

# Chapter V

## Media and Conferences



# UK Longevity Journalists



The Economist

Natasha Loder



FT FINANCIAL TIMES

Andrew Jack



Bloomberg

James Paton



Bloomberg

Jeremy Kahn



BBC NEWS

Hugh Pym



AUTODESK

Justin Lawler



MNT

Maria Cohut



pharmaphorum bringing healthcare together

Richard Staines



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Catharine Paddock



BBC NEWS

Fergus Walsh



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James Gallagher



digitalhealth news networks intelligence

Hannah Crouch



DIGITAL HEALTH TODAY

Dan Kendall



TECHNOLOGY NETWORKS

Laura Mason



DIGITAL JOURNAL

Tim Sandle



Haggerston Times

Edmund Ingham



EXPRESS

Olivia Lerche



Herald

Peter Swindon



THE CONVERSATION

Thomas Tamblyn



THE CONVERSATION

Dominick Burton

# The Rise of Longevity Journalism

Within the past 5 years we have witnessed an incredible surge of interest in the topic of Longevity.

In 2013 the topic of extending healthy longevity to the point of increasing the average life expectancy in developed nations to over 100 years, even as a distant future prospect, was considered futuristic and unusual.

Today, such an estimation is routinely seen as normal, and indeed, even perhaps conservative.

Besides an increase in the perceived credibility and feasibility of extending healthy longevity in the eyes of the public, the past 5 years has seen a dramatic rise in the perceived credibility of a legitimate Longevity Industry in the eyes of investors, business analysts, and reputable, conservative business media brands including The Economist and Financial Times (both of whom have held either conferences or panel discussions on the topic of the Longevity Industry). What was today seen as fringe science is now recognized and discussed not as an unusual prediction but as a normal state of affairs by financial entities and investment funds.

The past 5 years has also seen an increasingly obvious connection between advanced biomedicine and longevity, with the topic receiving mention to an increasingly prevalent extent in articles about biopharma and advanced biomedicine in general.

5 years ago TIME issued a cover asking "Can Google Solve Death?". If any other news outlet put out such a statement it would have been seen as wildly controversial, but because it was TIME, and they were talking about Google, it was met without controversy. Today, such magazine covers have become increasingly common.

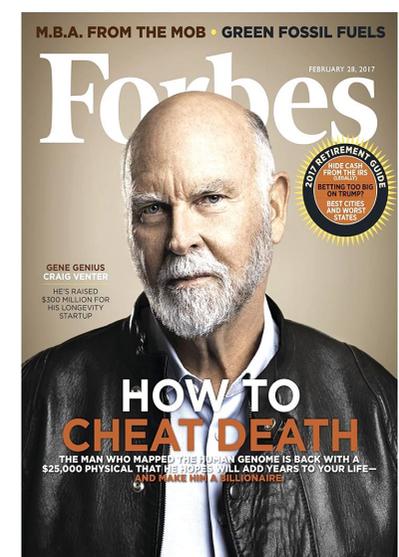
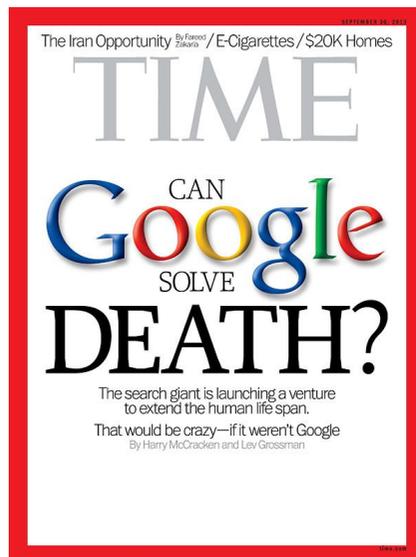
Relatively few years ago, to state that the life expectancy of developed nations could exceed 100 years was controversial. Today it is regularly perceived as normal. When Dmitry Kaminskiy launched his \$1M prize to the first person to reach their 123rd birthday, it was widely covered by media such as Forbes because it was seen as controversial.

