

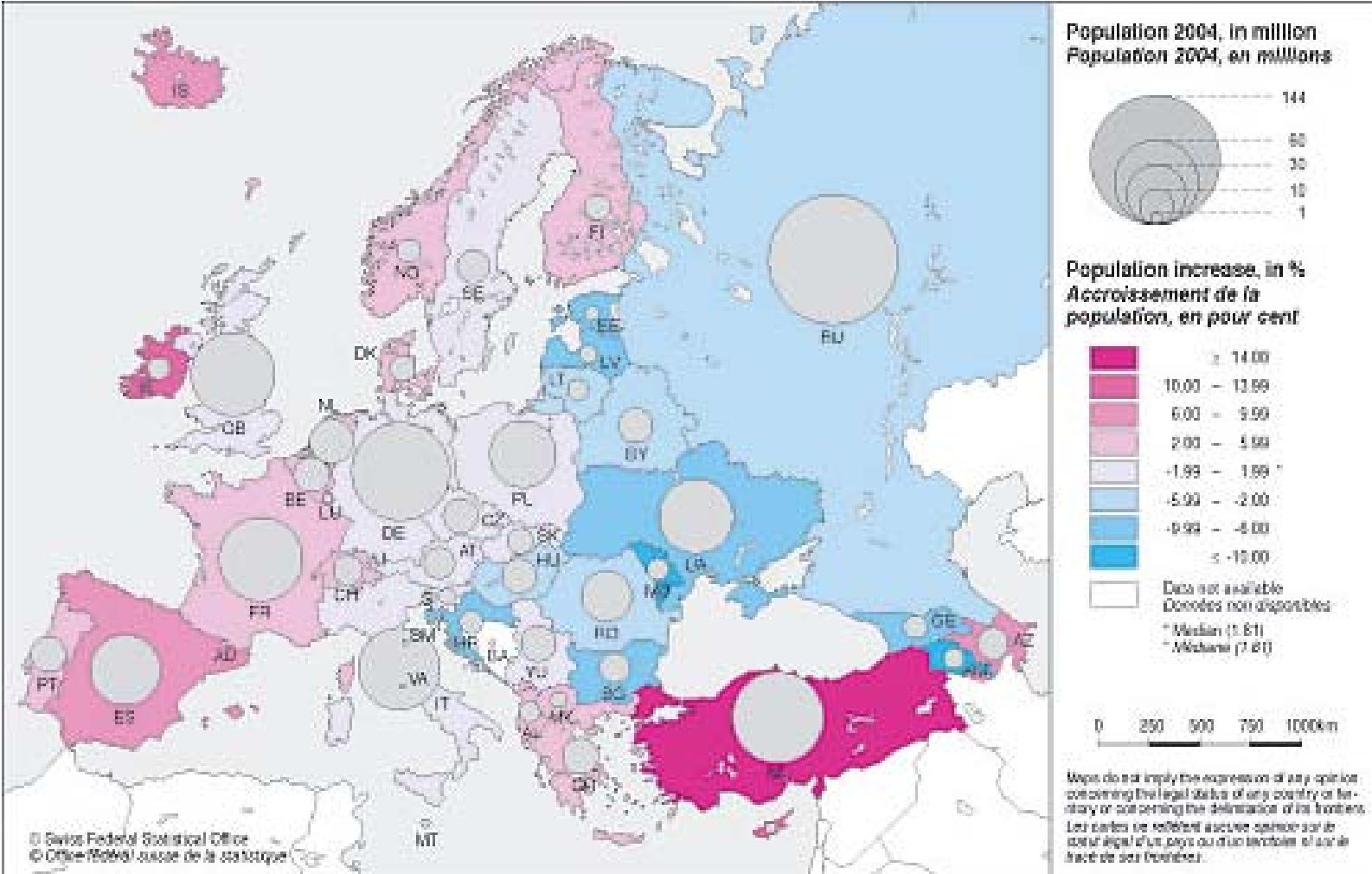


Working for a healthier world™

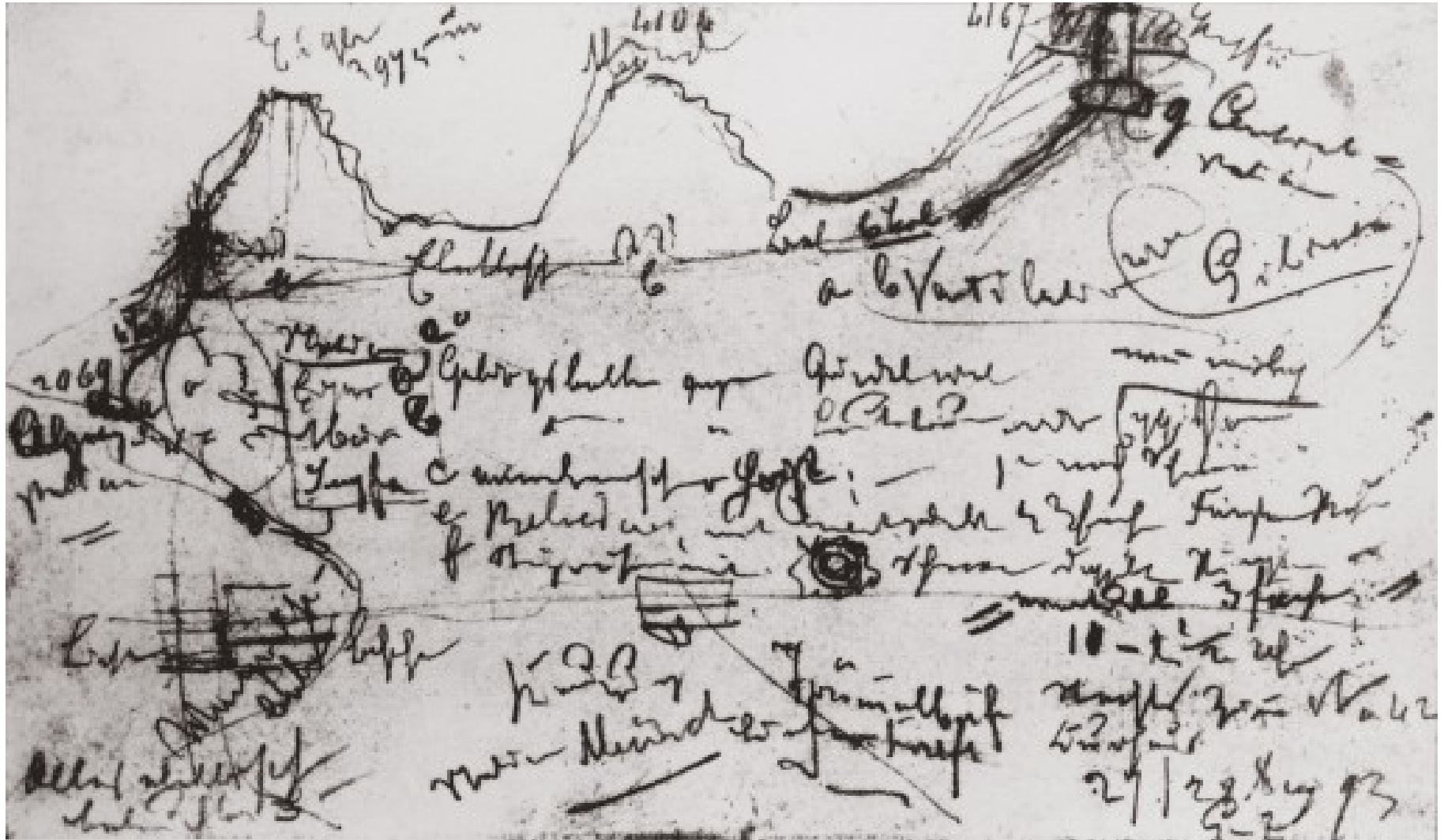


