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# Matching the potential

Maximising the trade opportunities of  
healthy ageing

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What happens next

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*This piece of work has been supported by*



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# The business opportunity of healthy ageing

## Maximising the trade opportunities of healthy ageing

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# Longer lives present a major economic opportunity

## Older people are spending more

Across the G20, spending by older households exceeds **the combined GDP of Japan, Australia, Canada and Brazil.**



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#LongevityDividend  
<https://ilcuk.org.uk/HealthEqualsWealth>

## The workforce is ageing

Across the G20, **one in three** workers is aged 50 or over.



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## Older workers are earning more

Across the G20, **every third dollar** is earned by someone over 50.



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## Older people make important unpaid contributions

The unpaid contributions of older people through volunteering and caring **contribute more to Europe's economies than these countries spend on defence.**



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# But there's "no wealth without health"

**Health equals wealth**


G20 countries that invest more in health find **higher employment rates, more volunteering and higher spending** among their older populations.



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**Health equals wealth**

Across the G20, investing **just 0.1%** more in preventative health can unlock a **9% increase** in spending by people aged 60+.



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... there's a huge, and growing, business opportunity to support healthy ageing

# Healthy ageing is on the global policy agenda



UN member states agree to the [Madrid International Plan of Action on Ageing](#)

**2002**

Commonly known as MIPAA, the plan is a comprehensive list of commitments for UN member states the world over, focusing on older persons and development; advancing health and well-being into old age; and ensuring enabling and supportive environments.



The UN, supported by WHO, formally adopts the [Decade of Healthy Ageing](#)

**2020**



The Global Strategy and Action Plan commits members to adopt national healthy ageing plans.

**2016**

The World Health Assembly adopts a five-year [Global Strategy and Action Plan on Ageing and Health](#)



The Decade brings together government, business and third sector stakeholders on tackling ageism; creating integrated and responsive health care systems and services; and ensuring access to long-term care for older people who need it.

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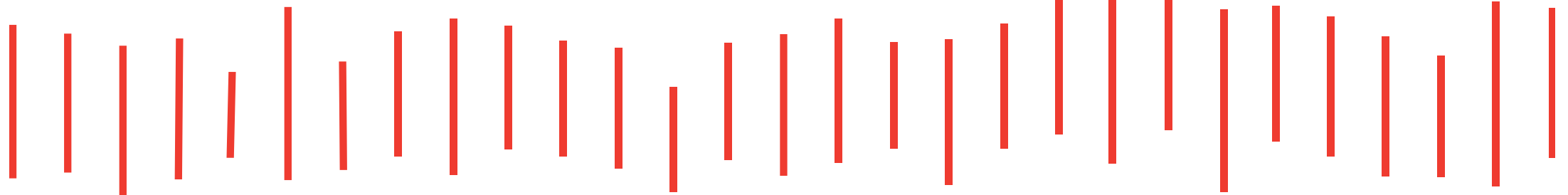
# Healthy ageing is on the global policy agenda



The G20 establishes a joint Finance-Health Taskforce for the first time

For the first time, under Italy's G20 presidency, Health and Finance Ministers meet jointly, highlighting governments' recognition of the interrelation between health(y ageing) and the economy.

## 2021



## 2021



The EU adopts a Green Paper on Ageing and creates a permanent post of Vice-President for Democracy and Demography at the European Commission

The EU's Green Paper makes a series of recommendations to member countries with key themes on healthy and active ageing; healthcare, long-term care, mobility and wellbeing; and innovation and business opportunities.

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## ... and so is innovation

- In 2011, the European Commission launched the European Innovation Partnership in Active and Healthy Ageing to support innovation linked to longevity and create partnerships across the EU.
- In 2013, the World Health Organisation created the Global Forum on Innovations for Ageing Populations. The group outlined key future trends in innovations related to ageing and health, which included community and home-based care, sensory impairment, e-Health and robotics and elder-friendly medicines.
- In 2020, the UN's Decade of Healthy Ageing Plan of Action called for technological, scientific and medical innovations to encourage social and economic development.

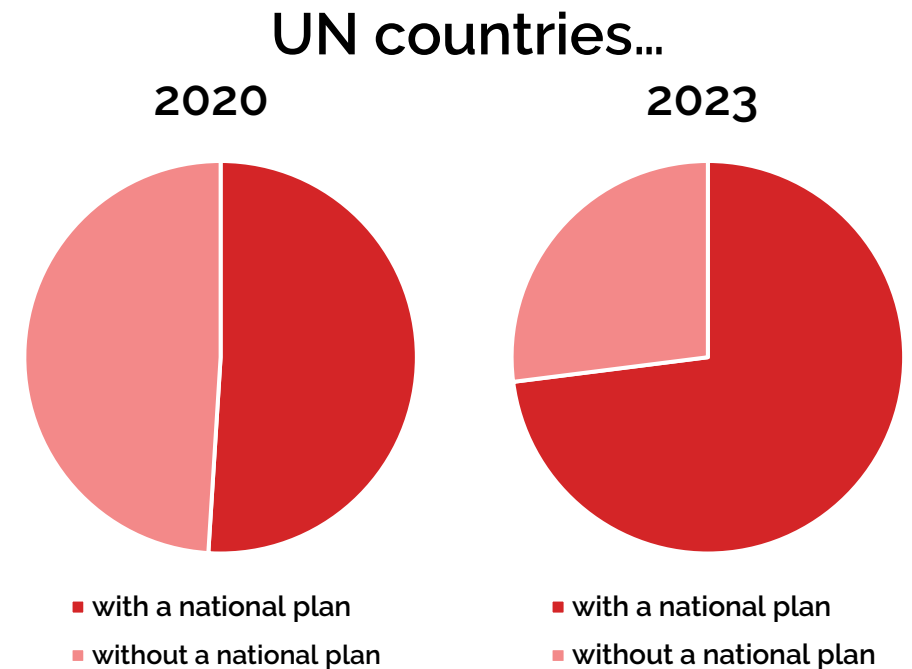




# Governments across the world have recognised the need to invest and innovate

In 2020, 51% of UN countries reported a national plan that aligned with healthy ageing principles; this increased to 73% by 2023.

- 82% of national plans focus on preventing non-communicable diseases
- 78% of national plans include targets to train healthcare providers and professionals
- 60% of national plans include providing, expanding and improving long-term care



# There are pockets of innovation across the world

Innovations have sprung up around the world.

- Devices like smart watches help patients to be monitored by healthcare providers from the comfort of their own home.
- Companies like PillPack in the US offer a solution to polypharmacy.
- Ride-share apps are partnering with healthcare providers to offer non-emergent medical transport.
- Russia's Foster Family programme matches older adults with carers, allowing them to age in place in rural villages.

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# But there are still gaps

While countries across the world continue to age, we're spending more time in poor health.

ILC's [Healthy Ageing and Prevention Index](#) shows that across the world (comparing 153 countries), between 2019 and 2022, time spent in good health across our lives has dropped by 7 months.

We spend 7 fewer months in good health



Health span fell  
0.61 years



From 63.6 years  
in 2019, to 63  
years in 2022

... **Government action and innovation needs to keep pace so we can turn this around**

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# But there are still gaps

Governments need to move beyond rhetoric to deliver policy change and invest meaningfully in innovation.

