



Deutsche Industrie- und  
Handelskammer in Japan  
在日ドイツ商工会議所

## Workshop: The Silver Market Phenomenon Business Opportunities in an Ageing Society

The German Chamber of Commerce and Industry in Japan and the  
German Institute for Japanese Studies cordially invite you to take part in this workshop on

**Friday, June 13, 2008**  
**15.30 – 19.00 h**  
(followed by a reception)

Venue: [German Chamber of Commerce and Industry in Japan](#)  
(Sanbancho KS Bldg. 5F, 2-4 Sanbancho, Chiyoda-ku, Tokyo)

Japan will soon become a super-aged society. More and more companies are entering the “senior market” with new products and services for the 55+ generation. Which are the keys to success in the silver economy? What can foreign companies learn from Japan to stay ahead?

Experts from Japan’s leading advertising company, research institutes and companies will discuss how the ageing of our customers will affect the way we do business in the future. As a special guest we are proud to welcome “Paro”, a robot designed for therapeutic treatment by Dr. Shibata of AIST.

### **PROGRAM**

#### **Introduction**

15.30 – 16.00

#### **Demographic Change and its Implications on Business**

Dr. Florian Kohlbacher, German Institute for Japanese Studies (DIJ)  
Pascal Gudorf, German Chamber of Commerce and Industry in Japan (GCCIJ)

#### **Session I:**

16.00 – 17.30

#### **Marketing and Product Development for Ageing Consumers**

##### ***Marketing Strategies for the Senior Market***

Kazuki Nishikawa, Senior Market Business Development  
Dentsu Inc.

##### ***Developing Robots for Elderly Care***

Dr. Takanori Shibata, Senior Research Scientist  
National Institute of Advanced Science & Technology (AIST)

##### ***Presentation of “Paro”***

#### **Session II:**

17.30 – 19.00

#### **Challenges and Business Opportunities in an Era of Demographic Change**

##### ***Lessons from the “slim Japan” Project***

Yuji Wada, Director  
Institute for Future Technology (IFTECH)

##### ***Silver Markets and Business Customers -a few examples***

Dr. Peter Mertens, General Manager, Corporate Technology Dept.  
Siemens K.K.

##### ***Opportunities in the Service Sector: The Finland Wellbeing Center in Sendai***

Dr. Merja Karppinen, Head of R&D unit  
Sendai-Finland Wellbeing Center

19.00

#### **Reception**

**Please register** by June 10: [workshop@dihki.or.jp](mailto:workshop@dihki.or.jp) (max. number of participants: 25)

**Participation fee:** Yen 10,000; GCCIJ members: Yen 8,000\*; Academic scholars and students: Yen 5,000  
(\*rate of Yen 8,000 also applies to members of Waseda Marketing Forum and Japan Inc. readers)

No-shows or cancellations after June 10 will be charged in full.

If you did not receive a confirmation, kindly contact us again by phone: 03-5276-8744