Nick Eberstadt & Hans Groth on Demographic Realities

Europe's Population 2004 and Population Change in the Past Decade



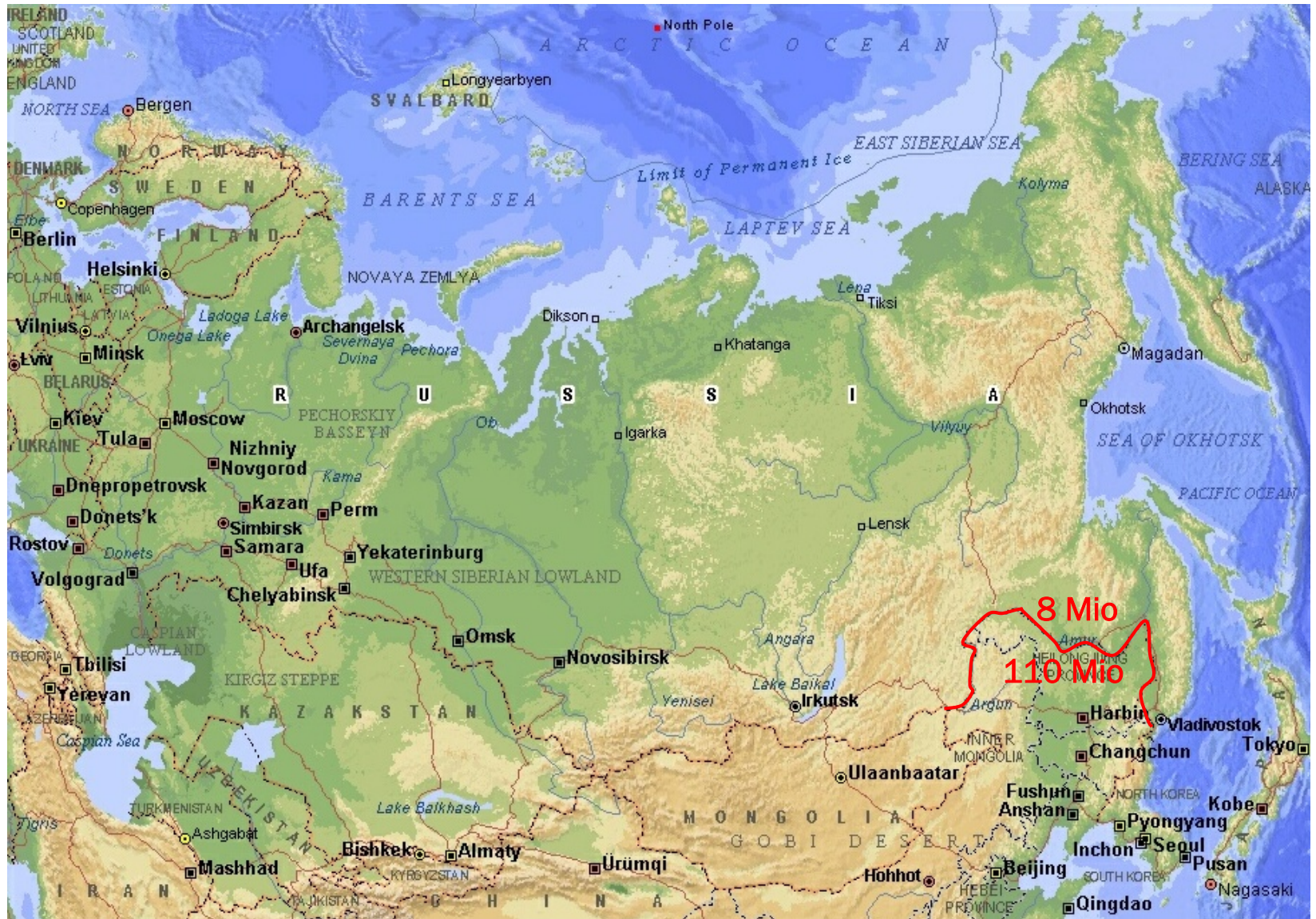
Everything starts with a Vision...