In many countries, policy priorities don't match up with clear funding streams.

... **Government action and innovation needs to keep pace so we can turn this around**

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# But there are still gaps

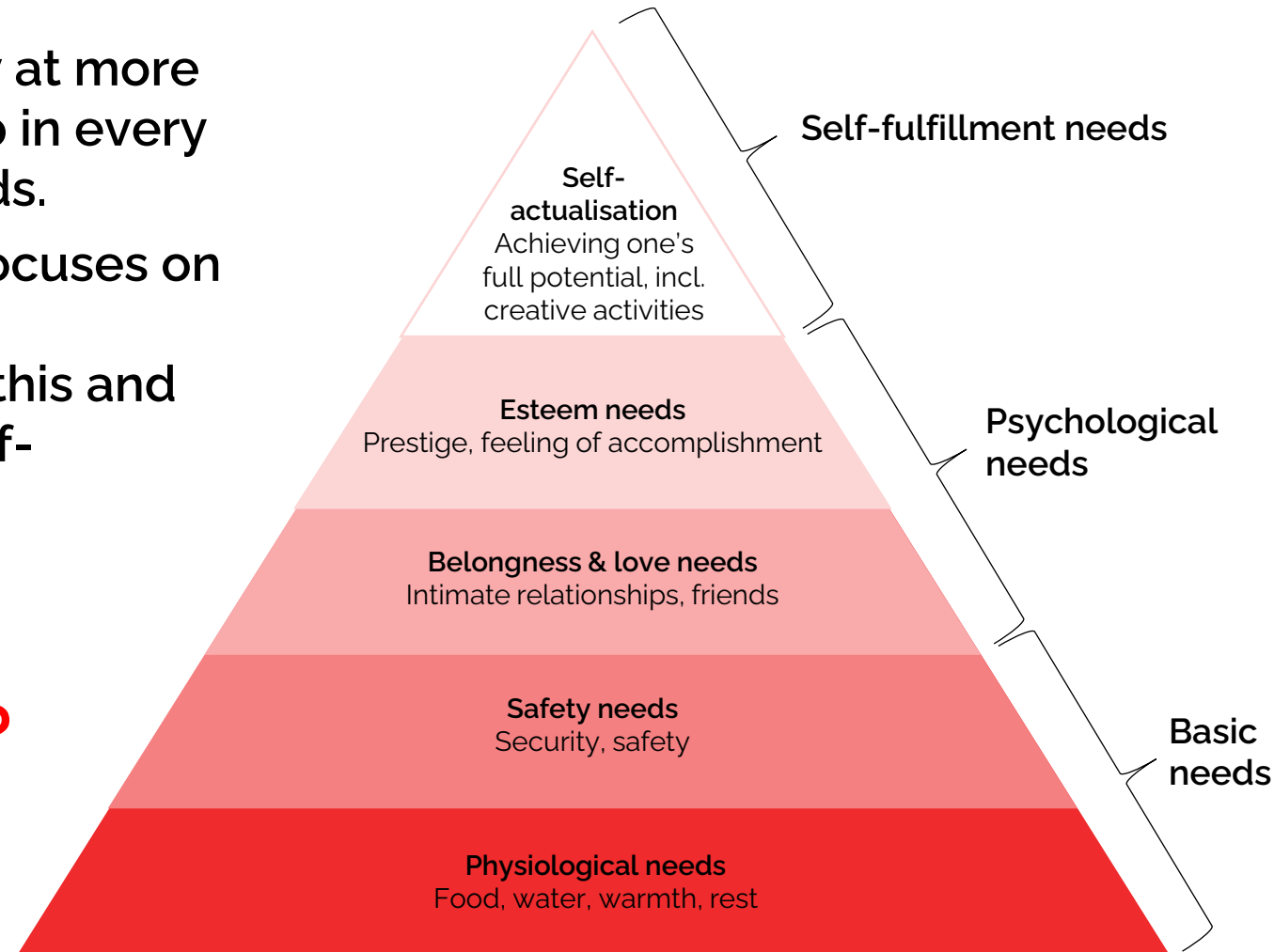
Estimates value the longevity economy at more than \$6tn. In the UK alone, by 2040, 63p in every pound will be spent by older households.

Yet, lots of the innovation we see still focuses on covering the basic needs of an ageing population. But we need to go beyond this and cater to people's psychological and self-fulfillment needs.

... How can we make the most of this opportunity?

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# How to engage at the global level

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# How to engage at the global level

- Leveraging UK Government opportunities, by working through the Department for Business and Trade and British Embassy network
- Engaging with key international organisations, including the UN and WHO
- Maximising the opportunities of global innovation funds and accelerator programmes



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# Leveraging UK government opportunities

- The Department for Business and Trade has a strong focus on healthy ageing, seeing it as a key export opportunity for the UK. From trade shows to networking opportunities, they are a key partner to support business and trade opportunities across the world.
- The British Embassy network can act as strong partners. Even after the Industrial Strategy on Healthy Ageing was cut, many embassies around the world have a strong focus on healthy ageing, forging connections with local partners and directly supporting export and FDI opportunities.





# Engaging with key international organisations

The UN's (supported by the WHO) Decade of Healthy Ageing fosters cross-sector collaboration between policymakers, businesses and the third sector.

- The Decade secretariat runs [the Decade Platform](#), which showcases best practice and innovation across the world. It highlights opportunities for funding and innovation awards, as well as being a platform to submit entries.
- The [Healthy Ageing Collaborative](#) is a group of national government representatives, international organisation representatives, businesses and NGOs driving forward the aims of the Decade of Healthy Ageing and provides opportunities for connecting with key national and international players.



# Engaging with key international organisations

Other opportunities for impact include connecting with:

- The Universal Health Coverage (UHC) and Life Course, as well as UHC and Healthier Populations directorates at the WHO – see organigramme and contact details [here](#)
- OECD's Ageing and Long-Term Care team
- WEF's Ageing and Longevity team at the Centre for the [New Economy and Society](#)
- G7/G20 fora: engaging via the UK delegations that will often bring businesses along as part of their delegations, or via the Business20 (B20) network, the global business forum informing the G20 – see details for Brazil's B20 forum [here](#)
- World Expos: via the UK delegation. The Expo 2025 will be held in [Osaka](#)



# Connecting with global innovation funds and accelerator programmes

AGING<sup>2.0</sup>

## 1 Aging 2.0: Global Innovation Search

Aging 2.0 is a global network dedicated to accelerating innovation in the ageing sector, focusing on start-ups that provide impactful solutions for older adults. There are chapters in more than 200 locations across the world. Aging 2.0's Global Innovation Search is an annual competition framed around Aging 2.0's Grand Challenges.

- Opportunities: The winners are platformed at the OPTIMIZE conference and there is potential to receive investment and/or a paid pilot
- Eligibility: Global start-ups and businesses
- Focus areas: maintaining independence; empowering family caregivers; ageing in place; engagement and social connection; emerging older workforce; care coordination; generational inclusion; brain health
- Website: <https://www.aging2.com/>

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# Connecting with global innovation funds and accelerator programmes



## 2 EIT Health Network

EIT Health is a 'knowledge and innovation community' (KIC) of the European Institute of Innovation and Technology, focusing on health and ageing specifically. It is a pan-European network that supports innovation and entrepreneurship in health, including healthy ageing initiatives.

