

Prof. Hiroyuki MURATA

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Professor Hiro Murata is the most pioneer of active ageing business in Japan and an internationally recognized thought leader on ageing societies. He has worked with over 900 companies and contributed to develop various innovative products and services such as Curves Japan, the world's largest fitness chain for women in Japan, Raku-Raku phone, the best-selling age-friendly mobile phone, and various leading-edge retirement housings.

He is an entrepreneur, business producer, gerontologist, and best-selling author of several books, including *Senior Shift Impact: how to change the super ageing societies into business*, one of his best-selling books has been published in Chinese and Korean. *The Successful Business of Ageing: turning the super-aged society into business opportunities*, his most recent book is also published in Chinese. He serves as committee members for Cabinet Office, Ministry of Economy, Trade, and Industry, etc.

He is a frequent commentator to many leading media, including BBC, Wall Street Journal, Nikkei, Yomiuri, Asahi, Mainichi, Japan Industry News, Newsweek Japan, Financial Times, International Herald Tribune, New York Times, Dow Jones, Silver Industry News, TBS, NTV, Fuji TV, TV Tokyo, and NHK.

Smart Ageing: concept and implementation – Pitfall of age-friendly design based on Japanese Experience

In Japan, many age-friendly housings and communities have been built since April, 2000 when the Long-term Care Insurance Act was in effective.

However, many of them have harmful influence on the residents at such housings and communities from the physical and mental independence point of view due to the age-friendly design and operation.

Prof. Murata will explain the pitfall of age-friendly design and introduce the concept and examples of “ageing-friendly” design instead of “age-friendly” one based on Japanese Experience.

Prof. Murata will then talk the concept of Smart Ageing he created in 2007. The concept has been realized as Smart Ageing International Research Center at Tohoku University since October 1, 2009. The Center has been renamed and reorganized as Smart Ageing Research Center as of April 1, 2017.

One of the great achievements of the Center is to realize Learning Therapy, an innovative non-pharmaceutical method to improve dementia based on leading-edge brain science research. Prof. Murata will share the theory of the program and how the demented users can improve their cognitive function drastically.

Prof. Murata also share how non-demented users can improve their mental health and prevent from dementia. He will tell how human being can extend his ability in his later stage of the life by brain plasticity.