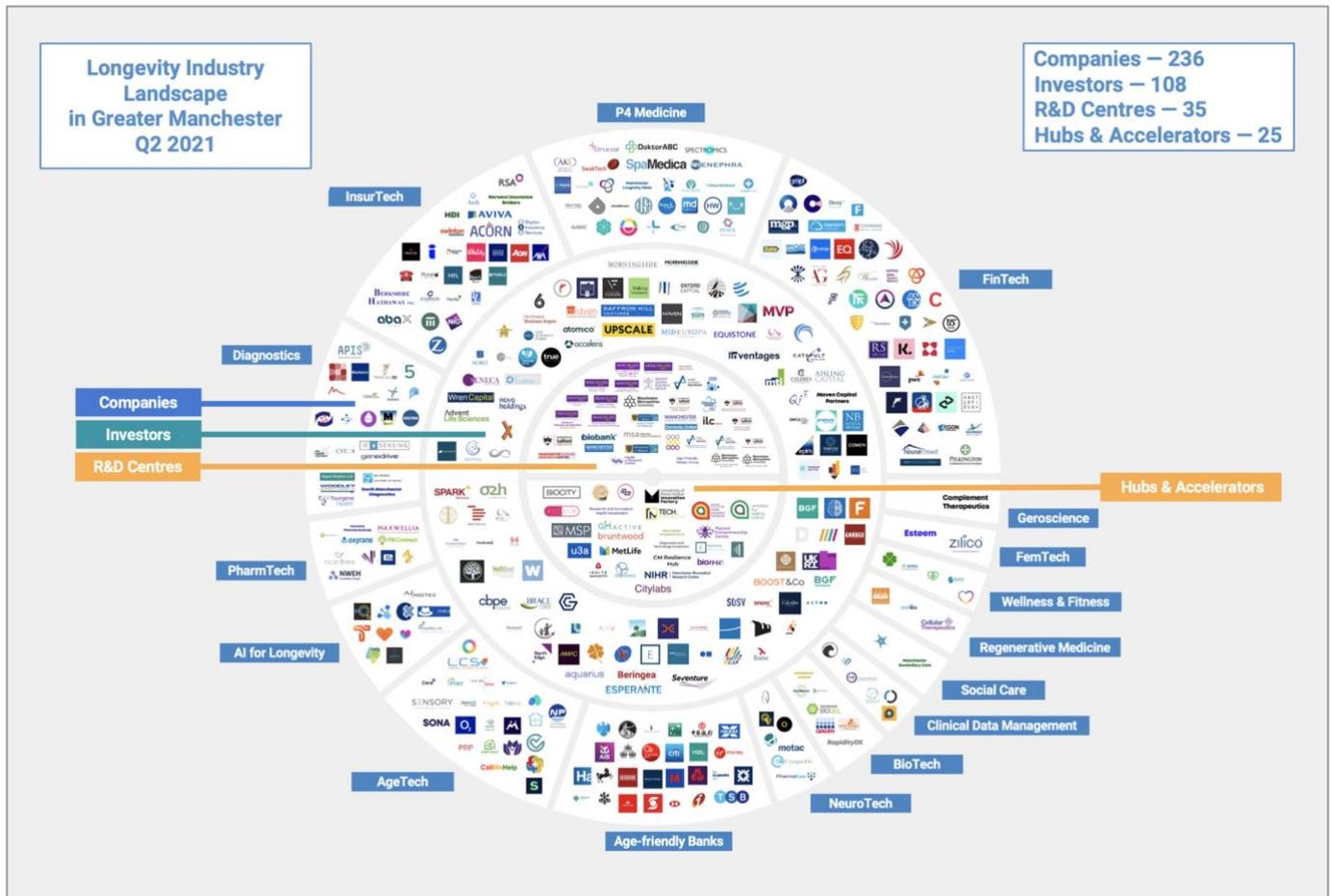


# PRESS RELEASE

## Aging Analytics Agency Appointed by Inward Investment Arm of Greater Manchester Combined Authority to Profile Greater Manchester's Healthy Ageing Assets



**May 1, 2021, London, UK:** Aging Analytics Agency has been appointed by MIDAS, the inward investment arm of the Greater Manchester Combined Authority) to conduct an analytical survey and profiling of the municipality's healthy ageing assets (companies, investors, R&D Hubs, etc), to strengthen and help the local Manchester government to meet the goals set out in their Local Healthy Ageing Industrial Strategy.

*"Aging Analytics Agency is the only analytics entity exclusively focused on examining healthy ageing and is uniquely positioned to provide MIDAS and key stakeholders within the city region with a detailed analysis of Greater Manchester's longevity landscape including the identification of companies, investors, R&D hubs, academic institutions and industry professionals operating within this field."* - [Official MIDAS Press Release](#)

It is quite notable that, in addition to the UK federal government's Healthy Ageing Industrial Strategy, municipal hubs are now independently making the Healthy Longevity of their citizens a political priority. While Manchester is the first, we are sure that others will soon follow. And we think that it is possible that such local hubs may even make more progress on this front than the federal government by tapping into expert resources to profile and benchmark their local assets, and refine their local strategies.