- Opportunities: EIT Health runs a network of thousands of start-ups and offers programmes for development, access to financing etc. It also directly offers funding and support for innovative projects.
- Eligibility: Start-ups, SMEs, and researchers in Europe
- Focus areas: Solutions to support independent living; technologies to improve health outcomes; products and services for social care
- Website: <https://eithealth.eu/>

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# Connecting with global innovation funds and accelerator programmes

BILL & MELINDA  
GATES *foundation*  
Global Grand Challenges

## 3 Gates Foundation: Global Grand Challenges

The Global Grand Challenges of the Bill & Melinda Gates Foundation are a family of initiatives fostering innovation to solve key global health and development problems. They update on a regular basis and focus on research and innovation in key global health areas, including healthy ageing.

- Opportunities: Provides grants for innovative health solutions. Funding varies from challenge to challenge. Visit website for current challenges and grant opportunities
- Eligibility: Researchers, NGOs, and businesses worldwide
- Focus areas: Health technology for older people; ageing and chronic disease; preventative care and health promotion
- Website: <https://gcgh.grandchallenges.org/>

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# Connecting with global innovation funds and accelerator programmes

## 4 Healthy Longevity Global Grand Challenge



Initiated by the National Academy of Medicine (NAM) in the US, this programme seeks to foster innovation to improve physical, mental, and social health as people age. As part of its programme, NAM runs the Healthy Longevity Global Competition.

- Opportunities: Prizes and grants for innovative projects, as well as broader networking opportunities
- Eligibility: Innovators, and companies worldwide
- Focus areas: Products and services that enable people to live healthily for longer
- Website: [Healthy Longevity Global Grand Challenge - National Academy of Medicine \(nam.edu\)](https://www.nam.edu/healthy-longevity-global-grand-challenge)

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# Connecting with global innovation funds and accelerator programmes

The Techstars logo consists of the word "techstars" in a white, lowercase, sans-serif font, positioned on a solid black rectangular background. A small green horizontal line is located at the bottom right of the black rectangle.

## 5 Techstars Accelerators

Techstars Accelerators focus on supporting startups across the world that focus on technology-driven innovation. In 2023, Techstars ran a specific Longevity Accelerator. There are broader health and care-focused accelerators and the programmes are frequently updated.

- Opportunities: During each three-month programme, startups are offered mentorship, introductions to investors, corporate partners and alumni, with specific support to find product-market fit, get traction, and access capital and mentorship.
- Eligibility: Start-ups worldwide (different regional focus areas)
- Focus areas: Different from accelerator programme to programme
- Website: [Techstars Accelerators](#)

The logo for the International Longevity Centre UK, featuring the lowercase letters "ilc" in a bold, black, sans-serif font, followed by three red dots.

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# Focusing in on four key economies

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# Key economies

Key economies for UK businesses and innovators to look to:

- China
- Japan
- Sweden
- Canada



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# China

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# China's ageing landscape

With its 1-child, then 2-child and now 3-child policy alongside vast improvements in health, China has seen one of the sharpest demographic shifts across the world over the past decades. In 2020, almost 1 in 5 people were aged 60 and over. But if trends continue, this will more than double by 2060, with 42% of the population being 60+.

China is ageing very rapidly and it is 'getting old before getting rich'. With a current retirement age of 60, a health system equipped for its current population and many people still relying on (ever smaller) families for care and retirement income, China needs to adapt fast to this shifting reality. And it is starting to. Introducing its latest 5-Year Plan in a strategy to adapt to population ageing in 2021, the Government is focusing on strengthening the safety net for older people, expanding the social care offer and adapting the economy to an ageing consumer base.

**...The next few years will be vital for China and it is investing heavily in healthy ageing**

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# China's longevity dividend

## At a glance: The longevity dividend in China

- In China, just under a third (31%) of the population was aged 50 and over in 2018 – this is set to increase to **42%** by 2035.
- In China, **65%** of people aged 50-64 were in employment in 2010.
- In China, people aged 65 and over spend (on average) **5 more hours a year** volunteering than people at other ages.

See our full report on the longevity economy in China here: [Health equals wealth: Maximising the longevity dividend in China – ILCUK](#)

The Chinese government estimates the [market size](#) of the 'silver economy' in China at US\$974 billion. By 2035, this is expected to grow to \$4.1 trillion.

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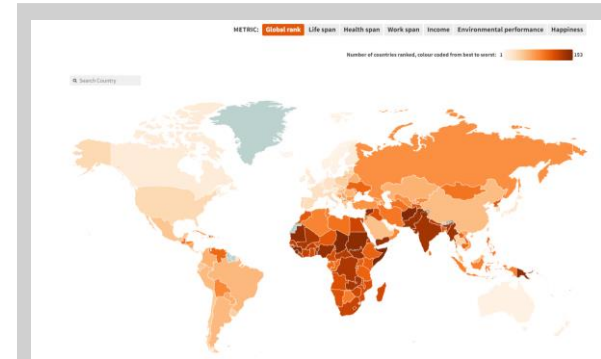
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# Healthy ageing in China

China ranks 49<sup>th</sup> (out of 153 countries) on ILC's Healthy Ageing and Prevention Index.

	Metric rankings	Metric values
Life span	36	78.6 (years)
Health span	33	69.2 (years)
Work span	37	33.45 (years)
Income	51	11.56 GDP/head, constant prices, ppp (\$000s)
Environmental performance	127	28.4 (on a scale of 0-100)
Happiness	52	6.14 (on a scale of 0-10)



The [Healthy Ageing and Prevention Index](#) compares how sustainably countries are adapting to healthy ageing.

# China's policy landscape



In recent years, the Chinese Government has placed a major emphasis on responding to population ageing. Its 14<sup>th</sup> 5-year plan, rolled out in 2021, focused heavily on ageing, by boosting the social care sector, investing in healthy ageing and building age-friendly environments.

As part of the 5-year plan, the Government published a [National Strategy to Address Population Ageing](#), which sets out a series of policies to actively respond to the ageing society, including:

- Investing and expanding public social care services, including at home and in the community
- Improving healthcare provision, including through an increased focus on prevention
- Expanding health insurance and pension schemes
- Investing in social participation, including through education, cultural and sports programmes for older adults
- Working with the private sector to grow the longevity economy

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# China's policy landscape



The healthcare system is adapting, with greater [integration of health and social care](#). Regular general health checks are also an established and important part of the healthcare system, allowing early detection, treatment and prevention of conditions.

Building on its efforts to invest in the longevity economy, the Government launched a [Silver Economy Plan](#) in early 2024. It encourages public and private enterprises to cater to the needs of older adults, with plans for building industrial parks and increasing investment in healthy ageing products and services and supporting businesses come to market.

This sits alongside a number of measures the Government has introduced over the last decade to invest in innovation, as well as increase foreign investment, including [Made in China 2025](#), a strategic plan focusing on improving innovation and quality in China's production.

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# China's innovation landscape



China's research and innovation landscape has seen extraordinary growth over the last 40 years. Between 2020 and 2022, China's budget for R&D rose by 9.8%, making it the second largest budget in the world.