Taschenbuchblatt Herrn Guyer-Zellers

Demography... more than just figures!

- How does demography impact the power and influence of a nation?
- What could be the impact of changing demography on the relations between nations?
- Which new alliances might emerge and which might become irrelevant?
- What needs to be unlocked to turn demographic evolution into an opportunity?





Projected Change in Working Population (15-64 Years)

Country/Region	2006 Working Pop.	2030 Working Pop.	% Change
USA	200'436'329	220'757'395	10.1%
Western Europe	263'762'704	243'505'643	-7.7%
Turkey	47'675'038	57'982'866	21.6%
Ireland	2'744'223	3'211'879	17.0%
United Kingdom	40'465'530	39'896'674	-1.4%
France	39'746'734	38'190'847	-3.9%
Switzerland	5'124'407	4'749'810	-7.3%
Spain	27'405'389	24'480'228	-10.7%
Austria	5'532'332	4'917'794	-11.1%
Italy	38'636'353	33'895'658	-12.3%
Germany	54'764'794	47'369'405	-13.5%
Russia	101'951'161	81'322'414	-20.2%

Source: U.S. Census International Database, 2006 - Accessible online at <http://www.census.gov/ipc/www/idbagg.html>

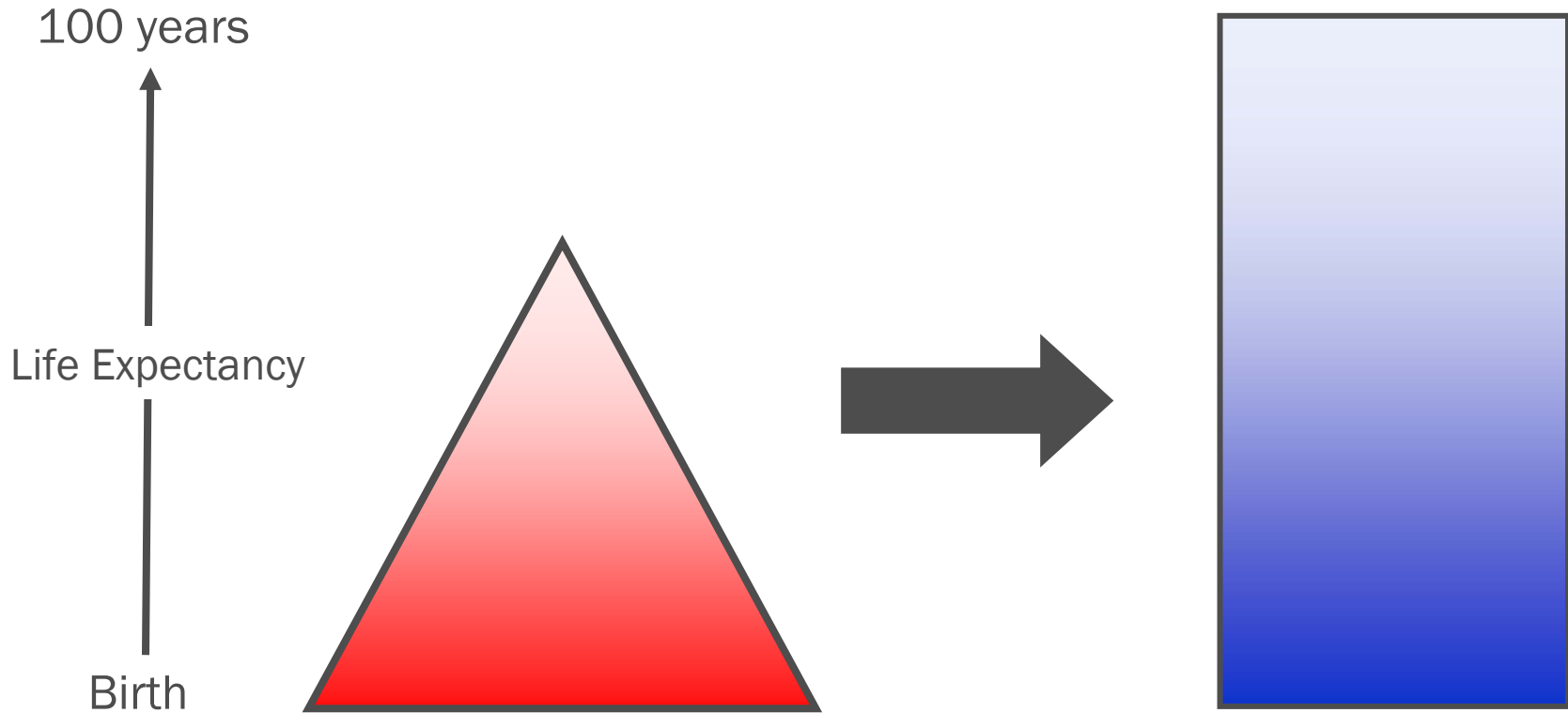
Demographic Realities: 4 Case Studies

Poland	<ul style="list-style-type: none">• below average health indicators• fertility rates below replacement level• 10% of the working population left Poland since 2004
China	<ul style="list-style-type: none">• workforce growth to reach a plateau• one child policy will impact both culture and values• unpreparedness for ageing and retirement waves
Russia	<ul style="list-style-type: none">• decreasing population since 1990• life expectancy lower than in Bangladesh• significant decrease in working population• ongoing economic growth and new wealth
Switzerland	<ul style="list-style-type: none">• direct democracy since 1291 and <u>no</u> political alliances• ageing with prosperity and very good health• 0.7% population growth mainly due to immigration• strong and globalized economy

Everything Changes, Everyone is Affected

- The long life expectancy in modern societies is a result of an extraordinary successful economic development paired with public health achievements.