# The Convergence of Longevity & Advanced Biomedicine

Today, it doesn't sound so very unusual. Based on our analysis of both industry trends, trends within academia and the nonprofit sector, as well as in media trends, we can predict that in 5 years time it will be seen as normal to predict that developed nations life expectancy can exceed 120.

It has also become quite common in the past several years for top business media entities to organize conferences on the subject of Longevity, and for conservative BioPharma conferences to include panels on the topic of Longevity. This also highlights the fact that Longevity is increasingly finding its way into discussions and frameworks for the general BioPharma industry and advanced biomedicine.

Several years ago the topics were seen as similar and somewhat convergent, but this gap between Longevity therapeutics and advanced biomedicine in general is receding, and we can expect Longevity to take a place in the next few years as a standard and normal element of advanced biomedicine in general, and indeed, perhaps even on the forefront of advanced biomedicine. So too, have the topic of Longevity garnered increasing support from various government initiatives.



## Top Business Media Entities Are Embracing Longevity

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For example, the Financial Times Global Pharmaceutical and Biotechnology Conference (held on November 10th, 2017) featured an Aging and Longevity Panel, with such participants as Aubrey de Grey, Chief Science Officer of SENS Research Foundation, Dmitry Kaminskiy (Managing Partner of Deep Knowledge Ventures, Alex Zhavoronkov (CEO of Insilico Medicine and CSO of the Biogerontology Research Foundation) and Joseph Antoun, Chairman of the Global Healthspan Policy Institute. The panel discussion focused on how close geroscience is from bringing practical and actionable results in extending healthy, productive longevity and how far the biopharma industry is from a paradigm shift from treatment to prevention.

The fact that this subject is being as part of the agenda at one of the biggest biotech conferences in UK and Europe, featuring the majority of global biopharma companies, is a very strong indicator that geroscience and ageing research is now entering the mainstream consciousness of the public, policy makers and healthcare industry thought-leaders.

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## Longevity Journalism Comes of Age

Another leading example of Longevity conferences held by top business media brands includes two key conferences held by The Economist: Aging Societies and The Business of Longevity. *The Business of Longevity Summit* brings together the leading minds from governments, the private sector, health care, academia and think-tanks to discuss and debate how to help countries make the transition to older societies that are still healthy and productive.

The Economist's *Business of Longevity: Innovation for an ageing world* event ignited a global dialogue around opportunities in ageing and the most recent innovations driving the ageing market. *The Economist Event's Ageing Societies summit* in London gathered the key industry and political speakers from organisations including the World Health Organisation, Bupa, OECD, BT, Blackrock, PensionDanmark, HSBC, Danone and discussed the impact that the world's ageing populations will have on current and future generations.

The fact that such conferences are being targeted not just to Longevity scientists per se, but also traditional BioPharma journalists, analysts and executives also highlights an important trend: the increasing convergence of Longevity and traditional BioPharma and advanced biomedicine. Several years ago the topics were seen as similar and somewhat convergent, but this gap between Longevity therapeutics and advanced biomedicine in general is receding, and we can expect Longevity to take a place in the next few years as a standard and normal element of advanced biomedicine in general, and indeed, perhaps even on the forefront of advanced biomedicine. So too, have the topic of Longevity garnered increasing support from various government initiatives.

Give the profusion of interest in the topic of Longevity, and its murky past, where the term Anti-Aging was used to sell face creams rather than healthspan-extending therapies based on validated science, we urge journalists to cover the topic in an increasingly due-diligized, informed manner, using tangible metrics. We hope to see journalists covering Longevity not in the context of magic pills, but in the more realistic context of constituting validated science that is making progress toward the healthcare paradigm shift from treatment to prevention, with the potential to relieve the massive economic burden of demographic aging, and to more effectively treat the chronic ailments afflicting developed nations at their source, rather than articles about magic pills conferring immortality in one fell swoop.

