

Be Like Water: International Potential of Gerontech

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The highest good is like water. **Water benefits all things and does not compete.** It flows to the low places that others avoid. In this it is close to the way.

-Dao De Jing, Ch. 8

Water responds without resistance.

Water transforms the landscape.

Water turns obstacles into movement.

Water does not fight change;
it uses change

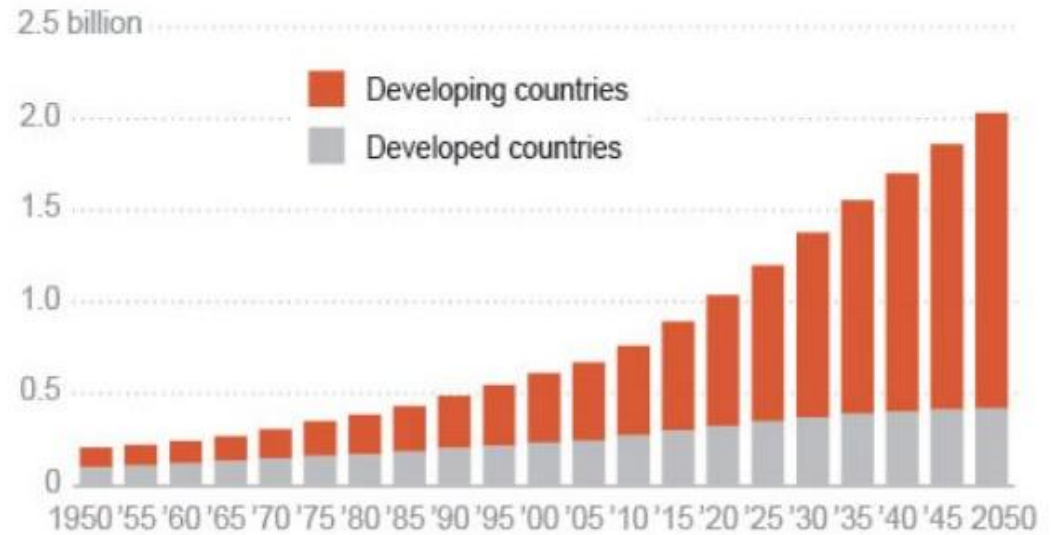
Water responds without resistance.

Adjusting to every contour—an elegant metaphor for meeting demographic, technological, and planetary shifts.

The Demographic Pivot

The number of people in the world aged 60 and older is expected to grow past 2 billion by the year 2050.

Total population of people aged 60 and older



SOURCE: United Nations Population Fund

AP

● **China:** 280M aged 60+; 400M by 2035; 500M + by 2060



Asia's Longevity Market

● US\$4.5T regional silver economy

● China's silver economy: US\$5.7T by
2030

Gerontech as Infrastructure of Longevity

Gerontech enables:



Water transforms the landscape



● Disruption approached wisely carves new channels for innovation.