On the Global Innovation Index 2023 (GII), China ranks 12<sup>th</sup>. It also comes 3<sup>rd</sup> for knowledge impact and knowledge creation. In terms of geographic clusters, Shenzhen–Hong Kong–Guangzhou ranks 2<sup>nd</sup>, and Beijing ranks 4<sup>th</sup>.

China has a large number of state-owned enterprises. In mid 2023, the share of aggregate market capitalisation for the top-listed firms was 48.4% state-owned, 39% private and 12.6% mixed ownership. The state or state-support therefore continues to be very important when working in China.

The Global Innovation Index, produced by the World Intellectual Property Organisation, brings together a range of indicators from political environment, to education, infrastructure and knowledge creation of 132 countries across the world, and provides a snapshot of innovation in each economy.



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# China's innovation landscape

Investment in the ageing market is relatively high. In 2022, investment in the senior living market alone was US\$1 trillion, and is expected to increase to \$3 trillion by 2035. Comparatively, investment in tourism was \$318 billion in 2023, and investment in renewable energy was \$890 billion.

Government spending on healthcare accounts for 5% of GDP and national budgets for science and technology innovations are about US\$51.6 billion.

China is the UK's 5<sup>th</sup> largest trading partner – 5<sup>th</sup> largest import partner and 6<sup>th</sup> largest export partner. The UK's outward FDI is £10.7 billion and inward FDI is £5 billion. Since Brexit in 2021, the UK and China do not have any specific trade agreements.

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# Examples of existing innovation in China

- [The WeChat Health Platform](#) allows people to access vitamins and supplements, medicines, medical devices and free consultations through the most popular social networking app in China. It has already been partnered with Novartis, Merck and WebMD.
- Cities such as Shanghai are creating [smart communities for older people](#), which includes building accessible smart homes systems, community care/integration/volunteering programmes, and integrated digital health platforms.
- [Cab hailing apps](#) have been made easier to use for older people – smart screens in cities can call a cab for citizens just by the press of one button or scanning their face.



# How to engage in China: key players

- China's National Health Commission: big focus on healthy ageing and keen on public-private collaboration
- The UK's FCDO and DBT teams in Beijing: very active on the healthy ageing agenda
- Innovate UK/National Innovation Centre for Ageing (NICA): developed the [UK China Healthy Ageing Flagship Challenge](#)
- Tencent: leading tech company, works with health and pharma companies, develops telehealth apps
- Huawei: interested in working with smart home solutions



## Top tip

There's a huge amount of Government and business focus on healthy ageing at the moment in China, and an appetite for working with international partners.

However, to really break through and make an impact, it's crucial to work with local partners on any initiatives.





# How to engage in China: hubs and opportunities

## 1 China International Import Expo

Held annually since 2018, the [China International Import Expo](#) is a key business event of the year, highlighting and showcasing business and innovation with an interest of engaging with the Chinese market.

## 2 Guangzhou Silver Economy Industrial Park

[In March 2024, Guangzhou, the capital of Guangdong province, established an industrial park specifically focused on the silver economy.](#) This park aims to support accredited enterprises in fields such as biotechnology, medical equipment, and livestreaming. The first batch of companies has already signed agreements and settled into the park.

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# How to engage in China: hubs and opportunities



## 3 Sino-European Health Networking Hub

Funded as part of Horizon 2020, the [Sino-European Health Networking Hub](#) (SENET) aims to create a sustainable dialogue between health research and innovation actors from the EU and China. Though the funding for the project work, focused on research and innovation, is soon coming to a close, there are ample opportunities to tap into the SENET's consortium, networking opportunities and events.

## 4 China International Elderly Health Industry Expo

The [China Elderly Health Expo](#) is an annual expo showcasing products and services in the care sector. Opportunities include exhibition, networking, and B2B meetings with Chinese partners.

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# How to engage in China: hubs and opportunities



## 5 Roche Accelerator

The [Roche Accelerator](#) is an initiative to build an innovation hub and contribute to the local innovation ecosystem in China, aiming to attract entrepreneurs in the areas of pharmaceuticals, diagnostics and personalised healthcare (PHC) including artificial intelligence (AI) and digital solutions.

## 6 Startupbootcamp accelerator in Chengdu

[Startupbootcamp](#) is a start-up accelerator in Chengdu, Sichuan province, with a particular focus on digital health.

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# Japan

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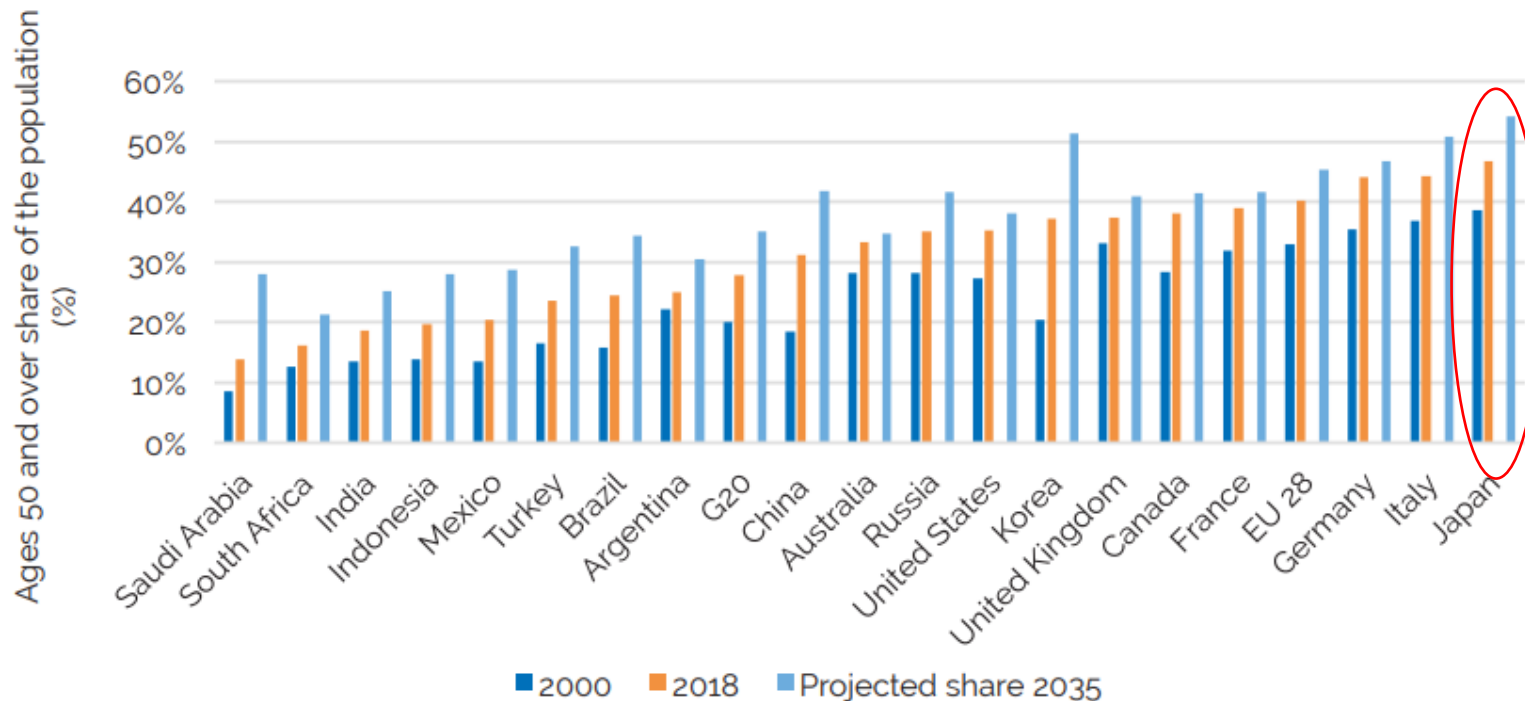
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# Japan's ageing landscape

Japan has the most-aged and most-ageing society across the G20. 47% of the population was aged 50 and over in 2018 – and this is set to increase to 54% by 2035.