# Longevity & Blockchain

**Tim Sandle** a pharmaceutical microbiologist and technical writer shared his view in November 2017 writing for Digital Journal how Blockchain technologies can return control of data to patients. He concluded that:

*“The advantages of blockchain are a secure and transparent distributed personal data marketplace to meet regulatory expectations and empowering patients by handing the control over personal data, such as medical records, back to the individual patients. This is through a blockchain providing a distributed and secure ledger of personal data. An added feature is, if patients are so minded, they could exploit a new data-driven marketplace and receive rewards for making their data available to the life science community and pharmaceutical companies.”*



**Richard Staines** the Senior Reporter of Pharmaphorum reviewed the latest digital health stories on 6th April 2018 stating that :

*“Five major US health companies have launched a pilot scheme assessing whether blockchain technology could improve data quality and reduce administrative costs. Humana, MultiPlan, Quest Diagnostics, and UnitedHealth Group’s Optum and UnitedHealthcare said the technology has the potential to improve patient care by providing patients with the latest treatments based on an up-to-date version of their care records. The pilot will examine how sharing data across health care organisations on blockchain technology can improve data accuracy, streamline administration and improve access to care. The pilot will also address the high cost of health care provider data management, testing the premise that administrative costs and data quality can be improved by sharing provider data inputs and changes made by different parties across a blockchain, potentially reducing operational costs while improving data quality. The blockchain tech will allow patients to securely encrypt their data and allow control over it, in the hope that most will sell it on to commercial research teams. There are also hopes that blockchain technology could also help to track and share data in clinical trials.”*



# Longevity & Artificial Intelligence

**Jeremy Kahn** the technology writer for Bloomberg wrote about the role of the AI in helping improving the patient's life. On 27th June 2018 Kahn wrote an article about Babylon Healthcare Services Ltd, the fast-growing mobile medical consultation service, which its artificial intelligence software, in tests, can assess common conditions more accurately than human doctors. He mentioned that:

*“In addition to Babylon, others racing to create general diagnostic software include Ada, a startup with offices in Berlin and London that has launched a similar symptom-checker app to Babylon, HealthTap, in Palo Alto, California, Your.MD, a London startup that has created a health information app, and International Business Machines Corp. Babylon also pitted its software against a group of seven experienced primary care doctors on a set of 100 hypothetical cases developed by primary care experts at the Royal College of Physicians and the health systems at Stanford University and Yale University. Babylon’s software made the correct diagnosis in 80 percent of cases, while the human docs’ accuracy ranged from 64 percent to 94 percent, it said.*”



**Laura Mason** the science writer for Technology Networks conducted an interview on January 16th, 2018 with Nick Lynch, Consultant at The Pistoia Alliance relating the use of AI within the life sciences industry. As well she wrote about what is the impact of AI in healthcare and the transformation of the laboratories, stating:

*“The way in which scientist’s approach research has been drastically influenced by the advancement of technologies. The introduction of microfluidics and lab-on-a-chip technologies, adoption of paperless workflows, and the ever-increasing interest in cloud computing, machine learning, and artificial intelligence (AI) are just a few factors instrumental in the transformation of the laboratory. More specifically, influencing procedure efficiency, reproducibility, data collection, analysis and sharing, and much more.”*



Top UK Longevity Conferences

**FT Global Pharmaceutical and Biotechnology Conference 2017**  
Thriving Amid Uncertainty  
London | 09 - 10 November 2017

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The Economist Events  
**AGEING SOCIETIES**  
Reaping the longevity dividend  
November 29th-30th 2016,  
St. Pancras Renaissance Hotel  
London

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**LONGEVITY LEADERS**

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OXFORD GLOBAL

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**Drug Discovery 2017**  
6-7 March, Cambridge, UK  
Stem Cells in Drug Discovery

The 15th Conference on  
**BULK ANNUITIES**  
Pension Buy-ins and Buyouts  
Longevity Insurance and Reinsurance

The Ageing Cell  
**27-28 March 2017**

## Venture Capitalist Promises \$1M To First Person To Reach 123rd Birthday



**Sarah Hedgecock**, FORBES STAFF ✓

Apr 21, 2015 12:40 PM

8,556 👁

Venture capitalist Dmitry Kaminskiy thinks he has what it takes to lengthen people's life spans: a million-dollar prize, which he will award to the first person to beat the current longevity record and reach his or her 123rd birthday.



