

Approaches for Advanced Issues in Japan, the United States and China:

Super Aging Society,
Technology Innovation
and Trade Friction

Honolulu Office of Kobe University
November 30, 2018

Lin HUANG

Professor, Graduate School of Business Administration,
Senior Executive Director of the Center for Asian Academic Collaboration,
Kobe University

神戸大学牛肉— KOBE UNIV. BEEF



1 The aging in Asia

JAPAN: Super aged society

CHINA: 未富先老

developing Country and aged society

Social Security and Care System

The Integrated Community Care System (Comprehensive Community Care System) in the Super Aging Society

November 30, 2018

The Japan Research Institute, Limited
Research & Consulting Division
Nobuyuki Kii

2 Opportunities of Aged Social and Successful Aging

Successful Aging

Health Science

Technology Innovation

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Kobe University

Traditional, Scientific and Emotional !!
The magic that drives us to purchase
Japanese cosmetics



Visiting Professor of the Department of Pharmacy, Mukogawa Women's University
Chair of Education Committee, IFSCC Praesidium (2012-2015)
Board Member, The Society of Cosmetic Chemists of Japan (SCCJ)

Subjective Happiness Feeling

主観幸福感

- ① Health
- ② Economic stability
- ③ Family (spouse and child)

内閣府(2012)「高齢者の地域社会への参加に
関する

意識調査結果の概要」

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Kobe University

Qimei Chen, Ph.D.

Associate Dean for Academic Affairs,
Professor of Shidler College of Business,
University of Hawaii at Manoa

Managing the Changes in Brand Attitude

**A GENERAL RESEARCH TALK
AND
SOME OF THE RESEARCH
IN PROGRESS**

**15:30-16:30
DISCUSSION AND CLOSING**



**THANK YOU
ありがとう
谢谢！**