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Issue No. 2



**IFA**  
International Federation  
on Ageing

# SHAPING TOMORROW TODAY

IFA's 9<sup>th</sup> Global Conference on Ageing  
and Expo Ageing & Design

## AGEING AND DESIGN CO-CHAIRS BRING WEALTH OF EXPERIENCE TO CONFERENCE

### IN THIS ISSUE:

- Two new Conference Co-Chairs:  
Irene Hoskins and  
Claude Béland
- First Major Keynote  
Speaker Announced:  
Dr. Robert Butler
- Ageing & Design Expo:  
An innovation in itself
- The Palais des congrès:  
Montréal's Convention  
Centre is at the heart of it  
all!

### DON'T MISS IN THE NEXT ISSUE...

- A growing list of major  
keynote speakers
- A look at the preliminary  
conference schedule

Organisers of the IFA's 9<sup>th</sup> Global Conference on Ageing and Expo Ageing Design Montréal were pleased to announce this week the appointment of two Conference Co-Chairs whose experience will greatly contribute to enhance the event's success.

**Irene Hoskins** and **Claude Béland**, two leaders in their respective fields were pleased to accept the invitation from Ageing Design Montréal (ADM) to take on a leading role in guiding and promoting the upcoming meeting in Montréal.

"I'm excited about this IFA Conference and am thrilled at playing this role for ADM", said Ms Hoskins, who emphasized the fact that this Conference also marks the IFA's 35<sup>th</sup> anniversary. Ms Hoskins has been a leading international figure on issues of ageing since the early 80s.

Elected President of the IFA in 2006, she worked for many years at the Ageing and



*Irene Hoskins, Co-Chair and IFA President*

Lifecourse program of the World Health Organization (WHO), dealing with issues of healthy and active ageing.

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## REGISTER NOW AND SAVE!

Take advantage of the Early Bird Registration Fee – Deadline **April 30, 2008**  
To register: [www.ageingdesignmontreal.ca](http://www.ageingdesignmontreal.ca)

### Other Key Dates to Keep in Mind

- **Abstracts** – Final Submission Deadline **April 30, 2008**
- **IFAs 9th Global Conference and Expo** **Sept. 4 to 7, 2008**

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## CO-CHAIRS BRING WEALTH OF EXPERIENCE – (CONT.)

### CALL FOR ABSTRACTS:

DEADLINE –  
APRIL 30, 2008

Interested persons may now submit an abstract for a symposium, workshop, poster and/or paper presentation online through the Conference website.

Abstracts should be a maximum of 300 words and clearly outline the work that will be presented at the Conference.

Please note that it is a requirement for all presenters to be registered for the Conference.

For information, contact ADM, the Conference organisers at:

+ 1 514 387.8859, or  
info@vdm-adm.ca

To submit abstract, go to:

[www.abstractserver.com/ifa2008/absmgm](http://www.abstractserver.com/ifa2008/absmgm)

Throughout her career, the new Conference Co-Chair has also paid a great deal of attention to issues affecting older women.

Responding to her new role with ADM, Ms Hoskins also pointed out that almost 10 years have past since the last IFA meeting was held in Montréal, in 1999, when the Montréal Declaration on Older People was adopted. "Montréal has been at the centre of many great things that older people and the IFA have experienced over the years, and we are thrilled to be back!" Also of note, the IFA's Conference on Ageing will mark an important opportunity for delegates to learn of the implementation of the Madrid International Plan of Action on Ageing (MIPAA).

For his part, Claude Béland recently accepted the position of Chair of the Board of Ageing Design Montréal (ADM) and the role of Conference Co-Chair.

Mr. Béland has been one of Canada's leading bankers. From 1987 to 2000, he chaired one of the largest banking cooperatives in the world, the *Mouvement des caisses populaires Desjardins*. With more than 5.5 million members and over 80 billion dollars in assets, under his rule, the *Mouvement Desjardins*, as it is better known, grew considerably from its Québec base, and expanded its range of financial services and branched out internationally.

Now retired from *Desjardins*, Mr. Béland remains very active and is committed to several social causes locally and at an international level. Lawyer by trade, he is now associate professor at the School of Management at the Université du Québec à Montréal, where he heads the Chair on Social Responsibility and Sustainable Development. He also chairs the International Research Group in Financial and Fiduciary Ethics, an



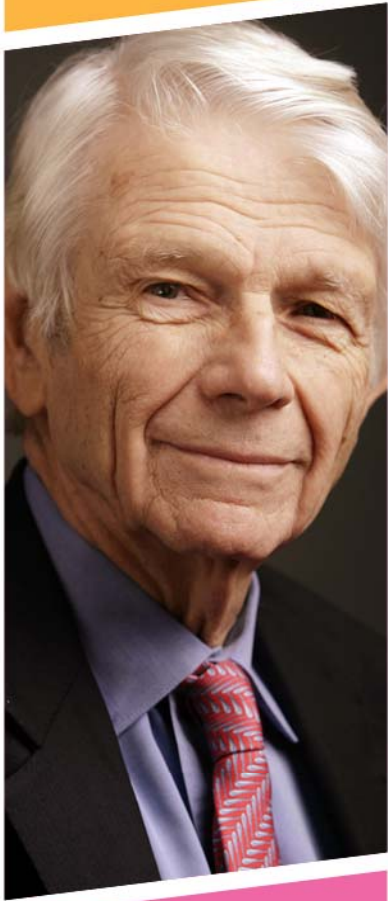
*Claude Béland, Co-Chair and Chair of the Board of Ageing Design Montréal*

International network of researchers, students and business professionals whose goal is to raise trust in financial governance and to integrate ethical values in financial decision-making.