**Jean Clement on her 122nd birthday. Jean died at the age of 122.5 years in 1997, and holds the record for the longest lived human in history.**

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## EXCLUSIVE: Moldovan oligarch pledges \$1 million prize to the first person that can live to be 123

- The large prize is being offered by businessman, Dmitry Kaminskiy
- He hopes money will help create a new group of 'supercenternarians'
- Jeanne Calment holds the record of oldest person, dying aged 122.5
- He has made a \$1m bet with Dr Alex Zhavoronkov on who will die first

By ZOLTAN ISTVAN FOR DAILYMAIL.COM

PUBLISHED: 18:02 EDT, 10 April 2015 | UPDATED: 20:32 EDT, 12 April 2015

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## Anti-Aging Experts Made a Million-Dollar Bet on Who Dies Last



Zoltan Istvan

2/23/15 1:00pm • Filed to: LIFE EXTENSION



23.0K



5



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At January's JPMorgan Health Care Conference in San Francisco, Dmitry Kaminskiy (right) made a bet with Dr Alex Zhavoronkov (left), PhD, CEO of anti-aging company Insilico Medicine Inc. for a million dollars in stock who would live beyond 100 years of age

Even 10 years ago, the idea of reversing aging and conquering human mortality was still fringe science, seen as snake-oil research by most scientists, large pharmaceutical companies, and the public. What a difference a decade makes. Anti-aging science is poised to become a major industry in the biotech world.

To prove its promise, the first million-dollar bet on who can live the longest (for company stock—a signed deal likely made public later this week) was recently struck. It was made last month by two leading longevity advocates at the [biggest](#) annual healthcare investing event of the year, the JPMorgan Health Care Conference.

Dmitry Kaminskiy, senior partner of Hong Kong-based technology venture fund, [Deep Knowledge Ventures](#), and [Dr. Alex Zhavoronkov](#), PhD, CEO of bioinformatics company [Insilico Medicine Inc.](#) which specializes in

MAR 31, 2017 @ 09:30 AM 4,066

# Brit Billionaire Jim Mellon Says Biotech Is The Best Investment Now



Patrick Cox, CONTRIBUTOR

[FULL BIO](#) ▾

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We are in the midst of an unprecedented change. Life spans have nearly doubled since the beginning of the 20<sup>th</sup> century. In addition, recent advances in computer technology have had a huge impact on biological sciences, which means this trend will accelerate.

Still, most people think that the process of aging will go on pretty much as it is now. They're wrong.

Discoveries have been made that will yield radical increases in healthy life expectancies. These

biotechnologies will change everything— the way we live... and the way we invest.

## Longer, Healthier Life Spans Require Dramatic Change

MARKETS OPINION WORK & CAREERS LIFE & ARTS

## Juvenescence aims to tap longevity 'money fountain'

UK start-up raises \$50m to finance development of anti-ageing therapies





JUN 29, 2018 @ 12:29 AM 2,516

# Are There No Limits To Human Lifespan? Here Is What This Study Said



**Bruce Y. Lee**, CONTRIBUTOR  
FULL BIO ▾

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JUN 12, 2018 @ 12:50 PM

# AI And Biotech Companies In The East And West Invest In Combating Aging



**Robin Seaton Jefferson**, CONTRIBUTOR

[FULL BIO](#) ▾

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The longevity and biotechnology industries are focusing on aging in a big way, and it's beginning to show.

The fields of Artificial Intelligence (AI) and regenerative medicine are putting their money on combating aging and age-related diseases, and the benefits are likely to be immense. While biotechnology and AI are relatively new concepts, the announcements of funding and collaboration yesterday by and between three companies are bringing those concepts that much closer to the forefront of medicine.

[Insilico Medicine](#), a Baltimore-based next-generation AI company specializing in the application of deep learning for target identification, drug discovery and aging research, yesterday announced a collaboration agreement with [WuXi AppTec](#), a leading global contract research outsourcing provider based in Shanghai, China, serving the pharmaceutical, biotech, and medical device industries.

