

# Innovation for an active and healthy ageing



## DATE

December 2nd, 2011

## VENUE

Bizkaia Aretoa, UPV/EHU Auditorium  
Abandoibarra Avenue, 3 - 48009 Bilbao

## OBJECTIVE

To inform our companies about this great new market that opens before us on the issue innovation for an Active and Healthy Ageing, as well as the existing support programs.

## REGISTRATION

To formalize your registration click [here](#)

Contact Customer Service: 902 702 142

## Business opportunities and new markets

The ageing population is a universal force that has the power to shape the future as big as globalization.

By 2025 over 20% of the European population will be over 65 years, with a rapidly growing number of those over 80 years of age. This fact will affect all Member States being therefore a crosscutting issue for all areas of European policy.

One of the great challenges of ageing for the twenty-first century is to improve the quality of life of elders, ensuring the sustainability of both health and social security systems.

Furthermore, social-demographic change also opens a field for new business opportunities and innovation. Yet, it represents a growing market segment that demands new products and services as well as new business models.

EUSKADI *Goya izaga*

EUSKO JAURLARITZA

INDUSTRIA, BERRIKUNTZA,  
MERKATARITZA ETA TURISMO SAILA  
OSASUN ETA KONTSUMO SAILA



EUSKADI *Saborialde*

GOBIERNO VASCO

DEPARTAMENTO DE INDUSTRIA,  
INNOVACION, COMERCIO Y TURISMO  
DEPARTAMENTO DE SANIDAD Y CONSUMO

Lehiatzeko aldetur goaz  
transformamoz para competir

spri



# CONTENT



As an introductory part, it will be presented the phenomenon of aging from two complementary viewpoints: the gerontology perspective and the vision of the business opportunity that represents to the industry.

In addition, the position of the European, national and Basque authorities will also be presented, showing the different support policies and tools existing nowadays at these three levels.

The most important part of the conference will be two of the discussing tables organized around regional experiences and the industrial experiences of Basque and international companies.

To close the event, it will be announced the opportunity presented by the declaration of 2012 as "European Year of Active Ageing and Intergenerational Solidarity 2012".

# AGENDA

**08:30 h.** Registration and documentation

**09:00 h.** Opening and introduction to the conference

Mr. Rafael Bengoa. Minister for Health and Consumer Affairs. Basque Government.  
Mr. Tomás Orbea Celaya. Managing Director. SPRI.

**09:20 h.** Challenges and opportunities for social-demographic change

**Chairperson:** Dr. Jose Asua Batarrita. Director of Knowledge Management and Evaluation. Department of Health and Consumer Affairs. Basque Government.

Dr. Jose Javier Yanguas. Director of Ingema.  
Dr. Shabs Rajashekar. IK4 Research Alliance.  
Dr. José Miguel Azkoitia. Business Development Director. Tecnalia Health Division.

**10:00 h.** Table 1. Regional experiences in developing new markets.

**Chairperson:** Ms. Olga Rivera. Deputy Minister of Quality, Health Research and Innovation. Basque Government.

Regions invited:

Mr. Peter Raeymaekers. Flanders' Care, Cabinet Advisor of Flemish Minister of Welfare, Public Health and Family Affairs. Belgium.  
Prof. Dr. Winrich Breipohl (Research Group, Health Industries & Quality of Life), North Rhine-Westphalia. Germany.  
Mr. Edwin Mermans, Policy Officer Programme Smart Care (Department of Social and Cultural Development). Province Noord-Brabant. The Netherlands.

**11:10 h.** Break - Coffee

**11:30 h.** Table 2. A policy framework and support tools

**Chairperson:** Mr. Edorta Larrauri. Technology Director. Basque Government.

Mr. José Luis Monteagudo. E-Health and tele-assistance Research Manager. ISCIII. Instituto de Salud Carlos III. Ministry of Science and Innovation.  
Mr. Fernando Fantova. Basque Foundation for Health Innovation and Research.  
Ms. María Iglesia Gómez. Head of Unit for Innovation Strategy. DG Sanco. European Commission.

**12:50 h.** Table 3. Innovation in products, services and new business models

**Chairperson:** D. Iñaki San Sebastián. Deputy Managing Director. Tecnalia.

Mr. Jose Maria Villate. Managing Director. Innobasque.  
Mr. Gonzalo Martin. Head of New Business Innovation. Cikautxo.  
Mr. Joe Killen. Managing Director Southern Europe. Tunstall Iberica, S.A.  
Ms. Angels Pastrana. Regional Director bIDEA Avant S.L - Ikusi Salud. Telemedicine.  
Mr. Santiago Canales. Managing Director Igorco. Social and Health Services.  
Ms. Laida San Sebastián. President Icavi Group. Consulting Assistance and Services.

**14:10 h.** Closure of the conference

Mr. Tomás Orbea Celaya. Managing Director. SPRI.

**14:30 h.** Lunch

**Collaboration:**



Directorate-General for  
Health & Consumers