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UNU to Host International Symposium on “The Silver Market Phenomenon”

- Event:** International Symposium — “The Silver Market Phenomenon: Business Opportunities and Responsibilities in the Ageing Society”
- Date:** 3 & 4 October 2008 (Friday & Saturday)
- Venue:** United Nations University Headquarters, Shibuya-ku, Tokyo
- Organizers:** German Institute for Japanese Studies Tokyo (DIJ); United Nations University (UNU); Hamburg University of Technology (TUHH); Institute for Technology and Innovation Management (TIM); Tokyo Institute of Technology, The 21st Century Program; and The Science of Institutional Management of Technology (SIMOT)

- In many countries around the world, including Japan, populations are both ageing and shrinking. This demographic change represents a major challenge for government, society and corporations.
- One important trend is the continuing growth of the so-called “silver market” — the segment of the population broadly defined as comprising persons aged 50 and older. This market segment, which includes many who are relatively well-off, is very attractive and promising for manufacturers and service providers, but still underdeveloped in terms of product and service offerings.
- Participants in this two-day international symposium will explore issues relating to the silver market phenomenon, with a particular focus on innovation, product and service development, technology management, marketing and business models for the “age 50-plus” market. Policy makers, academics and practitioners will debate business responsibilities, challenges, and solutions for coping with changing demographics.
- The symposium will include keynote presentations by eight prominent speakers; special sessions on “The Silver Market Phenomenon in an International Context”, “Innovation, Product Development and Technologies”, “Marketing, Products and Services for the Silver Market”, and “Industry Challenges and Solutions”; panel discussions on “Business Opportunities and Responsibilities in an Era of Demographic Change” and “Demographic Change and Innovation: Assessment and Outlook”; and a presentation of the new book *The Silver Market Phenomenon*.
- Simultaneous English-Japanese interpretation will be provided.
- See http://www.dijtokyo.org/?page=event_detail.php&p_id=504 for a complete programme and other information.
- This symposium offers a unique opportunity to discuss Japan’s silver market phenomenon with renowned experts from around the globe, as well as to meet the inventor of “Paro”, a robot for therapeutic treatment; the inventor of Robot Suit HAL; and Prof. Kawashima of “Dr. Kawashima’s Brain Training”.

To reserve a media space at this symposium, please contact Naoko Yano, UNU Office of Communications (tel.: 03-5467-1212; e-mail: media@unu.edu).