# Conferences on Longevity 2017-2018

Name	Date	Website
The Future of Ageing Conference 2017: Transforming Tomorrow Today	29 November 2017	<a href="https://www.eventbrite.co.uk/e/the-future-of-ageing-conference-2017-transforming-tomorrow-today-tickets-33422908820#">https://www.eventbrite.co.uk/e/the-future-of-ageing-conference-2017-transforming-tomorrow-today-tickets-33422908820#</a>
BULK ANNUITIES Pension Buy-ins and Buyouts Longevity Insurance and Reinsurance	26th - 27th Apr 2017	<a href="https://www.westminsterandcity.co.uk/conferences/15th-conference-bulk-annuities/">https://www.westminsterandcity.co.uk/conferences/15th-conference-bulk-annuities/</a>
The Ageing in Common: an international perspective incorporating the inaugural Commonwealth Elders' Forum and the NFC UK Conference	16 – 18 April 2018	<a href="http://www.commage.org/2018-inaugural-elders-forum/">http://www.commage.org/2018-inaugural-elders-forum/</a>
2nd Annual Advances in Immuno-Oncology Congress	May 15-16, 2017	<a href="https://www.immunooncology-congress.com/">https://www.immunooncology-congress.com/</a>
Alzheimer's Association International Conference	July 16-20. 2017	<a href="https://alz.org/aaic/releases_2016/mon_930_ET.asp">https://alz.org/aaic/releases_2016/mon_930_ET.asp</a>
Big Data in Biology and Health	September 25-27. 2017	<a href="https://coursesandconferences.wellcomegenomecampus.org/events/item.aspx?e=664">https://coursesandconferences.wellcomegenomecampus.org/events/item.aspx?e=664</a>
British Geriatrics Society Autumn Meeting 2017	April 26-28. 2017	<a href="https://eu.eventscloud.com/ehome/200170575">https://eu.eventscloud.com/ehome/200170575</a>
British Geriatrics Society Spring Meeting 2017	November 22-24. 2017	<a href="https://eu.eventscloud.com/ehome/200170574">https://eu.eventscloud.com/ehome/200170574</a>
British Society for Research on Aging 67th Annual Scientific Meeting	July 10-12. 2017	<a href="http://bsra.org.uk/bsra-2017-university-exeter/">http://bsra.org.uk/bsra-2017-university-exeter/</a>
Next Gen Immuno-Oncology Congress	March 14-15. 2017	<a href="http://www.mnmconferences.com/Next-Gen-Immuno-Oncology-Congress#MediaPartners">http://www.mnmconferences.com/Next-Gen-Immuno-Oncology-Congress#MediaPartners</a>

# Conferences on Longevity 2017-2018

Name	Date	Website
Oxford Global 3rd Annual Cell/ Gene Therapy Congress	November 6-7. 2017	<a href="https://www.celltherapy-congress.com/">https://www.celltherapy-congress.com/</a>
Stem Cells in Drug Discovery	March 6-7. 2017	<a href="http://selectbiosciences.com/conferences/index.aspx?conf=SCDD2017">http://selectbiosciences.com/conferences/index.aspx?conf=SCDD2017</a>
The Ageing Cell	March 27-28. 2017	<a href="https://www.babraham.ac.uk/the-ageing-cell">https://www.babraham.ac.uk/the-ageing-cell</a>
Aging 2.0 OPTIMIZE	November 14-15, 2018	<a href="https://www.aging2.com/optimize-2018/">https://www.aging2.com/optimize-2018/</a>
Financial Times Global Pharmaceutical And Biotechnology Conference	09 - 10 November 2017	<a href="https://live.ft.com/Events/2017/FT-Global-Pharmaceutical-and-Biotechnology-Conference-2017">https://live.ft.com/Events/2017/FT-Global-Pharmaceutical-and-Biotechnology-Conference-2017</a>
World Agetech and Longevity Congress 2019	2019 (TBD).	n/a
Longevity Leaders Summit Series 2018 / 2019	November 2018	<a href="http://longevityleaders.com">http://longevityleaders.com</a>
The Economist's Ageing Societies 2016	29 - 30 November 2016	<a href="https://events.economist.com/events-conferences/americas/longevity/2016">https://events.economist.com/events-conferences/americas/longevity/2016</a>
The Economist's Business of Longevity: Innovation for an ageing world	07 December 2016	<a href="https://events.economist.com/events-conferences/americas/longevity/2016">https://events.economist.com/events-conferences/americas/longevity/2016</a>
Ageing Research and Geriatric Medicine	22nd -23rd April 2019	<a href="https://ageing.euroscicon.com/">https://ageing.euroscicon.com/</a>

