



PMAC
PRINCE MAHIDOL
AWARD CONFERENCE 2026

**Navigating Global
Demographic Transition**
through Innovative Policy: An Equity-Centered Approach



PMAC2026 Side Meeting
SMB 112: Silver Economy: Turning Aging into Opportunity



Co-Host Organizations

- National Health Commission Office (NHCO), Thailand
- Office of the National Economic and Social Development Council (NESDC)
- Institute for Population and Social Research (IPSR), Mahidol University
- Japan Center for International Exchange (JCIE)
- Asian Development Bank (ADB)

Date: Monday 26th January, 2026

Time: 14.00-17.30 hrs

Room: Lotus 10, 22nd Fl., Centara Grand at CentralWorld Bangkok

Registration Eligibility: Open to all PMAC participants and interested external guests

Side Meeting Link: <https://pmac-2026.com/activity/58/sidemeetingOnsite/detail>

Background

The silver economy transforms the way we view population aging, shifting the perspective from a burden—rising healthcare costs, pension pressures—to an engine for new markets, jobs, and innovations. Older adults are not only beneficiaries; they are active contributors and discerning consumers whose participation drives economic and social development. In Thailand, the 18th National Health Assembly (NHA 18) recently passed a resolution on the silver economy, outlining four key pillars of development: ensuring work and income security, promoting equitable access to products and services, fostering age-friendly supportive environments, and strengthening action against ageism.

This side event will highlight real-world cases in policies, innovations, and best practices from across Asia that support these four pillars, showcasing how governments,

communities, academia and the private sector are creatively responding to the opportunities of aging societies. Key strategies include:

Pillar 1: Enabling older persons to remain in the workforce through legal reforms, incentives, post-retirement employment, reskilling/upskilling, entrepreneurship support, and job-matching platforms;

Pillar 2: Promoting goods and services tailored for older persons with equitable access;

Pillar 3: Creating age-friendly environments—including accessible infrastructure, transportation, housing, and health systems—that enable independence and participation in society; and

Pillar 4: Tackling ageism by reshaping mindsets, reducing stigma, and promoting positive images.

Participants will explore how innovations—from technology to community-based programs—enhance participation, independence, and wellbeing for older adults. The session will also address and tackle critical challenges to ensure the benefits of the silver economy reach all segments of society.

Objectives

1. Showcase policies, innovations, and best practices across Asia that advance the four pillars of the silver economy: work and income security, equitable access to products and services, age-friendly supportive environments, and action against ageism.
2. Generate actionable recommendations to strengthen the silver economy and reduce inequities.

Expected Outcomes

1. Recommendations applicable to governments, communities, academia and private sectors
2. Policies, innovations, and best practices worth sharing

Focal Point:

Ms. Khanitta Saeiew, Senior Technical Officer, National Health Commission Office (NHCO), Thailand Email: khanitta@nationalhealth.or.th

Agenda for PMAC2026 Side Meeting

SMB 112: Silver Economy: Turning Aging into Opportunity

Monday 26th January, 2026; 14.00-17.30 hrs.

14:00–14:20 | Opening & Inspirational Remarks

- **Dr. Amphon Jindawattana,**
Former Chair of the Social and Community Reform Committee,
the National Reform Council
Former Chair of the Older Persons and Aging Society Sub-committee, the Senate

14.20 – 14.30 | Setting the scene

- **Dr. Tipicha Posayanonda,** Deputy Secretary-General of National Health Commission, Thailand
“An overview of creating silver economy with 4 pillars”

14:30-15:30 | Panel 1: Innovations Across the Four Pillars of the Silver Economy

Panelists:

- **Dr. Emi Kiyota,** Director, Centre for Environment and Ageing Well-ENgAGE, National University of Singapore
- **Mr. Yasuhisa Suganuma,** Member of Shizuoka Prefectural Assembly.
- **Ms Rosukon San Juan,**
Co-founder & Business Development Director of Go Mamma
- **Mr. Edren M. Llanillo,** Founder and Executive Director Padyarescue Inc.

Moderator:

- **Ms. Nanoot Mathurapote,**
Director of Global Collaboration Department, National Health Commission Office

15.30-16:30 | Panel 2: Scaling Impact: Partnerships and Policies for Equitable Silver Economy

Panelists:

- **Dr. Pataraporn Laowong,** Plan Policy Analyst, Office of the National Economic and Social Development Council
- **Dr. Stefan E. Germann,** CEO of Ursimone Wietlishbach Foundation and Member of the Board of Directors of BlueEarth Capital
- **Dr. Emiko Masaki,** Principal Health Specialist, Asian Development Bank (ADB)
- **Mr. Eduardo Klien,** Regional Representative to HelpAge International

Moderator:

- **Dr. Chalernpol Chamchan**
Director of Institute for Population and Social Research

