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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 Miei (NRW Invest)

Nicholas Ashley (Nielsen)

Noriko Taji (Hosei University)

Kenji Yanase (McCann Erickson)

Hiroshi Yoshimura (Sendai-Finland Wellbeing Center)

Venue:

<p>German Institute for Japanese Studies (DIJ) Jochi Kioizaka Bldg. 2F 7-1 Kioicho Chiyoda-ku, Tokyo 102-0094 Ph. 03 3222-5077 Fax: 03 3222-5420</p>	<p>ドイツ-日本研究所 (DIJ) 〒102-0094 東京都千代田区紀尾井町 7-1 上智紀尾井坂ビル 2F 電話 : 03 (3222) 5077 FAX : 03 (3222) 5420</p>
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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-junction 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.

最寄り駅からDIJまでの道案内

赤坂見附(銀座線・丸の内線)より

出口D(紀尾井町口)から弁慶橋を渡り、まっすぐ紀尾井町通りを信号まで進みます(ニューオータニが左手に、赤坂プリンスが右手に、その先に清水谷公園があります)。信号から左斜め前方に見える建物が上智紀尾井坂ビルです。エントランスはB3で、研究所は2階にあります。

麴町(有楽町線)より

出口2の階段を上り、左(四谷方向)に進み最初の角(志村薬局)を左に曲がり、T字路まで進みます(坂道約50メートル)。右に曲がり道なりにまっすぐ進み(約200メートル)その先の信号を渡ったところが上智紀尾井坂ビルです。エントランスはB3で、研究所は2階にあります。

永田町(南北線)より

出口9aから左にまっすぐ進みます。ファミリーマートの手前、左側の階段を下り、清水谷公園を抜けると紀尾井町通りです。右にまっすぐ信号まで進みます。信号から左斜め前方に見える建物が上智紀尾井坂ビルです。エントランスはB3で、研究所は2階にあります。半蔵門線の場合は、7番出口から弁慶橋に出て、銀座線・丸の内線と同じルートです。

四谷駅(JR線・南北線・丸の内線)より

麴町口から上智大学側に信号を渡り、麴町6丁目の信号まで進みます。写真店の角を右に曲がり、右手に上智大学東門を見ながら、細い坂道を道なりに下ります。下りきった先の信号右手側が上智紀尾井坂ビルです。エントランスはB3で、研究所は2階にあります。