*"With a growing population, Greater Manchester has put healthy ageing at the heart of its Local Industrial Strategy and is creating a city region test bed to trial close-to-market goods and services for older people. I*

*have every confidence that the work undertaken by Aging Analytics Agency will further widen and cement our proposition as an international leader in this field and showcase Greater Manchester as the ideal environment to take advantage of this ever-growing market.” - Tim News, CEO of MIDAS.*

Governments now have all required technologies and tools available to improve the health of their citizens, and failure to do so is entirely the result of a lack of will, and responsibility, not technology or resources. However, only those governments willing to embrace the integral use of modern technologies and deep AI-driven comparative analytics to optimize their political and industrial Longevity strategies will be likely to succeed.

*“Having a better understanding of the wider longevity industry in Greater Manchester will allow us to build a much stronger partnership of local, national and global leaders from policy, business, and academia, to address health inequalities across our ageing population and deliver on our local industrial strategy objectives” - Richard Deed, Associate Commercial Director for Health Innovation Manchester.*

Highlighted as one of the UK's four grand challenges in the government's Industrial Strategy, ageing populations across the world are driving demand for new technologies, products and services and Greater Manchester is in a prime position to take advantage of this global change.

Already recognised as the UK's first age friendly region by the World Health Organisation, MIDAS – Greater Manchester's inward investment agency has appointed a specialist company, Aging Analytics Agency to characterise Greater Manchester's strengths to support a rapidly growing longevity industry.

Recently recognised as a High Potential Opportunity investment location for 'health innovation in healthy ageing' by The Department for International Trade, this research will look to further enhance Greater Manchester's healthy ageing offering – a key focus of the city region's Local Industrial Strategy.

*“As longevity continues to be embraced by progressive governments as a major component of their national strategic agendas, we are also seeing an increasing need for local, municipal action on this front as well. There are already a handful of proactive municipalities active in this regard, and Manchester is one of them, with the Greater Manchester Combined Authority having made Healthy Ageing one of the major components of its Local Industrial Strategy in 2019. We are delighted to partner with them to help the GMA establish itself as a leading longevity-progressive municipality in the UK.” - Dmitry Kaminskiy, Founder of Aging Analytics Agency.*

The appointment of the Aging Analytics Agency coincides with the establishment of Greater Manchester's Innovation Partnership in Healthy Ageing (IPHA) - a joint Greater Manchester and UK initiative which builds on Greater Manchester's globally recognised age friendly credentials, the existing framework created by Greater Manchester's Ageing Hub, the Health and Social Care Partnership and the business support programmes delivered by Health Innovation Manchester, MIDAS and the Growth Company. The aims of the IPHA include the development and operation of an innovation pipeline of healthy ageing products and services, the establishment of a flow of inward investment opportunities and a programme of events targeted to amplify the region's reputation as a global leader in healthy ageing.

*“The political, economic, and industrial capital that municipal and national government control and dispense is larger than any other industry stakeholder, and the stakes are proportionately higher, given that they are tasked with maintaining and optimising the wellbeing and quality of life of their citizenry, and the size, integrity and stability of their economy - or, in other words, the health and wealth of their populace. As governmental involvement in longevity becomes increasingly necessary, we are beginning to see emergence of longevity policy activities in the UK on the municipal level as well, with Manchester's Local Industrial Strategy being a leading example of what we hope to be an increasingly prominent trend, as policy and governance assumes an increasingly pervasive and necessary role in the future development of the longevity industry.” - Franco Cortese, Director of Aging Analytics Agency.*

As a Supporting Partner for the UK [All-Party Parliamentary Group for Longevity](#), a Founding Partner of the APPG for Longevity secretariat [Longevity International](#) and an Official Member of the [United Nations NGO Committee on Ageing](#), Aging Analytics Agency has been active in the realm of UK and international Longevity Policy and Governance for several years now, utilizing AI-driven big data analytics benchmark and profile national and local industry strategies, Longevity policy initiatives and strategies, and more.

If governments fully invests their resources and political will into this approach - utilizing its many existing strengths and resources in synergy rather than isolation, utilizing sophisticated and modern approaches for analytics and benchmarking to adopt best-case examples internationally, and using modern, market-ready technologies to both execute and track progress on its mission towards improved local and national healthy human longevity, they are likely not only to neutralize some of the most dangerous sources of economic and societal instability on the horizon, but to reap the full economic and societal benefits of transforming the challenge and deficit of ageing population into the opportunity and asset of Healthy Longevity.

The future of Longevity Policy and Governance is bright, and Aging Analytics Agency is proud to be pushing forward developments in this arena as a major part of its overall strategic agenda for 2021 and beyond.

### **About Aging Analytics Agency**

[Aging Analytics Agency](#) is the flagship Longevity-focused analytical subsidiary of Deep Knowledge Group, current serving as a supporting partner for the UK All-Party Parliamentary Group for Longevity, a Founding Partner of the APPG for Longevity Secretariat Longevity International, and an official member organization of the United Nations NGO Committee on Ageing. It is the only specialized analytics agency in the world that focuses exclusively on the emerging Longevity Industry. They are recognized internationally as the premier analytics agency for advanced data analysis, industry reports and next-generation infographics on the topics of Aging and Longevity. Now in its 7th year, Aging Analytics Agency has been on the frontlines of Longevity Analytics since the inception of the industry.