



**Get set
for the
long run**

UniCredit Longevity Economic Forum 2025

Milan, 28 May 2025

 **UniCredit**

in partnership with

 **NiCA+**

 **Fidelity**
INTERNATIONAL

ISEO
INSTITUTE FOR STUDIES ON
ECONOMICS AND OCCUPATION

Agenda

MORNING SESSIONS

9.00 a.m. Registration, Networking & Welcome coffee

10.00 a.m. Welcoming address

Moderation

- Avivah Wittenberg-Cox, CEO 20-first, Ambassador Stanford Center on Longevity
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Setting the scene: Longevity Analytical Framework

- Keith Metters, President, Fidelity International
 - Nic Palmarini, Director of the UK's National Innovation Centre for Ageing (NICA)
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Investment Perspective: Toward a Good Longevity Experience

- Robert C. Merton, Nobel Laureate in Economic Sciences, Professor of Finance at MIT Sloan School of Management
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Panel Discussion: Investing for Longer

- Richard Robb, CEO, Christofferson, Robb & Company (CRC)
 - Aneta Wynimko, Portfolio Manager, Fidelity International
 - Lars Dijkstra, CIO Asset Management, PGGM
 - Manuela D'Onofrio, Head of Group Investment Strategy, UniCredit
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Coffee Break

Institutional & Macroeconomic Framework

- Stefano Scarpetta, Director for Employment, Labor & Social Affairs, OECD
 - Prof. Tito Boeri, Head of the Economics Department, Bocconi University
 - Prof. Dr. h.c. Axel Börsch-Supan, Ph.D.; Director emeritus, Max Planck Institute for Social Law and Social Policy
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1.15 p.m. **Networking Lunch**

AFTERNOON SESSIONS

2.15 p.m. Snapshot: The neuroscience of decision-making, and how it changes with age.

- Katie Hart, Neuromarketer
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Economic perspective: The Economics That Work for Longer, Healthier and Fulfilling Lives

- Michael Spence, Nobel Laureate in Economic Sciences, Professor and Dean Emeritus, Stanford Graduate School of Business, Senior Fellow at the Hoover Institution, Stanford
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Panel Discussion: Evolving Lifestyle

- Erica Alessandri, Member of the Board of Directors, Technogym
 - Mario Abbadessa, Senior Managing Director, Head of Transactions Europe & Country Head Italy, Hines
 - Fiona Melrose, Head of Group Strategy & ESG, UniCredit
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Coffee Break

Snapshot: What will you do with your extra life? Purpose Economy

- Annie Coleman, Ambassador Stanford Center on Longevity
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Protection perspective: SDGs-based Transformation to Support Longevity

- Prof. Dr. Phoebe Koundouri, Professor in Economics Athens University of Economics and Business & Technical University of Denmark, Chair World Council of Environmental and Resource Economists Associations (EAERE), Chair AE4RIA, Director SDU ATHENA RC, Chair UN SDSN Global Climate Hub
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Panel Discussion: Preserve and Protect

- Stefano Bison, CEO, Humanitas Medical Care
 - Andrea Celli, Managing Director, Philips Italy, Israel and Greece
 - Alessandro Santoliquido, Head of Group Insurance, UniCredit
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5.00 p.m. Closing words & end of conference



Quotes



The key issue is how to promote a healthy ageing. This requires a mix of policies and long-term investment in human capital starting from the early childhood.

Tito Boeri



Population ageing is often only seen as challenge. It is but longevity also offers great opportunities for growth and wealth of our economies. We must not waste these opportunities by short-sighted policies.

Axel Börsch-Supan



Maximising your longevity bonus: retirement isn't the end, it's a transition.

Annie Coleman



The longevity economy is not just about living longer – it's about thriving in an extended lifespan, reshaping industries, investment strategies, and the very fabric of society.

Michael Spence



Companies have always thought their future lies with the young. Now, it may lie with the older.

Avivah Wittenberg-Cox



Longevity investment should encompass broader economic and social systems that empower individuals to live productive, fulfilling lives throughout their extended years.

Robert C. Merton

General information

Contact For any questions, please contact us at longevity@unicredit.eu.

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