

# THE GLOBAL BUSINESS VOICE ON POPULATION AGING



Global Coalition on Aging

## ABOUT GCOA

The Global Coalition on Aging (GCOA) is the world's leading business voice on aging policy and strategy. Representing some of the world's most influential brands across sectors, GCOA provides businesses with strategic insights, best practices and access to a growing network of influencers to maximize the potential of the aging population. GCOA shapes the global dialogue and advances solutions to ensure aging is a path for economic growth and winning business strategies.

## GCOA'S VALUE TO YOU



### MARKET PREPARATION

GCOA shapes the global marketplace to increase receptivity to aging business solutions



### PUBLIC POLICY INFLUENCE

GCOA informs governments and global institutions about the opportunities associated with population aging



### THOUGHT LEADERSHIP

GCOA strategically positions businesses with stakeholders leading the global dialogue on aging

## MAKE AGING YOUR COMPETITIVE ADVANTAGE

The **global population over 60 will reach 1 billion by 2020** and will double to 2 billion by 2050. The spending power of this demographic cohort is US \$15 trillion.

Recent studies show that only 31% of firms have taken longevity into account when making plans for sales and marketing, and **only 15% have any business strategy focusing on the older demographic.**

Longevity, combined with historically low birth rates around the world, creates a demographic shift in which **the over-60 age cohort will soon outnumber the under-15.**

This shift in global society has powerful implications for your consumer base, your workforce and your corporate positioning. **GCOA can help you start planning now.**

## GCOA GOVERNING BOARD MEMBERS



BLACKROCK

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MAS INNOVATION



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## SUBSCRIPTION BENEFITS

As a GCOA subscriber, you will receive our analysis of the latest data, information and insights and have the opportunity to engage with the most influential leaders shaping and defining aging as a business strategy. Your annual subscription includes the following benefits:

1. **An executive briefing on aging** with GCOA leadership at a date and with a group of executives of your choosing
2. **GCOA's bi-weekly News and Noteworthy Readings**, our exclusive insights, analysis and commentary on the latest news and data reflecting the impact of aging across business sectors, society and public policy
3. **A quarterly webinar with GCOA leadership**, featuring market and public policy developments in the longevity, retirement and healthy aging fields as well as updates on the latest research, events and can't-miss opportunities
4. **An exclusive invitation to GCOA's annual meeting**, where you will learn about best practices in aging strategy development from our network of GCOA premier members, advisors and public-sector partners

## WHAT OUR MEMBERS ARE SAYING

"Thanks to the adept global engagement facilitated by GCOA, we are setting the agenda to welcome the growth of an aging population rather than fear it."

**Alice Borrelli**  
Director,  
Global Healthcare Policy,  
Intel

"Our partnership with GCOA has allowed us to crystallize and elevate our positioning in this strategic demographic segment, [and] it has better enabled us to galvanize our organization internally to meet the many demands of this market."

**Peter Nicholson**  
Vice President, Business Development  
& Strategy, Nestlé Skin Health

"GCOA brings enormous value to BlackRock and the BlackRock Retirement Institute (BRI) in the form of global insights and relationships on the topics of retirement and longevity."

**Bruce Wolfe**  
Managing Director, BlackRock  
& Executive Director,  
BlackRock Retirement Institute

**To subscribe or learn more, contact**

Melissa Gong Mitchell, GCOA Executive Director at 212.332.3942 or [mmitchell@globalcoalitiononaging.com](mailto:mmitchell@globalcoalitiononaging.com)