Workshop
Socio-political and Business Aspects of Care in an Era of Demographic Change
Friday, 7th March, 2008
Venue: Station Campus Bld 8F, International Conference Hall, Tohoku Fukushima University
(the Tohoku-Fukushima-Dai-Mae Station, JR Senzan Line from Sendai-Station)

10:30-12:30 Opening and Session I
Chairperson: Koichi Ogasawara (TFU)
Opening Speech: Merja Karppinen (FINPRO)
Session presentations (each 10 minutes presentation)
- The Knowledge Cluster Project and Social System Innovation
  Kentaro Totsu (Tohoku Univ.)
- Finpro and Life Science Promotion
  Merja Karppinen (Finpro)
- Care Communication: Language in Institutional Elderly Care
  Peter Backhaus (DJU)
- Beyond Borders: Foreign Care-Givers in Japan
  Gabriele Vogt (DJU)
- Adult Guardianship in Japan
  Junko Ando (DJU)
- Caring for Elderly People in Japanese TV Ads
  Michael Prieler (DJU)

14:00-16:00 Session II
Chairperson: Florian Kohlbacher (DJU)
Session presentations (each 10 minutes presentation)
- Regulations and Standards in the Japanese Medical Computerization: Enhancers or Inhibitors?
  Nobuyuki Kishida (Waseda Univ.)
- Care for Sleep: For the Better Quality of Life
  Ko Mizuno (TFU)
- Embedding the Prevention in Ordinary Life of Ordinary Citizens
  Takayuki Kawamura (TFU)
- Care and Health: Manipulating the Concepts and Integrated System
  Koichi Ogasawara (TFU)
- Why Care? CSR and Social Innovation in an Era of Demographic Change
  Florian Kohlbacher (DJU)

16:00-16:10 Closing Note  Florian Kohlbacher (DJU)

16:10-16:30 Wrap-up
16:30 Bus from the Station Campus to S-FWBC Sendan-no-Yakata

17:00-18:00 Sendan-no-Yakata, TFU affiliated elderly care facility introduction by Director Jun Nakazato, Sendan-no-Yakata tour to R&D Unit of S-FWBC led by Director Merja Karppinen

18:15 Bus from S-FWBC Sendan-no-Yakata to Sendai station
19:00 - 21:00 Welcome dinner
Access:
Tohoku-Fukushi-Dai-Mae Station, 11 min. by JR Senzan Line from Sendai-Station
JR 仙山線：「東北福祉大前駅」下車, 仙台駅 下り （山形方面）約 11 分

Tel. 070-5475-5420  (Alexei Kononenko)