

Italian AXA Forum 2011

Rome, 4th October 2011
Adrian's Temple, Piazza di Pietra



The society of centenarians

The challenge of longevity and the role of the insurance sector

The Italian AXA Forum originates in 2002 and is organized in collaboration with The Geneva Association and the National Association of Insurance Companies (ANIA). The idea is to contribute with greater commitment to further delve into “frontier” issues and open debate upon the key role of insurance and financial institutions in protecting society, dealing and managing medium-long term risks.

This 10th edition wants to focus on the key topic of the “longevity r-evolution”. The demographic structure of the XXI century is deeply changing, due to the combined effect of declining fertility and increasing life expectancy. One of two children born in Italy nowadays will be centenarian.

The phenomenon is still mainly addressed in the political and economic debate as an issue of public expenditure, rather than as a driver of growth and a challenge to build a society that combines efficiency and equity in labor, pension, health and welfare systems, starting from a changing society.

The increase of life expectancy gives new opportunities to the third and fourth age, in different ways. A longer life has to mean mainly a better life, with new answers to give to health and well-being needs throughout time, starting from prevention and an active view of the “second life”. A longer life requires at the same time new models of long-term care and health services for elderly.

As a risk-opportunity, longevity therefore involves different actors, from society to private sector, until the State, with a both individual and collective assumption of responsibility. Notably the insurance sector, in line with its mission of protection over the long term, can play a positive role in dealing with the current trends thanks to its expertise in the field of risks.

Open questions to start the debate and discussion:

- What's the perception of longevity phenomenon?
- How to re-build a sustainable and long-term welfare in a society of centenarians?
- How does the post-crisis scenario accelerate the current trends?
- How to combine a proper system for an ageing society with the need to re-establish intergenerational solidarity for young people?
- Which role for the involved actors: public, private sector and non for profit sector? How to promote new models of partnership?
- How can the insurance sector accompany a longer with long-term incomes or services and what are the challenges (in pension, health, well-being)?
- How the know-how of insurance sector can improve a better understanding of longevity? What is expected from insurers?

AGENDA

9.30 Welcome and Opening

Welcome

Silvano ANDRIANI, Chairman, AXA MPS

Presentation of the report for the Italian AXA Forum

Alessandro ROSINA, Demographer; Professor, Università Cattolica di Milano and
Monica FABRIS, Sociologist; Chairman, Episteme

Keynote speaker

Henri de CASTRIES, CEO and Chairman, AXA

Interviewed by:

Riccardo SABBATINI, Journalist, Il Sole 24 Ore

11.00 "A silver society", the point of view of ...

Moderated by:

Marco PANARA, Journalist, La Repubblica

Longevity and new protagonists: the "possible" dialogue between private sector and society

Giuseppe MUSSARI, Chairman, Banca Monte dei Paschi di Siena and ABI, and **Andrea RICCARDI**,
Founder, Comunità di Sant'Egidio

The secret of longevity: the role of risks prevention

Fabio CERCHIAI, Chairman, ANIA and **Umberto VERONESI**, Scientific Director, European Institute
of Oncology

Longevity and global risks: an international perspective

Patrick LIEDTKE, Secretary General and Managing Director, The Geneva Association and **Thomas
HESS**, Chief Economist, Swiss Re

Crisis, longevity and new generations: A Right to the Future? Which role for politics?

Enrico LETTA, Member of Parliament, and **Pierluigi CELLI**, General Director, Luiss University

...So what?

Frédéric de COURTOIS, CEO, AXA MPS and **Andrea ROSSI**, CEO and General Manager, AXA
Assicurazioni

Italian AXA Forum CO2 neutral: A tree with your name!

This year AXA MPS e AXA Assicurazioni, in collaboration with *Treedom*, have decided to compensate the CO2 emissions generated by the Italian AXA Forum 2011. Within the framework of S.A.F.E. (Sustainable Agroforestry Ecosystem) project in Camerun, we'll make the Forum a CO2 neutral event by planting a tree for each participant, contributing to the reforestation of a 1000 mq area. All participants will receive an e-mail with their user-id and password to follow the project and the life of their own tree through the website: www.co2neutral.it.