# Longevity Leaders

In our 2017 reports on the global longevity industry entitled Longevity Industry Landscape Overview Volume 1: The Science of Longevity & Volume II: The Business of Longevity, we took great care to highlight the fact that the main driver of progress in the Longevity industry both today and moving forward was not any specific technology, but rather the convergence of several specific technological MegaTrends.

At the time of those reports' publication, this was a minority position among a diverse and relatively fragmented global Longevity community. Today, less than one year later, this notion of a unified Longevity industry being accelerated forward by the synergetic integration of several specific technological elements (including industries not typically classified as falling within the Longevity industry) is gaining increasing attention.

For instance, an international organization (with one of their four headquarters in London, UK) called Longevity Leaders has recently taken up this position as one of their core operating principles.

Longevity Leaders conference aims to bring together a global network of leading minds and health leaders from life sciences, academia, technology, policy makers and the investment community, connecting knowledge, expertise, and investment in the Longevity and Aging industries.

Their activities are segregated into three distinct phases. **Phase 1** involves the launch of several conferences and summits in London, San Francisco, Boston and Zurich, including a Regional Leaders Summit, an annual World Agetech & Longevity Congress, with the aim of connecting world leaders from science, academia, government and financial services to converge upon the topic of Longevity. **Phase 2** involves the launch of an online platform to educate and connect emerging Longevity innovations with the investment community. **Phase 3** involves the formation of a Longevity Social Impact Fund, partnering with leading foundations and charities to optimize and coordinate strategic donations into vital emerging longevity research and to enable the support of high-priority areas with disproportionate gaps in funding and resources.

Source: <https://www.longevityleaders.com>

# Longevity Leaders Conference



**LONGEVITY**  
LEADERS



Phase 1

## **LONGEVITY LEADERS NETWORK**

Regional Leaders Summits and an annual World Agetech & Longevity Congress brings together world leaders from science, technology, academia, government and financial services to address the emerging impacts of Longevity.



Phase 2

## **INSIGHT & INVESTMENT PLATFORM**

An online platform educating and connecting emerging tech and life science innovation with the investment community, allowing individuals and organisations to make informed investments in a multi-trillion industry.



Phase 3

## **LONGEVITY & SOCIAL IMPACT FUND**

Working with leading foundations and charities to donate to important research, supporting those individuals with the fewest resources and limited access to quality healthcare.

Source: <https://www.longevityleaders.com>

# Longevity Industry Conferences by Top Business Media

In a similar vein, we are also seeing an increasing number of Longevity conferences targeting not scientists, but mainstream business personalities and entities, including analysts, investors and journalists, from some of the world's most reputable business media entities, including The Economist, Financial Times and even the World Economic Forum. For example, the Financial Times Global Pharmaceutical and Biotechnology Conference (held on November 10th, 2017) featured an Aging and Longevity Panel, with such participants as Aubrey de Grey, Chief Science Officer of SENS Research Foundation, Dmitry Kaminskiy (Managing Partner of Deep Knowledge Ventures, Alex Zhavoronkov (CEO of Insilico Medicine and CSO of the Biogerontology Research Foundation) and Joseph Antoun, Chairman of the Global Healthspan Policy Institute.

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### Aging and Longevity

A growing sum of company and investment capital is making its way into the study of aging with the aim not only of extending healthspan -but also of studying the link between the processes of aging with a view to halting the onset of and the many diseases which afflict old age to include Alzheimer's, heart disease and chronic diseases such as diabetes. What lies ahead could be a future in which aging could be viewed as just another disease to be 'cured', resulting in a less crippling and costly burden from age-related drug development and for care within the healthcare system. How far along are we in better understanding aging, and when might we see the testing and potential approval of anti-aging drugs in humans? What are the practical and philosophical challenges which need to be addressed before the development of anti-aging drugs arrives in earnest?

