



**Enterprise for Health
– Management Conference
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Breakout Session - Introduction

**”Healthy ageing –a challenge for
business and society”**

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Three key demographic development trends

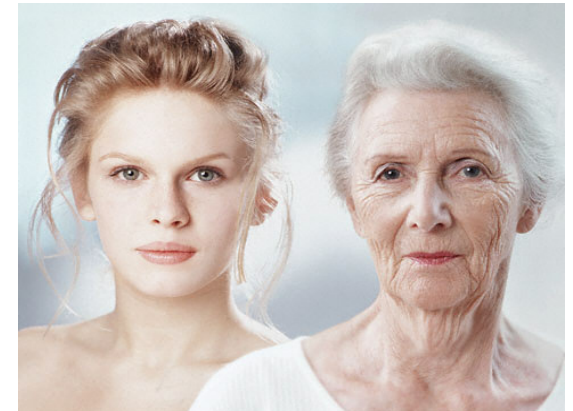
1. Declining of potential working population

- working population in Europe: -6.8% = 20.8 million



2. Ageing of the working population

- most common age in 2030: 65 years
- Increasing share of working population aged 55 and above: +8.7% = 24 million by 2030
- Decreasing share of working population aged 54 and below: -20 to 25 % by 2030



3. Increasing migration

- proportion of migration in Europe: 32,1 %
- Proportion of immigrants in Germany will rise from 9% to 19.6% by 2030



Four key strategic challenges

1. How can companies meet their increasing needs for highly qualified specialist and management staff in a shrinking labour market?



Four key strategic challenges

2. How can companies lastingly promote the health of their employees and at least continue employing them until they reach statutory pension age?



Four key strategic challenges

3. How can we organise further professional training within companies as a life-long learning process for all employees?



Four key strategic challenges

4. How can companies develop a culture in which all employees feel committed and engaged to their work and make a significant contribution towards value added?



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