UNLOCKING THE SILVER ECONOMY

Asia-Pacific's next growth frontier

INTEGRATION • INNOVATION • SUSTAINABILITY



2026 Asia-Pacific Regional Conference on Population Ageing | Hangzhou, China

The longevity surprise

Demography sets the conditions. Policy determines the outcome.

800M+

people aged 60+ across Asia-Pacific by the mid-2030s

Not one dependent population

PRODUCE CARE TEACH

INVEST CONSUME LEAD

If we plan only for dependency, we risk creating it.

Ageing is not a sector. It is a development agenda.

The decisive shift is from fragmented welfare to longevity readiness.

OLD LENS

Welfare issue

Fragmented programs
Separated mandates
Limited budgets

→

LONGEVITY-READY LENS

Whole-of-development

Economic • Social • Technological
Spatial • Institutional

COHERENCE Shared regional direction • National ownership • Multi-sector governance

The silver economy is an ecosystem—not an industry niche.

It meets needs and unlocks capabilities across the life course.

MARKET

Goods • Services • Technology • Finance

PUBLIC POLICY

Infrastructure • Care • Employment • Social innovation

THE TEST

Longer

Healthier

Productive

Dignified lives

Housing + transport • Digital health + Age Tech • Income + portable benefits • Home + community care

S.I.L.V.E.R. turns regional ambition into coordinated action.

Six mutually reinforcing pillars for longevity-ready ASEAN Member States.

S	**Social protection**	Security
I	**Integrated health + long-term care**	Function & dignity
L	**Lifelong learning**	Relevant skills
V	**Value creation**	Enterprise & investment
E	**Enabling communities**	Participation
R	**Regional cooperation**	Mobility, learning & scale

Enabled by standards • finance • skills • data • strategic procurement • partnerships

By 2035, success must be visible in daily life.

Measure the lived experience—not only policy adoption.

INCOME

Informal work and unpaid care count

CARE

Families receive training, respite and protection

PORTABILITY

Migrant workers retire with secure benefits

ACCESS

Streets, transport and information work for all

ENTERPRISE

Older entrepreneurs reach finance and markets

CONNECTION

Remote communities access health, banking and services

Coverage at the margins • financed long-term care • cross-ministry governance • inclusive markets • better data

Sequence makes ambition credible.

Build the evidence. Scale what works. Integrate the region.

01

BUILD

Now–2028

Definitions • evidence-based Pilots • investment cases

02

SCALE

2029–2031

Workforce • infrastructure Standards • sustainable finance

03

INTEGRATE

2032–2035

AgeT ech markets • portable benefits Cross-border cooperation

Clear sequence + clear ownership + clear resources

Accountability begins when evidence changes budgets.

A shared dashboard should reveal progress—and who remains excluded.

REGIONAL

Direction
Indicators
Peer learning
Biennial reporting

NATIONAL

Lead mechanism
Cross-ministry alignment
Budget integration
Programme redesign

DISAGGREGATE

Women
Disability
Migrants & informal workers
Rural & indigenous communities

Measure → Learn → Fund → Improve

Five verbs can move the region.

The longevity dividend is built through choices made now.

UNLOCK	**capability**
INVEST	**for resilience**
INCLUDE	**the margins**
INNOVATE	**with guardrails**
LEAD	**the transition**

800M+

older persons

Citizens
Workers
Caregivers
Consumers
Mentors
Innovators
Leaders



A longevity dividend is not automatic.

It is created when protection, participation and markets reinforce one another.

ONE ASIA-PACIFIC. ONE SILVER FUTURE.

Let us design it now—before demographic change designs it for us.