

Taking Action on Dementia

Opportunities for Social Investment

G7 Global Dementia Legacy Event Private Sector Side Meeting



Mark Pearson
Deputy-Director
Directorate of
Employment, Labour
and Social Affairs
OECD



Kenichi Yoshida
Chief of Innovation
Division
SoftBank Robotics
Group



Shinsuke Aoki
Chief Researcher
HONDA THINK
Research Center
Honda R&D
Co., Ltd.



Lynn Kramer
Chief Clinical
Officer
Corporate Officer
Eisai Co., Ltd.



Yoshiyuki Sankai
Professor of Systems
Information
University of Tsukuba
Principal Investigator
Center for Cybernetics
Research



**Mayumi
Matsumoto**
Sales and Business
Development
Manager
Iwate Regional Branch
Yamato Transport Co., Ltd.



Go Fukushima
Division Manager
Home Instead Div.,
Duskin Co., Ltd.



Makoto Okada
Senior Manager
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Shinjiro Hayashi
Executive Director
Yamaman Co., Ltd.



**George
Vradenburg**
Convener
Global CEO Initiative
on Alzheimer's Disease
(CEOI)

Dementia has risen to the top of the global agenda. And the world is looking to Japan, the country at the forefront, to lead the way by building innovative, efficient, and ethical policies and programs on dementia. Multi-sector cooperation is a critical element in this response as government alone is limited in its reach. By engaging the private sector, innovative and novel strategies emerge.

To increase momentum behind private sector-led initiatives and to complement the G7 Global Dementia Legacy Event hosted by Japan, Health and Global Policy Institute (HGPI) and OECD welcome you to a side meeting to highlight and discuss the critical role of the private sector in addressing dementia.

November 7, 2014

8:00 (Doors open at 7:30)

8:00-9:00 Networking Breakfast

9:00-12:00 Presentations

12:00-13:00 Networking Lunch

ANA InterContinental Hotel Tokyo, Galaxy I & II

Address: 1-12-33 Akasaka, Minato-ku, Tokyo 107-0052

**Networking Breakfast and Lunch will be held in Banquet Room Gloria*

**Simultaneous
Translation Available**

G7 Global Dementia Legacy Event Private Sector Side Meeting

Taking Action on Dementia: Opportunities for Social Investment

7:30 Doors · 8:00 Start

Simultaneous translation available.

8:00 Networking Breakfast

9:00 Opening Remarks

9:10 Introduction

OECD's Contribution in an Aging Society, Mark Pearson

9:25 Presentations

1 9:25
The Future of Emotion Recognizing Robots, Kenichi Yoshida

2 9:40
Supporting Mobility in an Aging Society, Shinsuke Aoki

3 9:55
The Forefront of Dementia Drug Development, Lynn Kramer

4 10:10
Future of Cybernics Systems, Yoshiyuki Sankai

5 10:25
Looking After the Community: "TA-Q-BIN" that cares, Mayumi Matsumoto

6 10:40
Innovation That Supports Life in the Home, Go Fukushima

7 10:55
From Social Issues Comes Unique Innovation, Makoto Okada

8 11:10
A Town of the Future: Yukarigaoka, Shinjiro Hayashi

9 11:25
The Potential of the Corporate Sector, George Vradenburg

11:40 Closing

Remarks from Government Official

Closing Statement

Kiyoshi Kurokawa

Chairman, HGPI

Member, World Dementia Council

12:00 Networking Lunch

13:00 Adjourn

Mark Pearson

Deputy-Director
Directorate of Employment, Labour and Social Affairs
OECD

I joined the OECD in 1992 and, in 2009, became Head of the Health Division where I focus on how to deliver health care with greater efficiency, including putting much more effort into prevention of obesity and harmful use of alcohol. Countries must agree to compare how well they are doing to care for persons with dementia. This will encourage poor performers to do better, and countries which are doing well to redouble their efforts. The global cost of dementia is already \$650bn – the size of the Swiss economy, yet we get the quality of care that they deserve. The Japanese Global Dementia Legacy Event must mark a new commitment from countries to improve care for the 50 million people across the world living with dementia.

Shinsuke Aoki

Chief Researcher
HONDA THINK Research Center, Honda R&D Co., Ltd.

"The joy and freedom of mobility. A sustainable society where people can enjoy life." This is Honda's vision. By participating and talking with the various dementia-related groups, companies, and NPOs, I realized their common mission is to make an age friendly society. Enterprise and industry is an essential part of this. This is the different kind of Honda that was born from those affected by dementia. This is the reason why I believe that there is something we can contribute.