Estimated and projected share of the population aged 50 and over (2000 to 2035)



... Japan's society is not only a super-aged society, but also declining. Hence, a lot of policy focus has been on supporting people to stay healthier for longer, as well as economically active, while driving business, innovation and investment.



# Japan's longevity dividend



## At a glance: The longevity dividend in Japan

- In Japan, people aged 50 and over already accounted for **2 in 5 workers** (40% of the workforce) in 2017 – this could rise to **47% by 2035**.
- More than **3 in 5 Yen** in the Japanese economy were spent by older households (those led by people aged 50 and older) in 2015; amounting to **21% of GDP**.
- The value of unpaid contributions by older people in Japan, such as volunteering and caring, equate to **1% of GDP – just under a third of Japan's spending on education**.

See our full report on the longevity economy in Japan here: [Health equals wealth: Maximising the longevity dividend in Japan – ILCUK](#)

Japan's [silver economy](#) is estimated to be \$944 billion and expected to grow to \$1.1 trillion.



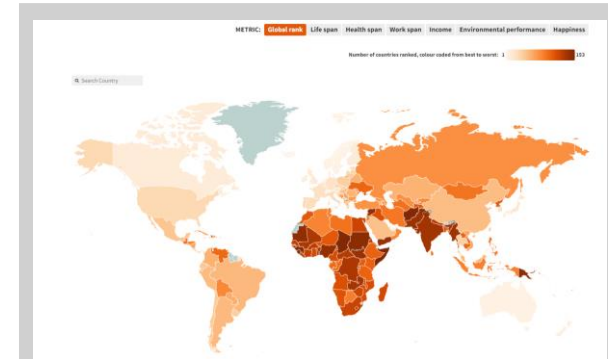
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# Healthy ageing in Japan



Japan ranks 20<sup>th</sup> (out of 153 countries) on ILC's Healthy Ageing and Prevention Index, topping the Index on both life expectancy and healthy life expectancy.

	Metric rankings	Metric values
Life span	<b>1</b>	<b>84.8</b> (years)
Health span	<b>1</b>	<b>74.4</b> (years)
Work span	<b>71</b>	<b>31.25</b> (years)
Income	<b>23</b>	<b>36.20</b> GDP/head, constant prices, ppp (\$000s)
Environmental performance	<b>25</b>	<b>57.2</b> (on a scale of 0-100)
Happiness	<b>62</b>	<b>5.91</b> (on a scale of 0-10)



The [Healthy Ageing and Prevention Index](#) compares how sustainably countries are adapting to healthy ageing.

Between 2019 and 2022, life expectancy in Japan increased by more than 4 months and time spent in good health has increased by more than 3 months.



# Japan's policy landscape

The Japanese Government has implemented a number of measures since the start of the century to alleviate some of the challenges coming with its rapidly super-ageing population.

In 2000, the Government introduced mandatory long-term care insurance, which means that all older adults have access to free care depending on their need.

Since 2008, all adults of working and retirement age have an annual health check, which enables early detection, treatment and prevention of conditions, and means people are engaged around their own health throughout their lives. Japan has also adopted a community-based integrated health and care system for older adults.

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# Japan's policy landscape

In 2018, the Cabinet further approved the [Guidelines of Measures for an Ageing Society](#), which set out a series of policies to:

- Require employers to develop an environment where people can work until at least 70, by investing in occupational health, access to education and creating quality jobs. The Government is creating incentives for companies to increase the age of retirement of their employees and to recruit and retain older workers.
- Integrate health and social care further to enable people to age in place and receive care in their local community or home
- Create age-friendly places, from transport to accessibility in town centres and the built environment
- Invest in the longevity economy, in particular in technologies that support people to stay healthy and independent for longer



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# Japan's policy landscape



To grow innovation, the Government has launched:

- A **Silver Economy Strategy** that focuses on research and development and science, technology and innovation, with a particular focus on information and communication technology solutions, artificial intelligence and robotics, health and medical care devices, as well as devices facilitating independent living and mobility.
- This sits alongside Japan's wider **integrated innovation strategy** that aims for US\$195 billion in public investment and US\$780 billion in combined investment for research and development.

...There are significant opportunities for public-private partnerships on products and services that support healthy ageing, and enable people to stay active, productive and engaged for longer.

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# Japan's innovation landscape

In 2015 Japan spent 3.5% of GDP on research and development – the third highest in the OECD. State investment in senior housing has also been vast, with a focus on subsidies and tax benefits.

Japan is home to the world's second-largest healthcare market, with nearly a third of its population aged 65 or over, including 2.1 million individuals over 90 years old. This significant older population has led to a growing interest in Japan's agetech (age technology) sector, which focuses on innovative solutions for ageing-related challenges.



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# Japan's innovation landscape



On the Global Innovation Index, Japan ranks 12<sup>th</sup> worldwide. In terms of geographic clusters, Tokyo-Yokohama ranks 1<sup>st</sup> in the world for innovation. The GII marks FDI inflows as a weakness in Japan, where they rank 100<sup>th</sup> in the world. Japan is **actively encouraging FDI** with an aim to reach 12% of GDP by 2030. They have a Strategy for Promoting FDI and a Council for Promoting FDI.

Japan and the UK have a Comprehensive Economic Partnership Agreement that established supply chains throughout Europe. They also have a comprehensive Free Trade Agreement. This indicates a solid trading relationship between the two countries already. Japan is the UK's 11<sup>th</sup> largest export partner, and the 11<sup>th</sup> largest import source.



# Examples of existing innovation in Japan



- Japan has produced multiple trials and studies on the impact that virtual reality therapy can have on illnesses like dementia or depression
- Artificial intelligence in wheelchairs has allowed for companies to design wheelchairs that can remember and follow programmed paths, making it easier for people who struggle with mobility to get around.
- 'Mobility as a Service' companies in rural Japan have revamped older adults' access to public transport, including by increasing the number of bus stops to decrease walking time, making public transport free, and taking bus reservations by phone.



# How to engage in Japan: key players



- Japan External Trade Organisation (JETRO): a government-related organisation to help foreign businesses start up or invest in Japan
- The UK's DBT and Embassy in Tokyo: have a big focus on healthy ageing, as well as close ties to the Ministry for Health, Labour and Welfare
- Japan Medical Association: key stakeholder, membership organisation for doctors and strong influence with the Government



## Top tip

Older adults in Japan strongly engage with their own health. People will regularly attend talks on healthy ageing and the like, so there is strong appetite for engaging in healthy activities and strong health literacy among the population.

