DIJ WORKSHOP

The Silver Market Phenomenon: Business Opportunities and Responsibilities in an Era of Demographic Change

Thursday, 29 November 2007

German Institute for Japanese Studies, Tokyo

Hosts:
Florian Kohlbacher, German Institute for Japanese Studies (DIJ), Japan
Cornelius Herstatt, Technical University Hamburg-Harburg (TUHH), Germany

Program Overview:

14:00 – 15:30: Session I

15:30 – 16:00: Coffee break

16:00 – 18:00: Session II

18:00 – 18:30: Coffee break

18:30 – 20:00: Session III

from 20:00: Reception
Detailed Program

14:00 – 15:30: Session I: The Demographic Shift: Challenges, Chances, Perspectives

◊ Greeting and introduction: Cornelius Herstatt and Florian Kohlbacher
◊ Economic implications, Naohiro Yashiro
◊ Burden and reform of the health care system, Toshihiko Hasegawa
◊ Political implications, Gabriele Vogt
◊ Grandparents’ new roles, Tomomichi Yoshikawa
◊ European-Japanese cooperation: Merja Karppinen

15:30 – 16:00: Coffee break

16:00 – 18:00: Session II: Innovation, Technologies and Marketing

◊ From second childhood to modern maturity, John McCreery
◊ Young at heart: Japan's retiree's ready to explore, Dave McCaughan
◊ Advertising to the silver market, Michael Prieler
◊ Consumer behavior and value change, Nozomi Enomoto
◊ Marketing overseas housing to the retired, Authipong Sinpatanasakul
◊ Longstay programs for the elderly, Arnold Ackerer/ Nazumi Takagi
◊ Silver entrepreneurs as innovators in Japan, Akio Nagahira
◊ Material innovation, Junichi Tomita

18:00 – 18:30: Coffee break

18:30 – 20:00: Session III: Industry Solutions

◊ The Business of Aging, Hiroyuki Murata
◊ B2B Silver Market, Peter Mertens
◊ Medical system reform and medical information systems, Nobuyuki Kishida
◊ Ubiquitous network for enhancing the silver life, Toshitada Nagumo
◊ Wrap-up: Cornelius Herstatt and Florian Kohlbacher

from 20:00: Reception
Participants:
Cornelius Herstatt (TUHH)
Florian Kohlbacher (DIJ)
Naohiro Yashiro (ICU and CEFP)
Toshihiko Hasegawa (Nippon Medical School)
Gabriele Vogt (DIJ)
Tomomichi Yoshikawa (Waseda University)
Merja Karppinen (Sendai-Finland Wellbeing Center)
John McCreery (The Word Works)
Dave McCaughan (McCann Erickson)
Michael Prieler (DIJ)
Nozomi Enomoto (Tokyo University of Science)
Authipong Sinpatanasakul (Waseda University)
Arnold Ackerer (Austrian Embassy Commercial Section)
Nazumi Takagi (Austrian Embassy Commercial Section)
Akio Nagahira (Tohoku University)
Junichi Tomita (Toyo University)
Hiroyuki Murata (Murata Associates)
Peter Mertens (Siemens)
Nobuyuki Kishida (Waseda University)
Toshitada Nagumo (Spinnaker-partners)
Emmanuel Cheron (Sophia University)
Volker Elis (DIJ)
Martin Godel (Swiss Business Hub)
Pascal Gudorf (DIHK Tokyo)
Shingo Igarashi (Kyushu University)
Akiko Ishihara (Nippon Medical School)
Stefan Lippert (SKP)
Hiroshi Mieki (NRW Invest)
Nicholas Ashley (Nielsen)
Noriko Taji (Hosei University)
Kenji Yanase (McCann Erickson)
Hiroshi Yoshimura (Sendai-Finland Wellbeing Center)
From Akasaka Mitsuke Station  Exit D (Hotel New Otani)
Cross Benkei Bridge and follow the road with Hotel New Otani left hand for about 400m. Jochi Koizaka Building is across the street from BVLGARI. Walk up the steps to the entrance (B3) and take the elevator to the 2nd floor.

From Kojimachi station (Yurakucho Line, Exit 2)
Turn left as you get to the sidewalk and left again at the first corner. After 50 m at a T-junktion cross the street, turn right and go straight for about 200 m, cross over to the other side at the pedestrian light and walk up the steps to Jochi Koizaka Building. Take the elevator to the 2nd floor.

From Nagatacho Exit 9a (Hanzomon Line, Exit 7)
Walk straight and cross the street, go right across Benkei Bridge and follow the road with Hotel New Otani left hand for about 400m. Jochi Koizaka Building is across the street from BVLGARI. Walk up the steps to the entrance (B3) and take the elevator to the 2nd floor.

From Nagatacho (Nanboku Line, Exit 9a, from Meguro at the head of the train)
Turn left as you get to the sidewalk. Turn left again before reaching the Family Mart and follow the dead-end-road to the end. Walk down the stairs along a park to your right. Cross the street at the bottom, walk right to the traffic light. Jochi Koizaka Building is across the street from BVLGARI. Walk up the steps and take the elevator to the 2nd floor.

From Yotsuya station Kojimachi Exit
Go right, cross Shinjuku Dōri and follow it eastwards for about 100m with the Sophia University Campus to your right. Turn right at ‘Office Depot’ and go down the hill. Turn left at the bottom and walk to the traffic lights. The Jochi Kioizaka Bld. is across the street on the right side. Walk up the steps and take the elevator to the 2nd floor.