The Global Frameworks



Healthy Longevity ROI

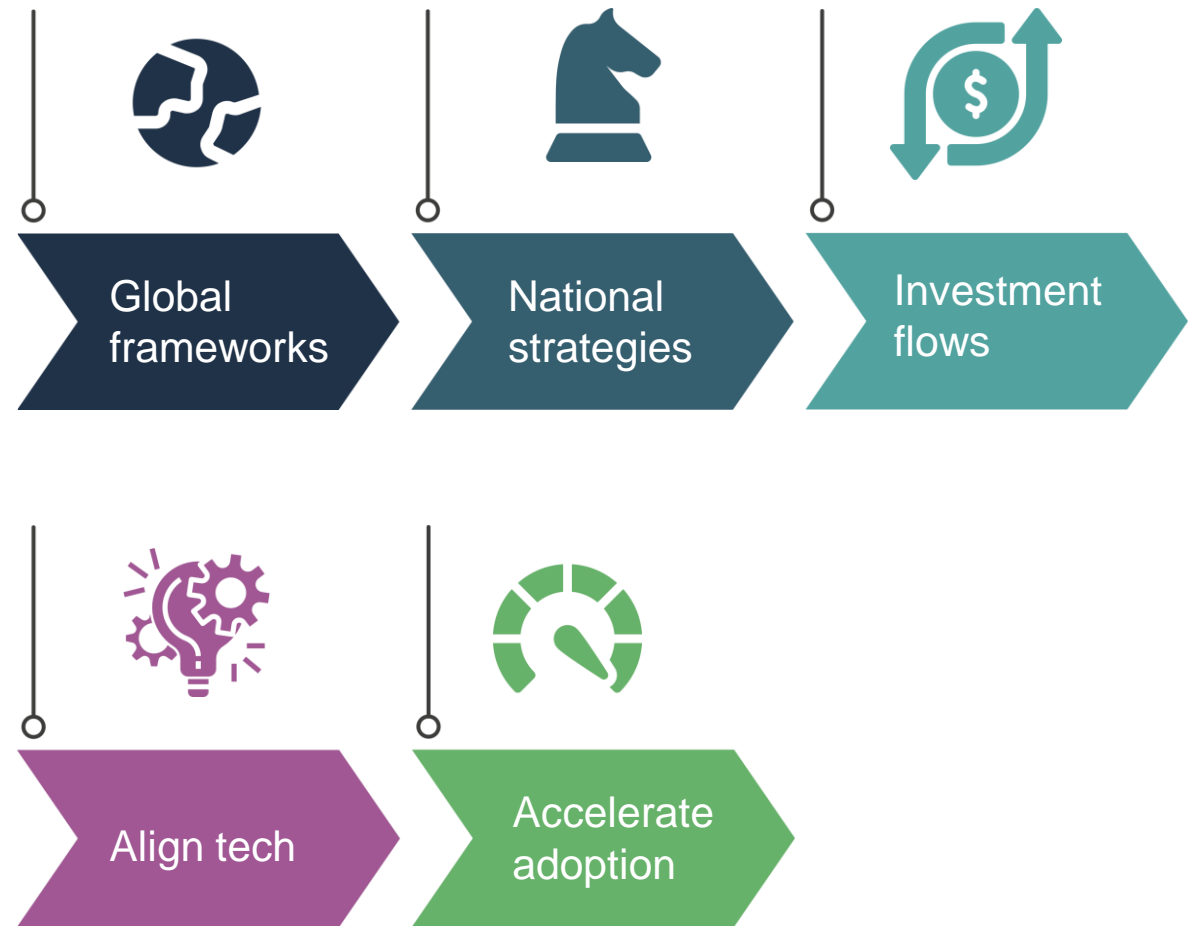


6x ROI (Saudi Arabia)



8x ROI (Italy)

Policy **drives** Markets



Water turns obstacles into movement

- A rock becomes a way to flow around, over, or through.

Co-Design = Market Advantage



Only
17% of products
co-designed



Higher adoption and
lower cost when
co-designed

Silver Productivity



Labour force 55+



Fast adoption



Entrepreneurial resilience



Verifiable user experience



China: Fast digital adoption
among older adults

Water does not fight change; it uses change

- — ● It rides the current to create forward momentum.

LMIC Opportunity



Next Gerontech trillion-dollar market

- ☒ Adaptable
- ☒ Culturally grounded
- ☒ Affordable
- ☒ and available offline or in low-infrastructure environments

Gerontech redefines Ageing



More jobs



More entrepreneurship



More intergenerational value



More resilient social systems

Innovation with Purpose



- ✓ Policy-aligned innovation
- ✓ Rights-based frameworks
- ✓ Public-private collaboration
- ✓ Co-design with older adults
- ✓ Investment in inclusive ecosystems

Innovation with Purpose



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“Nothing in the world is **softer than water**, yet nothing surpasses it in breaking the hard. The soft overcomes the hard; the gentle overcomes the rigid.”

- Dao De Jing Ch.78

Gerontechn is strategy

- ☑ Meaningful co-design with older people
- ☑ Innovation aligned with global ageing frameworks
- ☑ Cross-sector and cross-border collaboration
- ☑ and investment ecosystems that see ageing not as a cost, but as **capital**

**"Ageing is capital. Gerontech is strategy.
Let's shape the future together."**

To find out more about IFA and how you can get involved,
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