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# How to engage in Japan: key players

- [Health and Global Policy Institute](#): Japanese think tank with a focus on health policy, as well as strong links to Government and industry
- [Japan Science and Technology Agency](#): public research funding agency focused on science and tech innovation
- [Toyota Mobility Foundation](#): non-profit focused on mobility innovations for older adults, works with technology providers, urban planners, other NGOs

# How to engage in Japan: hubs and opportunities



## 1 Japan Healthcare Venture Summit (JHVS)

Supported by the Ministry of Health, Labour and Welfare in Japan, the [Japan Healthcare Venture Summit](#) is an annual summit, bringing together innovators, major Japanese companies, investors, financial institutions and leading researchers. This is an opportunity for pitching, networking and partnership opportunities. A particular focus for the summit is health, wellness, care technology and medical devices.

## 2 Health and Wellness Japan

[Health and Wellness Japan](#), previously Tokyo Health Industry Show, is Japan's largest B2B trade show focusing on health and wellness products. Running for 40 years, this is also an opportunity to exhibit products or attend and network to meet potential partners.

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# How to engage in Japan: hubs and opportunities



## 3 Healthcare Innovation Hub (InnoHub)

A government-backed initiative to promote healthcare innovation, [InnoHub Japan](#) provides opportunities for collaboration, R&D support and market entry assistance for businesses or individuals interested in establishing a business focused on healthcare and life sciences.

## 4 Nikkei Super Active Ageing Expo

[Nikkei Super Active Ageing Expo](#) is a major expo focused on active ageing and social care, providing opportunities for market research, networking and collaboration. Particular focus areas include care, health technology and age-friendly products. You can exhibit or attend to connect with the Japanese market.

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# Sweden

Maximising the trade opportunities of  
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What happens next



# Sweden's ageing landscape

Sweden's population is ageing. Whereas people aged 65 years or more made up below 14 percent of the population in 1970, they made up over 20 percent of the population in 2023.

However, compared to China and Japan, Sweden has been ageing comparatively slowly. So, the question of how to respond to population ageing has been around for a while. In 1913 Sweden introduced a national pension system. In the 1930s, there were already discussions about “the population crisis”, leading to many policy initiatives, such as free social care and childcare being introduced decades ago.

... Sweden has a longstanding interest in healthy ageing and presents a key opportunity space

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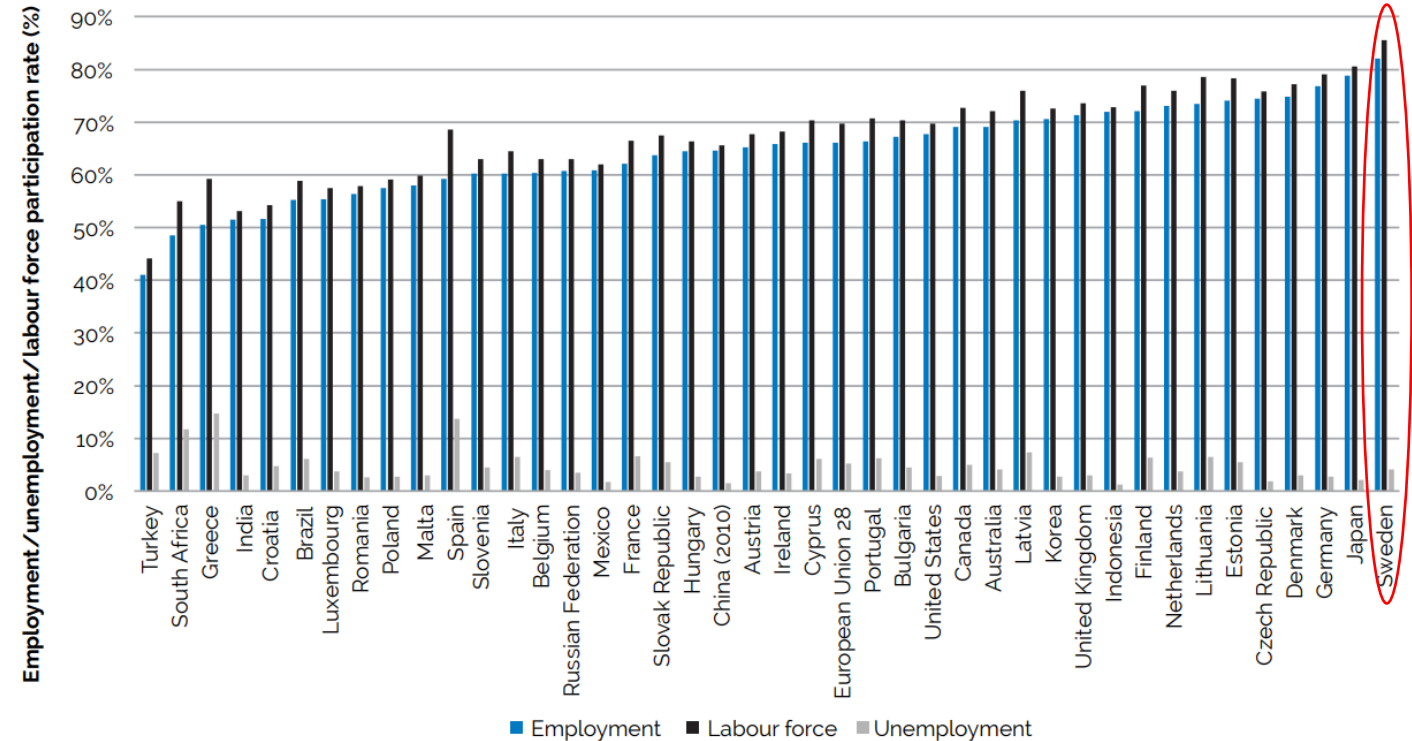
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# Sweden's longevity dividend



- In 2018, Sweden had the highest employment rate of workers aged 50-64 across the OECD.
- Between the ages of 66 and 75, Swedes' disposable income is 97% of the population average (US\$23139) and above the age of 75, it's 68.1% (US\$16245). Older adults spend more freely than older adults in comparative countries.

Figure 2: Employment/unemployment/labour force participation rates for people aged 50 to 64 (2018)

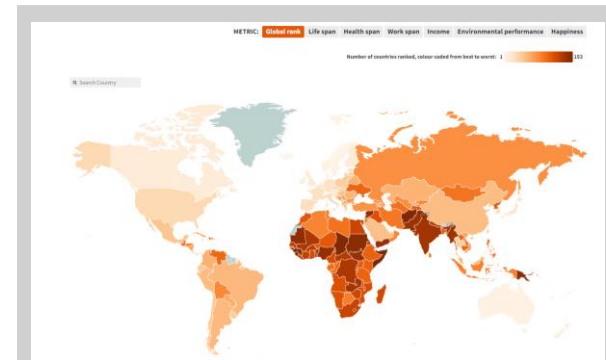


# Healthy ageing in Sweden



Sweden ranks 3<sup>rd</sup> (out of 153 countries) on ILC's Healthy Ageing and Prevention Index.