**Dmitry Kaminskiy**, Co-Founder and Senior Partner, *Deep Knowledge Ventures*

**Alex Zhavoronkov**, CEO, *Insilico Medicine*

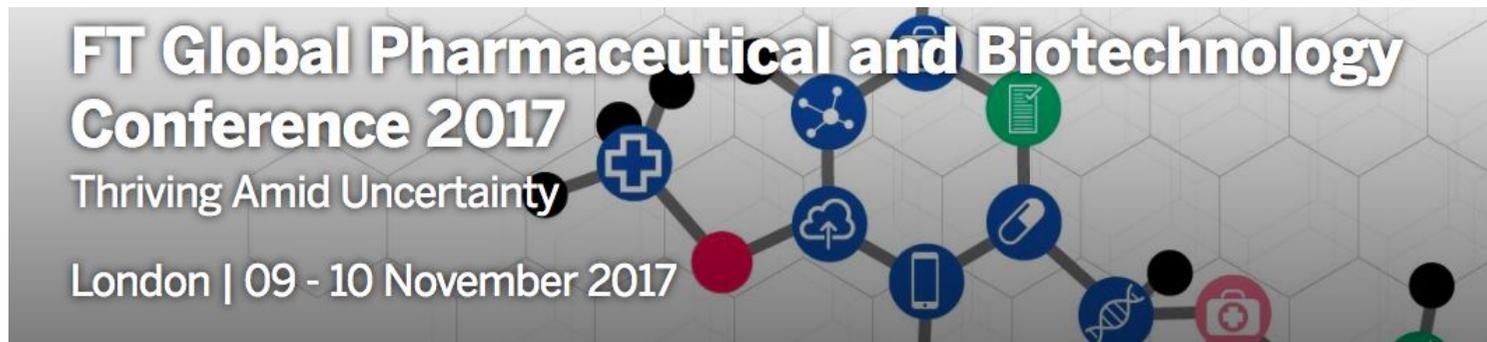
**Joseph Antoun**, Chairman & CEO, *L-Nutra* ; Chairman, *Global Healthspan Policy Institute*

**Aubrey de Grey**, Vice President of New Technology Discovery, *AgeX Therapeutics*

Moderator: **David Crow**, Senior US Business Correspondent, *Financial Times*

# Longevity Conferences by Financial Times & The Economist

The panel discussion focused on how close geroscience is from bringing practical and actionable results in extending healthy, productive longevity and how far the biopharma industry is from a paradigm shift from treatment to prevention. The fact that this subject is being as part of the agenda at one of the biggest biotech conferences in UK and Europe, featuring the majority of global biopharma companies, is a very strong indicator that geroscience and ageing research is now entering the mainstream consciousness of the public, policy makers and healthcare industry thought-leaders. The Financial Times' biotech conference followed close on the heels of The Economist's The Business of Longevity Conference 2017 in Hong Kong on October 27th 2017, where Biogerontology Research Foundation Trustee Jim Mellon spoke on the subject of investing in the emerging longevity industry soon after the UK release of his new book *Juvenescence: Investing in the Age of Longevity*.



# The Economist: Aging Societies & The Business of Longevity

- *The Business of Longevity Summit* brings together the leading minds from governments, the private sector, health care, academia and think-tanks to discuss and debate how to help countries make the transition to older societies that are still healthy and productive.

The Economist's *Business of Longevity: Innovation for an ageing world* event ignites a global dialogue around opportunities in ageing and the most recent innovations driving the ageing market.

- *The Economist Event's Ageing Societies summit* in London gathered the key industry and political speakers from organisations including the World Health Organisation, Bupa, OECD, BT, Blackrock, PensionDanmark, HSBC, Danone and discussed the impact that the world's ageing populations will have on current and future generations.

Ageing in society brings forth exciting new questions, fresh perspectives, and a necessary critical approach to key issues and The Economist Events' Ageing Societies is an authoritative platform to discuss this.



