分论坛 PARALLEL SESSION

High-Quality Development of the Silver Economy during the 15th Five-Year Plan Period: New Scenarios and New Drivers

Date: 14:30–17:30, November 6, 2026

Venue: Hall A1, Pavilion 4.2, National Exhibition and Convention Center (Shanghai)

Hosted by: National Development and Reform Commission,
Ministry of Commerce of the People's Republic of China,
and United Nations Population Fund (UNFPA)

Supported by: Shanghai Municipal Development and Reform Commission

Organized by: Institute of Economic Development,
Shanghai Investment Consulting Group Co., Ltd.

Introduction:

The 15th Five-Year Plan period (2026–2030) is a critical phase for laying a solid foundation and making comprehensive progress toward the basic realization of socialist modernization. As China's population ageing accelerates, the silver economy is embracing important development opportunities. At present, the silver economy is at a critical juncture toward high-quality development, calling for new demands to drive industrial upgrading, new scenarios to unlock consumption potential, and new technologies to foster new drivers of growth. Focusing on the development trends, new consumption scenarios and innovations in service models, technology empowerment and industry integration as well as international cooperation and exchange in the silver economy, the Session will bring together heavy-weighted representatives from government, business and academia, both from China and abroad, to exchange views and contribute insights and solutions to promoting the high-quality development of the silver economy.

Program:

Agenda	Timeslot	Honored Guests	Title & Organization
Remarks	14:35-15:00	YUAN Da	Secretary-General and Spokesperson of the National Development and Reform Commission
		WANG Bo	Deputy Director-General of the Department of Trade in Services and Commercial Services of the Ministry of Commerce
		Nadia Rasheed	UNFPA Representative to China and Country Director for Democratic People's Republic of Korea and Mongolia
Keynote Speeches	15:00-15:30	Ferenc Krausz	2023 Nobel Laureate in Physics, Professor at the Ludwig Maximilian University of Munich in Germany
		DU Peng	Director and Professor of the Institute of Gerontology of Renmin University of China

分论坛 PARALLEL SESSION

HQF

Program:

Agenda	Timeslot	Honored Guests	Title & Organization
Results Release	15:30-16:00	LIU Ming	Deputy Director of the Department of Economic Forecasting of the State Information Center Release of the 2026 Index of Chinese City Capacity to Actively Respond to Population Ageing
		PENG Xizhe	Distinguished Professor of Humanities and Social Sciences of Fudan University, Dean of the Fudan Institute on Ageing Release of the New Developments and New Trends in the Silver Economy: Observations from Asia and China
	16:00–16:10	Intermission	
Exploratory Practices	16:10-17:30	YUAN Yuan	Dean of Alibaba Research Institute
		LOU Guojian	Member of the Party Leadership Group and Deputy Director-General of Shanghai Civil Affairs Bureau
		LI Rui	Member of the Party Leadership Group and Deputy Director-General of Guangzhou Civil Affairs Bureau
		ZHANG Dandan	Vice President and Head of Government Affairs of Philips Greater China
		ZHENG Lijuan	Secretary of the Party Committee and Chairman of China Tourism Group Travel Services Co., Ltd.
		HU Hanhan	General Manager of the Time Lab of Tencent's Sustainable Social Value Organization
		SHI Hui	Vice President of Shanghai Fourier Intelligence Co., Ltd.

Moderator: CHEN Jun, Deputy Director-General of the Department of Social Development of the National Development and Reform Commission