Yoshiyuki Sankai

Professor of Systems Information
University of Tsukuba
Principal Investigator, Center for Cybernics Research

An accomplished inventor and creator, I am a driving force behind advanced robotics, Robot Suit HAL (Hybrid Assistive Limb), and various Cybernics, medical, care and welfare technologies. In Europe in June 2013, HAL received medical device approval and it is being used as a part of work related insurance in Germany. HAL, as the world's first robotic medical device, has succeeded in building a human support industry that is leading the way and receiving increased attention in Japan and around the world through creation of innovative techniques.

Go Fukushima

Division Manager
Home Instead Div., Duskin Co., Ltd.

We provide personalized care service for persons with dementia. This service not only helps those with dementia to live comfortably but also supports family caregivers. By taking note of each person's life story and other critical information, we provide person centered care. Through our dementia care service, we strive to help older persons in Japan and their families live with dignity in comfortable home environments. Our wish is to deliver quality care and services to older persons in Japan.

Shinjiro Hayashi

Executive Director
Yamaman Co., Ltd.

Established in 1971, Yukarigaoka has grown over the past 43 years to become a compact and sustainable city through private sector-led community growth management. As Japan faces a declining birthrate and a growing proportion of older persons, measures must be taken on these two issues. City planning and community building strategies, both hard and soft, are extremely essential to address dementia.

Kenichi Yoshida

Chief of Innovation Division
SoftBank Robotics Group

When SoftBank Group reached its 30th year in June 2010, we laid out our vision for the next 30 years. In this, we made it our goal to realize a world in which every household has a robot that makes people happy with family-like kindness. From this emerged Pepper – the first robot of its kind. Pepper's strengths as a communication robot have great potential in medicine and health care. Through collaborations with those in health care, government, and industry, I would like to work to improve Pepper and make Pepper as useful as possible for all.

Lynn Kramer

Chief Clinical Officer, Corporate Officer
Eisai Co., Ltd.

The pharmaceutical industry's goal is to contribute to improving health and welfare of people around the world through developing and increasing access to innovative pharmaceutical products. Our primary contribution is in the development of new therapeutics and diagnostics to improve treatment for specific subpopulations of persons with dementia. In response to the current paradigm shift, we are collaborating with companies and academic groups at the earliest periods of drug development. We, with many of the groups present here today, are partners in addressing the issue, which will require even greater cooperation.

Mayumi Matsumoto

Sales and Business Development Manager
Iwate Regional Branch, Yamato Transport Co., Ltd.

"TA-Q-BIN" That Cares is Yamato Transport Iwate Branch's service that provides care while meeting the shopping and delivery needs of older persons. To reduce loneliness of those who live alone, and to prevent solitary deaths, we thought about we can do as a company for the many older people we deliver packages to. Social services and medicine. Localities and government. Each must work together to create safe communities and we are prepared to do our part. I believe in a Japan that works together in this way.

Makoto Okada

Senior Manager
Fujitsu Laboratories, R&D Strategy

We are all interconnected in the issues of today's society. Dementia and other societal issues depend on the innovation that comes from multi-sector and cross organizational cooperation between federal and local governments, NPOs, health care workers, academia, etc. In 2011, Fujitsu Laboratories, GLOCOM at International University of Japan, and the Dementia Friendship Club (NPO) created the Dementia Project to explore how various companies and organizations can work together on dementia. The Dementia Project continues its cooperative activities to this day.

George Vradenburg

Convener
Global CEO Initiative on Alzheimer's Disease (CEOI)

In addition to serving as Convener of the Global CEO Initiative on Alzheimer's Disease (CEOI), I am Chairman and founder of UsAgainstAlzheimer's, serve on the Advisory Council of the U.S. National Alzheimer's Project Act, and am a member of the World Dementia Council. My mission to halt Alzheimer's began when my mother-in-law, Beatrice Lerner, was diagnosed in the late 1980s. Since then, my wife Trish, a screenwriter and playwright, and I, a corporate lawyer that held senior executive and legal positions at CBS, FOX and AOL/Time Warner, have worked to find a treatment or a cure for Alzheimer's by 2025. I believe this requires passionate, visionary, action-oriented leadership of public and private leaders from all around the world.

Cooperating Organizations