	Metric rankings	Metric values
Life span	9	83.5 (years)
Health span	10	72.3 (years)
Work span	40	33.12 (years)
Income	11	56.03 GDP/head, constant prices, ppp (\$000s)
Environmental performance	5	72.7 (on a scale of 0-100)
Happiness	7	7.16 (on a scale of 0-10)



The [Healthy Ageing and Prevention Index](#) compares how sustainably countries are adapting to healthy ageing.



# Sweden's policy landscape



Policies responding to population ageing have been longstanding in Sweden. The Government has integrated active ageing policies across policy areas, including housing, the labour market, social care and healthcare.

In 2003, the Government published its official report on ageing: “Ageing policies for the future – 100 steps towards security and development with an ageing population”. Since then, the Government has:

- Adopted a National Strategy for Ageing Care that focuses on preventative care, technology assistance for older adults and integrated health and care models
- Regional and national ageing in place initiatives
- A universal integrated health and care system where regional, municipal and national governments work together on service delivery

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# Sweden's innovation landscape



The Government in Sweden has placed a strong focus on innovation, with its National Innovation Council that governs innovation policy. In 2021, Sweden spent 3.4% of their GDP on research and development. The government has a clear goal of spending over 3% on research and development every year.

Most innovation research in Sweden, whilst supported by government policies, is funded by the private sector. Only 30% of innovation and research is publicly funded. Investment and innovations in technology for older adults is steadily increasing; for example, digital communication between staff and residents of care homes grew from 5% in 2018 to 56% in 2022.

Sweden and the UK have trade agreements that, based on the World Trade Organisation memberships, exempt trade from import duties. Sweden is the UK's 17<sup>th</sup> largest trading partner – 20<sup>th</sup> in exports and 15<sup>th</sup> in imports.

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# Examples of existing innovation in Sweden



- Sweden has set up its first dementia village, with specially trained staff in supermarkets, cafes and leisure amenities to support people with dementia
- Sweden's FlexLine is a public transport service that allows older adults to call and book round-trip transport to drive to any destination within Hallstahammar, Kolbäck, Mölntorp, Strömsholm, Herrskogen and Borgåsund.
- Mobile BankID's eliminate the need for passwords by integrating recognition technology straight into mobile phones. It reduces fraud and simplifies online interactions and transactions.



# How to engage in Sweden: key players

- [SciLifeLab](#): national research centre on health and environmental, researches personalized medicines, diagnostic tools
- [Vinnova](#): government agency dedicated to innovation and funding research and development
- [BankID](#): main electronic identification system in Sweden, used for banking but also online health records and telehealth, used by over 90% of population
- [Ericsson](#): leader in telecoms and IT, works with WHO active ageing teams, works with telehealth
- [RISE](#): state-owned research institute. Researches and develops tech solutions and pilots projects to test new healthcare tech



## Top tip

Sweden has an emphasis on digital health, sustainable innovations and solutions and person-centric healthcare service delivery.

# How to engage in Sweden: hubs and opportunities



## 1 Vinnova: Sweden's national innovation agency

The Government agency runs an ongoing programme of innovation support, with specific funding opportunities on key areas for the Swedish government. [Vinnova](#) has run a number of projects on healthy ageing and the past, as well as wider health projects.

## 2 Vitalis: the e-health event

The largest e-health event in Scandinavia, [Vitalis](#) has a big focus on ageing. There are opportunities to exhibit, network and hold B2B meetings to explore partnerships in Sweden.

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# How to engage in Sweden: hubs and opportunities



## 3 Swedish Agency for Economic and Regional Growth (Tillväxtverket)

Tillväxtverket is a Swedish Government agency providing support for foreign companies entering the Swedish market. It provides support in the form of market research, networking and partnership, as well as funding and market entry support.

## 4 KK Stiftelsen

KK Stiftelsen runs an innovation fund, and has previously worked with businesses and universities on health and food related to ageing.

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# Canada

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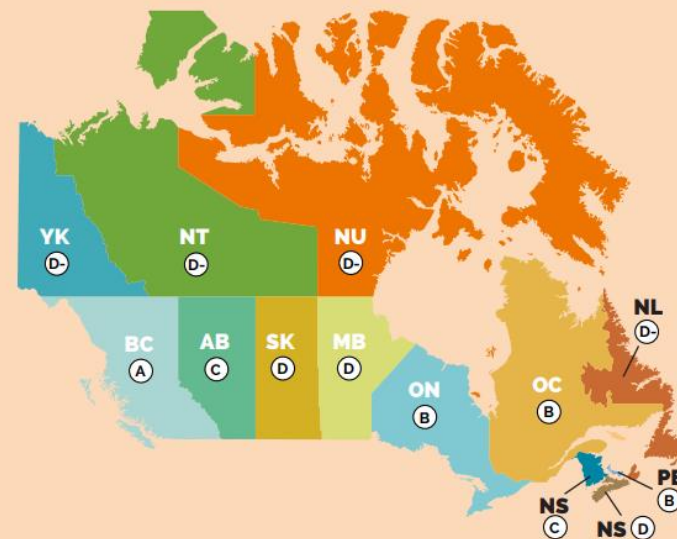
# Canada's ageing landscape

A large and sparsely populated, as well as more “slowly ageing” country, Canada has focused heavily on trying to tackle urban-rural divides and provide access to health across the country.

## Canada's healthcare system

Canada's healthcare system consists of 13 distinct provincial and territorial insurance plans, collectively named Medicare. Provinces receive about a quarter of their public health funding from the federal government through the Canadian Health Transfer, which equitably distributes funds on a *per capita* basis.<sup>17</sup> The remaining costs are covered by provinces and private sources.

As a result, expenditure and programmes may vary considerably between different provinces and territories, leading to differences in overall performance. However, the federal government still has significant influence in this area through guidelines and national proactive health programmes.



Source: The Conference Board of Canada

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# Canada's longevity dividend



## At a glance: The longevity dividend in Canada

- People aged 50 and over in Canada already accounted for **1 in 3 workers** (33% of the workforce) in 2017 – this could rise to **42% by 2035**.
- Every other dollar in the Canadian economy was spent by older households, amounting to **17% of GDP** in 2015.
- The value of unpaid contributions by older people in Canada, such as volunteering and caring, **equate to nearly 1% of GDP**.

See our full report on the longevity economy in Canada here: [Health equals wealth: Maximising the longevity dividend in Canada – ILCUK](#)

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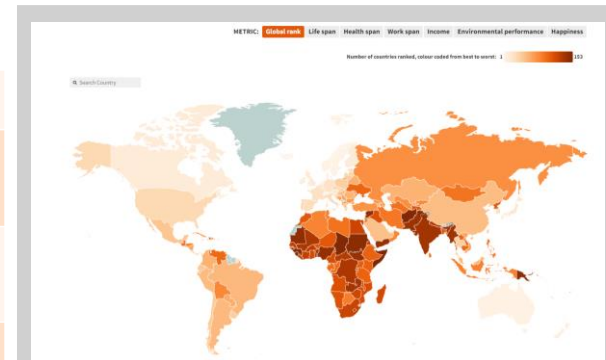
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# Healthy ageing in Canada



Canada ranks 13<sup>th</sup> (out of 153 countries) on ILC's Healthy Ageing and Prevention Index.

