

Silver Economy: Fostering New Drivers for Economic Development

Date: 14:30–17:10, November 6, 2025

Venue: Hall A1, Pavilion 4.2

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:

Against the backdrop of a growing ageing population, developing the silver economy and better unleashing the consumption potential of older persons is an important initiative that combines promoting consumption with improving people's livelihoods, fostering new drivers of economic growth, and enhancing the quality of life. This session focuses on the development trends of the silver economy, the demand characteristics of the older population, innovation in ageing technology, the integration of ageing industries, and international cooperation in the silver economy. It aims to build a platform for exchange and collaboration, consolidate consensus for promoting high-quality development of the silver economy, gather strength for cultivating new growth poles in the silver economy and improving the well-being of older persons, and contribute wisdom and solutions for fostering positive interaction between active responses to population ageing and socioeconomic development.

Program:

Agenda	Timeslot	Honored Guests	Title & Organization
Moderator: YANG Jingping		Level-2 Counsel of the Social Development Department of the National Development and Reform Commission	
Remarks	14:35-15:00	XIAO Weiming	Deputy Secretary-General of the National Development and Reform Commission
		ZHANG Guosheng	Deputy Director-General of the Department of Trade in Services and Commercial Services of the Ministry of Commerce
		Nadia Rasheed	UNFPA Representative in China and Country Director for Mongolia
Keynote Speeches	15:00-15:30	HUANG Qifan	Executive Vice Chairman, Academic Committee, China Institute for Innovation & Development Strategy
		Melissa Gong Mitchell	Executive Director of the Global Coalition on Ageing (GCOA)
Results Release	15:30-16:00	NIU Li	Deputy Director of the Department of Economic Forecasting, the State Information Center
		PENG Xizhe	Distinguished Professor of Humanities and Social Sciences of Fudan University, Dean of the Fudan Institute on Ageing
		YANG Jingping	Level-2 Counsel of the Social Development Department of the National Development and Reform Commission
	16:00–16:10	Intermission	

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Moderator: SHA Chen		Seasoned News Program Host, News Commentator at China Media Group (CMG)	
Round-table Discussion	16:10-17:10	Session I	
		DUAN Mingjie	Founder of AgeClub Beijing Yinfayizu Technology Co., Ltd.
		HUANG Tao	Secretary of the Party Committee, CEO of Guomin Pension Insurance Company
		TAN Yiliang	Founder and President of JORU Group
		CHEN Baiping	Vice President, Bayer Pharmaceuticals, Head of Strategic Planning
		Session II	
		BAI Le	General Manager of Shanghai Grand NeoBay Gerontechnology Development Co., Ltd.
		HU Yueming	General Manager of Shenzhen Wellbeing and Wellness Group Co., Ltd.
		WANG Hua	General Manager of the Pension Finance Center, Bank of China
		ZHANG Dandan	Vice President, Head of Government and Public Affairs, Philips Greater China