagining Healthcare and its Potential Through Partnerships



Mei Haruya Corporate Officer, Nead of Vision & Access, Jopon, Novartis Pharma K.Y.

Novartis sees Japan as an important market. Out-lining Novartis' activities in Japan, Haruya noted that cardiovascular discases and cancer account for about 34% of the approximately 43 trillion yen that Japan spends on medical costs. In terms of controlling medical costs, it is therefore especially vital to address lifestyle diseases. In Ehime Prefec-ture, 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. In Kagawa and Nagasaki prefectures, the company is promoting medical related digital transformation (DX). Novartis wants to optimize medical systems to deliver the right treatment at the right time to all patients, and to provide new value beyond prod-ucts through partnerships.

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 missing 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. Misawa concluded by saying that Eucalia is committed to enhancing the well-being of ous improvement. Missava concluded by saying that Eucalia is committed to enhancing the well-being of medical and nursing care facility workers through a flat organizational structure, as well as promoting productivity improvement and optimization, and contributing to local communities.









Unda P. Fried, Dean, Columbia University Malman School of Public Health, Director, Robert M. Butter Calumbia Aging Center Hirold Nakatani, Visiting Professor, School of Bredicine, Neio University / Senior-Advisor to the President of FRIA

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

responses to this question.

Kishi explained the current state of medical atment 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 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 home-bound senior citizens scattered throughout the prefecture. He also expressed his determination to promote digital transformation (DX) in medical care to enable deeper cooperation between prefectures and municipalities, and deploy more effective health and welfare measures.

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 ablities of elderly people are positively linked to social morale, and that healthy longevity is a valuable form of social capital.

form of social capital.

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







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 tho 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. Yanagawa asserted the need to extend the retirement age and to improve the employment environment to offer people more flexible choices of work style. He also suggested that if work styles change, the way people think about building assets will also change. The essential thing is to establish a secure asset management system that offers people peace of mind. On the other hand, Fukata pointed out that more than 70% of Japanese view the idea of increasing the retirement age negatively, suggesting that the government has not communicated the economic and health benefits of working into old age widely enough. She stressed the need for life planning seminars in the early stages of employment to change the attitude of workers, even by the private sector.

Neec Choon snoke about measures adopted in Okina opened the discussion by stating that the

private sector.

Ngec 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 belping 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.







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In this aging society with its declining birthrate

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. Hyama introduced GBER, a web platform that helps elderly people with employment and community activities. He advocated "mosaic-style" activities that can be performed at convenient times. Nagata talked about community participation of people with dementia. She mentioned that as opposed to the idea of "working despite suffering from dementia," there are even work opportunities specifically for reconle suffering dementia, citing product despite defering dementia, are even work opportunities specifically for people suffering dementia, citing product devel-

opment as an example.

Ozaki spoke as a representative of the senior generation. He said that the contributions they can make to the society as senior citizens are: not to get sick; to let the younger generation be in charge of things; and to use the financial assets they own for the good of society. Speaking as a representative of the younger generation, on the other hand, Hashimoto raised the problem of ageism, which deters the clderly from participating in society. He asserted that both the prejudice of young people against the physical and mental functions of the clderly said the inferiority complex that many elderly people have about their abilities need to be eliminated.

Akiyama concluded by suggesting that the elderly, young people, and experts can all work together ent as an example

h, young people, and experts can all work together to help shape a society that allows the lifelong participation of all people.

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 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. Ikeno pointed out that the viewpoints of young people and outsiders are important in solv-ing the problems of a super-aged society. He said that their awareness of issues that the elderly them-selves may not be aware of can lead to opportuni-ties for innovation. ties for innovation.

Komamura, who conducts research on the eco 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-

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

Opening Remarks



Koji Hachiyama Chief Operating Officer, Ecotomic Research Institute for ASEAN and East Asia (ERIA)

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



Kentaro Morita
Deputy Director-General,
Commerce and Service Industry Policy Group,
Ministry of Economy, Trade and Industry

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 (\$67billion), although Japan currently receives only a small mated to be worth 10 trution yet (\$6 childin), 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 pub-lic-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 differpeople 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. For group (2), it is necessary to provide integrated and continuous medical care that is not restricted to specific medical departments. Bariere-free access is also needed to allow these people to participate more actively in community life. Group (3) needs a system that allows them to live out their lives with dignity. The key point, according to Beard, is to view spending on the elderly as an investment, rather than a cost. The goal is to maximize returns, not to minimize costs. imize returns, not to minimize o

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



Nobuyuki Kill Group Monager, Research & Comunty Division, Aging Innovation Group, The Japan Research Institute, Limited

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.

Challenges and Initiatives in the Healthcare Field in Asia



Methors Shrigh Heyashi, Monoging para-MITSUNAGA (THAILAND) CO., ITD Talauke Heshimoto, Director, Heoliticare Industries Proliton, Compensor and Service Industries Policy Group, MET.

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 register share. 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 other non-communicable diseases are rising sharp-

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

dy Director-General, merce and Service Industry Policy Group, dry of Economy, Trade and Industry

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 overple." he concluded: effort helps to improve t people," he concluded.