	Metric rankings	Metric values
Life span	13	82.8 (years)
Health span	15	71.7 (years)
Work span	56	32.50 (years)
Income	17	45.24 GDP/head, constant prices, ppp (\$000s)
Environmental performance	42	50.0 (on a scale of 0-100)
Happiness	16	6.84 (on a scale of 0-10)



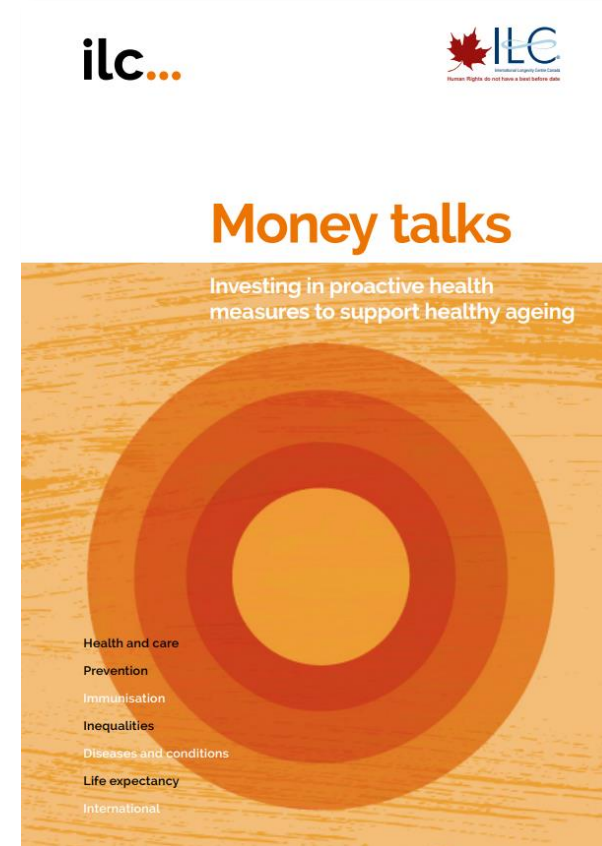
The [Healthy Ageing and Prevention Index](#) compares how sustainably countries are adapting to healthy ageing.

Between 2019 and 2022, life expectancy in Canada increased by more than 5 months and time spent in good health has increased by more than 4 months.

# Canada's policy landscape

Canada has been at the forefront of the proactive health debate for decades, kickstarted with the Lalonde (then-Health Minister) in 1974 highlighting the need to move upstream and invest in preventative interventions.

It has some of the highest prevention spending as a proportion of health budgets across the OECD, and maintains a strong focus on preventative health interventions.



# Canada's policy landscape



Moreover, the Government has adopted a number of initiatives, including:

- A strategic plan on population ageing and a separate National Seniors Strategy
- A National Dementia Strategy that includes initiatives to encourage research and innovation
- A national Ageing in Place programme with a focus on promoting healthier places for people to grow old in
- Provincial-based initiatives, including Alberta's Healthy Ageing CORE, Nova Scotia's Age-Friendly Communities, and Ontario's Seniors Strategy

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# Canada's innovation landscape



In 2021, Canada spent 1.7% of their GDP on research and development. There has been extensive government investment in innovation, with the Global Innovation Clusters receiving \$2 billion since 2017. Canada's 2024 budget also promised over \$4.6 billion to research and innovation, including \$734 million invested in research infrastructure and institutions. They also invest in health ageing initiatives and innovations, such as elder brain health.

On the GII, Canada ranks 15<sup>th</sup> in the world, with an output rank of 20 and an input rank of 9. They rank 10<sup>th</sup> for human capital and research, and 4<sup>th</sup> for market sophistication. In terms of science and technology clusters, Toronto ranks 52<sup>nd</sup>. Again, FDI net inflows remain a weakness for Canada, where they rank 58<sup>th</sup> overall. Canada actively encourages FDI through their government agency, Invest in Canada.

Canada and the UK have a Trade Continuity Agreement that includes provisions on trading goods, services, investment and intellectual property. Canada is the UK's 15<sup>th</sup> largest trading partner – 11<sup>th</sup> in exports and 19<sup>th</sup> in imports.

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# Examples of existing innovation in Canada



- Virtual hospital wards allow patients to recover in more comfortable settings after treatments or illnesses and receive remote monitoring and care
- In many provinces, if public transport cannot accommodate someone with mobility, they can receive a voucher to take a taxi service instead.
- Secondary suite policies allow homeowners to access grant funding to build a self-contained dwelling in their home to be rented out

# How to engage in Canada: key players



- [Invest in Canada](#): Government agency that helps global businesses expand to and/or invest in Canada
- [Public Health Agency of Canada](#): federal agency responsible for all public health including ageing, strong focus on prevention and healthy ageing
- [AGE WELL](#): Canadian network that brings together innovators to develop technologies and services for healthy ageing



## Top tip

What we would often refer to as “prevention” is referred to as “health promotion” in Canada.

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# How to engage in Canada: hubs and opportunities



## 1 AGE WELL: National Innovation Hub

AGE-WELL is a Canadian network with a focus on developing technologies and services for healthy ageing. It provides funding, opportunities for collaboration, as well as access to resources to support market entry and innovation. Focus areas include: supportive homes and communities; health care and health service delivery; autonomy and independence; cognitive health and dementia; mobility and transportation; healthy lifestyles and wellness; staying connected; and financial wellness and employment.

## 2 Global Innovation Clusters

The Canadian Government has set up five Global Innovation Clusters, including one on digital technology and one on scale AI. To date, the Government has invested more than \$2bn across projects, including on digital health and health technology.

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# How to engage in Canada: hubs and opportunities



## 3 AGE WELL: National Innovation Hub

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## 4 Ageing in Place Challenge

The Ageing in Place Challenge is a government initiative driving innovation to support people to age in place. First launched in 2021, the Challenge funds projects focusing on seamless care, living well, and age-friendly communities.

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# How to engage in Canada: hubs and opportunities



## 5 MaRS

North America's largest urban innovation hub, [MaRS](#) is based in Toronto, offering incubation, funding and market entry support to innovators in health tech, social care and digital health solutions among others. You can apply for specific incubator or funding programmes or seek partnership opportunities. MaRS also runs [Toronto Health Innovation Week](#), which showcases innovations in health and tech and is an opportunity to exhibit, network and partner.

## 6 New Horizons for Seniors Programme

The New Horizons for Seniors Programme is a [federal grant programme](#) that funds research and projects aimed at improving homes and communities for older adults, with funding of up to \$25,000 per project.

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# Key takeaways

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What happens next

# Key takeaways

There are significant business opportunities globally around healthy ageing. Governments across the world have begun to respond by investing in infrastructure, products and services that could support a healthily ageing society. But there are still gaps.

Key economies that provide strong opportunities include:



China



Japan



Sweden



Canada

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# Work with ILC

Work with us to:

- Engage with Governments and policymakers across the world
- Tap into our convening power bringing together key business leaders and potential investors from across the world
- Engage via the ILC Global Alliance network, with partners in 16 countries around the globe, including in Japan, Canada and China
- Highlight your innovations in a global dialogue on good practice on healthy ageing
- Understand key opportunity areas for you in a key economy

... get in touch with us

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