Committed to issues such as democracy and citizenship, health care services and school drop-out, Mr. Béland is excited about his new role with ADM. "As someone who is part of the growing active ageing population, this is an opportunity for me to give back to society by helping to raise awareness on how design can have a tremendously positive impact on the lives of ageing people worldwide."

Mr. Béland sees Montréal as a natural choice to host this Conference and Expo. "Montréal is one of only three cities designated by UNESCO as a City of Design; this is an exciting and creative city where issues of ageing are at the forefront of urban and social development. Delegates will find in Montréal an environment conducive to forward thinking and thoughtful deliberation."

Both Conference Co-Chairs will take on an active role in the coming months to build the Conference and Expo programme.



## AGEING CONFERENCE ANNOUNCES FIRST MAJOR SPEAKER: DR. ROBERT BUTLER

Organisers of the IFA's 9<sup>th</sup> Global Conference on Ageing and Expo Ageing & Design Montréal are proud to announce the presence of Dr. Robert Butler as keynote speaker at next September's Conference. Pulitzer Prize author of *Why Survive?*, Dr. Butler will have the honour of delivering the Daniel Thursz Memorial lecture, at the Conference's opening. Renowned physician, gerontologist, psychiatrist and researcher, Dr. Butler recently published *The Longevity Revolution*, a breakthrough book that seeks to answer questions relating to longevity and the challenges that face our societies.

One of the leading practitioners in the field of longevity and ageing, Dr. Butler is President and CEO of the International Longevity Center. In 1975, he became the founding director of the National Institute on Aging of the National Institutes of

Health, and in 1982 he founded the first department of geriatrics in a U.S. medical school at the Mount Sinai Medical Center.

As a result of scientific advances during the 20<sup>th</sup> Century, and of those yet to come, human longevity is ever increasing. Despite this great human achievement, one of the most striking demographic events of all time, our societies and their leaders respond to this revolution in longevity with gloom and doom. During his address, Dr. Butler will describe the challenges created by longevity, the many adjustments that have already been made and those which will be necessary to meet present concerns.

The announcement of Dr. Butler's participation at IFA's 9<sup>th</sup> Global Conference is the first of a series of keynote speakers that will be announced in the coming weeks.

### WANT TO BE A PART OF THE AGEING AND DESIGN EXPO?

Reserve your booth or exhibitor space now!

Contact:

Michel Bibeau

DEE Global

+ 1 450 442.0023

mbibeau@deeglobal.ca

## EXPO AGEING AND DESIGN: AN INNOVATION IN ITSELF

The Ageing & Design Expo will be a premiere opportunity to showcase more than 130 exhibitors and their innovations that help to improve the lives of ageing people.

During two full days, the Expo will be a must see event during the IFA's 9<sup>th</sup> Global Conference. In fact, it will bring together more than 3000 visitors, among which delegates will meet living facility providers, residential care providers, architects, industrial designers and urban planners, researchers and academics, health care professionals, senior's service organisations, government officials and policy makers.

Exhibitors will showcase the positive impact that can have on society products and initiatives designed specifically to meet the needs of seniors in active living, housing, health care, nutrition, and financial and physical security.

It is impossible to imagine a better place to understand the essence of the union between the field of design and that of ageing. These key innovations will be yours to discover. Not to mention the chance to network with the creative minds behind them.

## THE PALAIS DES CONGRÈS: MONTRÉAL'S CONVENTION CENTRE IS IN THE HEART OF IT ALL!

### WAKE UP CALL!

For most workers in the world, important milestones such as having children and celebrating a 50<sup>th</sup> birthday have triggered the habit of saving for retirement... and so did going through some financial difficulties. There are a few exceptions: for 47% of Canadians, receiving tips from friends started the habit, and tax reforms have acted as a wake up call for 57% of Belgian workers.



*Taken from the AXA Retirement Scope 2007-2008, an international study whose objectives are exploring and understanding the attitudes of the population towards retirement.*

Visit AXA at [www.axa.ca](http://www.axa.ca).

The IFA Conference and Expo will be held at the Palais des congrès de Montréal. Located in the heart of the city, the Convention Centre is Montréal's premier venue for inter-national conferences and exhibitions.

Montréal ranks third, after only New York City and Washington, DC in hosting major international conferences and events in North America, and the Palais is an important reason for this success. With a surface of 133,000 m<sup>2</sup> (approx. 1.5 million square feet), the Palais des congrès can accommodate between 15,000 and 20,000 participants for large-scale conventions.

This newly-expanded and modern facility can stage two major events simultaneously and boasts an even larger attendance capacity for major exhibitions.

The Palais is centrally located, with access to two métro (subway) stations, connection to Montréal's renowned underground city, bus lines and taxis, and is a short walk to historic Old Montréal, the International District, and other key attractions of the city. Its architectural design emphasises the qualities of light and openness, making it an ideal location to exchange ideas and develop new partnerships.



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