

Invitation



Nov. 11, 2021

Productive Aging Consortium

Whom it may concern

**<Request for Participation>
Wednesday, November 24, 13:00/JST
Held Online**

To age comfortably and positively

The 2nd International Symposium of the Productive Aging Consortium

The Productive Aging Consortium (PAC, Representative Director: Kei Yamana) will hold the 2nd International Symposium of online on Wednesday, November 24, 2021. The PAC was established on November 20, 2019, by a group of companies that share the philosophy of "productive aging" – where all people age positively and live their lives in their own way – in cooperation with each other across industries and business fields*1.

Two years after its establishment, the world is still during the Corona disaster, but the importance of all people aging positively and living life to the fullest with the wisdom to extend their health span has been recognized anew.

This year, we conducted the "Productive Aging Insight Survey" to measure the level of awareness of the concept of "productive aging" and found Reality of people's consciousness and issues to be addressed for its future popularization. In this symposium, we will also make a presentation on the status and future vision of productive aging.

Through this international symposium, we will actively communicate to the world what kind of lifestyle and way of life we should aspire to in the new normal world beyond the Corona disaster.

Outline of the Symposium

- Date : Wednesday, November 24, 2021 1:00 p.m. to 5:30 p.m. (JST)
- Organizer : Productive Aging Consortium (PAC)
- Sponsors : Oriental Yeast Co. Ltd., Shimadzu Corporation, Teijin Limited, Tokyo Marine & Nichido Fire Insurance Co., Ltd., Meiji Holdings Co., MiRTel Co., Ltd., Omnicom Health Group Asia Pacific POLARIS and NOMON Co., Ltd.
- Format : Online webinar with zoom
- Language : Simultaneous interpretation (Japanese and English)
- Participation (free of charge) Please register from the following registration page.
After registering, you will be issued a zoom invitation URL.

■Program

※Programs such as speakers and lecture times are subject to change.

Please note.

13:00 Opening Remarks

Shigeru Taniguchi / Director of PAC, Executive Officer, Co-Creation Center, Meiji Holdings Co., Ltd.

13:05 Introduction of PAC companies' Social Implementation Activities to Improve Healthspan

①Summary of our Healthcare Initiatives / Solutions for Smart Cities

Yasushi Hirayama / General Manager, Alliance Promotion Office, Digital Innovation Department, Tokyo Marine & Nichido Fire Insurance Co.

②Health Care Agencies' Efforts to Improve Quality of Life

Takashi Araki / Chief Operating Officer, Omnicom Health Group Asia Pacific

13:35 Special Program 1

Report on "Productive Aging" Insight Survey

Declaration for the Realization of Proactive Aging

①Report on "Productive Aging" Insight Survey

Nobuyuki Kobayashi / Omnicom Health Group Asia Pacific Senior Planning Director

②Declaration for the Realization of Proactive Aging/Speaker adjustment in process

Masanobu Kanou / Productive Aging Consortium Secretariat, Chief Operating Officer, NOMON Co., Ltd.

14:10 Planned lecture

Realization of a new data-driven well-being social system based on open innovation

Koichi Murashita / Professor Hirosaki University Graduate School of Medicine, Health Future Innovation Center, Deputy Director of the Center

14:40 Invited lecture

①Realization of successful aging by controlling the gut microbiome

Yun-Gi Kim / Professor, Research Center for Drug Discovery, Faculty of Pharmacy and Graduate School of Pharmaceutical Science, Keio University

②New aspects in the diagnosis of periodontitis

Tatsuji Nishihara / Chairman and President, Kyushu Dental University

15:40 Special program 2

Productive Aging Life of Each

①Teijin Soleil's Agriculture Business for Handicappers

Takayuki Suzuki / Director, General Manager, Teijin Soleil Limited

②Efforts up to now and in the future (tentative)

Suguru Osako / Professional Marathon Runner

③62 years old, active female bodybuilder and physique

Satoko Yamanouchi / Bodybuilder

16:25 Short break

16:30 Panel Talk

Part 1: Leading from Proactive Aging Life

Panelists : Suguru Osako, Satoko Yamanouchi, Takayuki Suzuki, Koichi Murashita

Moderator : Kei Yamana / Represent Director of PAC, Chief Executive Officer,
NOMON Co., Ltd., Management Coordinator for the
President, Healthcare Business of Teijin Group /
Teijin Group Senior Researcher

Part 2: For the Realization of Proactive Aging

Panelists : PAC members

Moderator : Shogo Fujii / Deputy Director, Nikkei BP Intelligence Groupe and
Director, Medical Health Lab

17:30 Closing Remarks

Hideo Arai / Managing Director and Div. Executive, Bio-industry Div., Oriental
Yeast Co., Ltd.

■Productive Aging Consortium (PAC, <https://productiveaging.jp/>)

Members: Oriental Yeast Co., Ltd., Shimadzu Corporation, Teijin Limited, Tokyo Marine & Nichido Fire Insurance Co., Ltd., Meiji Holdings Co., MiRTel Co., Ltd., Omnicom Health Group Asia Pacific POLARIS and NOMON Co., Ltd.

Representative Director: Kei Yamana, Management Coordinator for the President,
Healthcare Business of Teijin Group / Teijin Group Senior Researcher

Director: Hideo Arai, Managing Director and Div. Executive, Bio-industry Div., Oriental
Yeast Co., Ltd.

Director: Mitsuo Kitaoka, Senior Managing Executive Officer and CTO, Shimadzu Co.

Director: Shigeru Taniguchi, Executive Officer, Co-Creation Center, Meiji Holdings Co.,
Ltd.

*1 "Productive Aging Consortium Establishment Event (20.11.2019)"

<https://productiveaging.jp/movie/>

<For further information, please contact>

"The 2nd International Symposium on Productive Aging Consortium" Public Relations
Office, Nikkei BP Research Institute (in charge: Kato)

TEL: +81-3-6811-8845

E-mail: ykatou@nikkeibp.co.jp, Mobile phone : +81-90-4072-2840

Productive Aging Consortium Secretariat

Tel: +81-3-6822-9570 (in NOMON Co., Ltd.)

Email: contact@productiveaging.jp

HP: www.productiveaging.jp