- It is perhaps the most significant revolution produced in the last century
- However, in this century, we face the challenge of comprehensive reforms to address the fiscal, financial and labour market implications of ageing, as well as its implications for pensions, social benefits and system of health and long term care.

Good Bye „Pyramids“



What the leaders are saying

“People think that aging is the end of the world, that for example *Switzerland’s* richness will go out of the door. That is simply wrong. A fall in gross domestic product is possible – but is only one scenario.”

Axel Borsch-Supan, Director,
Manheim Research Institute for the Economics of Aging, Germany

“Demographic change is one of the three major forces now remodeling Europe, alongside globalization and technological change.”

José Manuel Barroso, President of the European Commission

“We will make full use of the next 15 years and take effective measures to avoid the side effects of an aging population.”

Zhang Weiqing, Director of the National Population and
Family Planning Commission, China

Joint Research Project

Pfizer Switzerland, Institute for Social & Preventive Medicine
(University of Zürich) and American Enterprise Institute (Washington DC)

Activating Demographic Potentials through Public Health Strategies

- Impact of increase in total “working years” on national economy and social security (current working times, illness road, untimely retirements)
- Options for health improvement (priorities, impact, likelihood to succeed)
- Demographic fitness : Are prevention efforts an indicator of demographic fitness?
- Social and political dimensions of change (education, pension fund & tax reforms, work/life balance)
- Country-specific patterns
- The future role of the R & D-based industry (empirical medicine, stratified medicine, individualized medicine)



Arnold Odermatt, geb. 1925, lebt in Stans



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Europe's Coming Demographic Challenge:

Unlocking the Value of Health

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December 2007