# World Economic Forum: Prosperity in the Age of Longevity



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## World Economic Forum Annual Meeting

17-20 January 2017  
Davos-Klosters, Switzerland

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Prosperity in the Age of Longevity



**Sessions**

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- International Olympic Committee
- Promise or Peril: Decoding the Future of Work
- Prosperity in the Age of Longevity**
- Protectionism: Back to the Future?
- Raising Life Expectancy and Expectations
- Rebuilding Trust in the Healthcare Industry
- Redefining Europe's Security Agenda

Prosperity in the Age of Longevity

2017-01-18 06:30 Audio: [English](#) ▼

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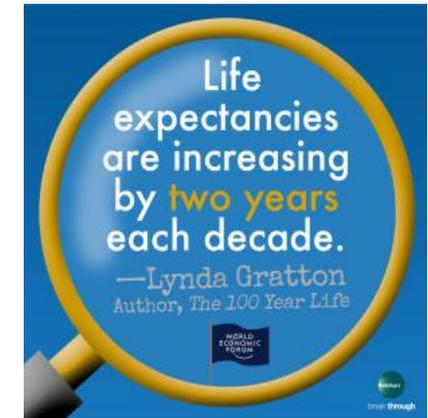
[Summary](#) [Speakers](#) [Sessions](#)

# World Economic Forum: Prosperity in the Age of Longevity

The World Economic Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas.

Longevity was an emerging theme at the 2017 World Economic Forum. Linda Fried, Dean of Public Health at Columbia University, said in her opening remarks at the workshop: *“Imagine what a long life spent in good health will unlock – it unlocks the opportunity to work, to fulfil individual goals and to make an impact as an older adult.”* The discussions at Davos exemplified the approach that is required to achieve a successful age of longevity through a strong collaboration between stakeholders across cultures, countries and generations. Today’s medicines can delay strokes and heart disease by decades. This trend will play havoc with working lives, pensions, healthcare costs and relationships. A recent World Economic Forum-Mercer survey predicts a leap in pension fund deficits worldwide, from \$70 trillion today to \$400 trillion by 2050.

*The 48th World Economic Forum Annual Meeting* in Switzerland on 23-26th January 2018 aims to rededicate leaders from all walks of life to developing a shared narrative to improve the state of the world. The programme, initiatives and projects of the meeting are focused on Creating a Shared Future in a Fractured World.



A screenshot of the World Economic Forum website. The top navigation bar includes "WORLD ECONOMIC FORUM", "Agenda", "Initiatives", "Reports", "Events", and "About". A search bar is on the right. The main heading is "World Economic Forum Annual Meeting" with the date "17-20 January 2017" and location "Davos-Klosters, Switzerland". Below this is a video player for "Prosperity in the Age of Longevity" with a play button. To the right is a "Sessions" sidebar with a search bar and a list of topics including "International Olympic Committee", "Promise or Peril: Decoding the Future of Work", "Prosperity in the Age of Longevity", "Protectionism: Back to the Future?", "Raising Life Expectancy and Expectations", "Rebuilding Trust in the Healthcare Industry", and "Redefining Europe's". At the bottom, there are social media share icons and a "Summary" button.

# Longevity Industry Conferences by Top Business Media

Furthermore, this is not a chance occurrence but a legitimate trend, given the [World Economic Forum's Prosperity in the Age of Longevity](#) panel discussion in Davos earlier this year, and *The Economist's* [Ageing Societies 2016](#) in London and [The Business of Longevity 2016](#) conferences in San Francisco.

*The fact that very well-renowned and respected brands such as The Economist and Financial Times are now regularly hosting conferences and panel discussions on the subject of ageing shows the credibility building around the business of longevity. A mere three years ago optimism toward the real emergence of geroscience and longevity was very low, and it was nearly unthinkable that this topic could be included in the agenda of top-tier conferences whatsoever. But the outlook has now changed, and healthspan extension is now a logical topic of discussion for world-leading healthcare thought-leaders. The science of ageing has matured, and we are now witnessing the dawn and rise of the longevity industry.*

- **Dmitry Kaminskiy, Managing Partner, Deep Knowledge Ventures**