

The Golden Opportunity of Silver Marketing: Housing & Financial Services

Kenneth Alan Grossberg
Waseda University

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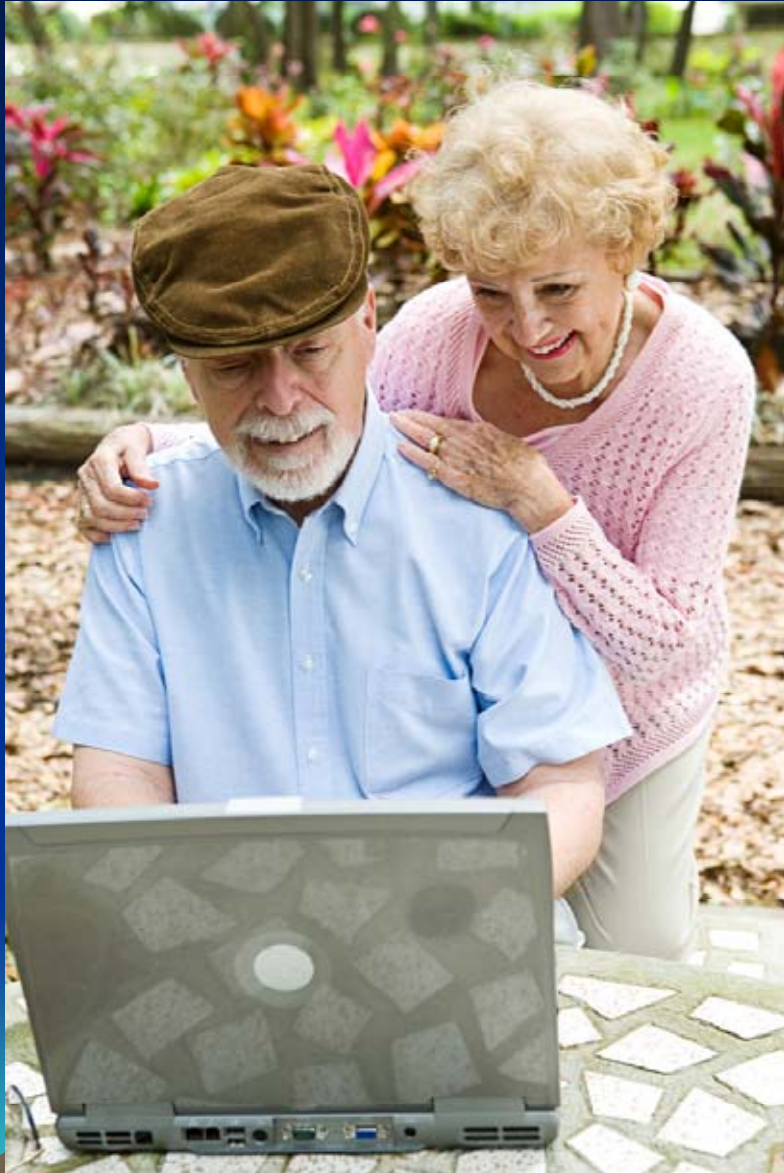
More than 20% of
Japan's people are
over 65.

More than 5% are
over 80.



Baby boomers – are they the mother lode after all?





**Catering to
seniors'
financial
needs.**



Financial Services for Japanese Seniors

- Banks
- Japan Post
- Investment Trusts





Housing For Empty Nesters?

“Togetherness”

VS.

“Active Senior”
Lifestyles



Living **Overseas** As A Viable Senior Option?

- **Philippines**
- **Malaysia**
- **Thailand**
- **Australia**
- **????????????????**

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- A photograph of three young women in traditional Southeast Asian attire, smiling and clapping. The woman on the left wears a blue top, the middle woman a red top, and the right woman a yellow top with a large pink flower in her hair. They are all wearing gold jewelry. The background is a soft-focus outdoor setting.
- Language
 - Culture
 - Healthcare
 - Safety



The Golden Opportunity of Silver Marketing in Housing and Financial Services hinges on.....

- **Legal & ethical issues**
- **Quality of life issues**