



# MEGATREND

## “GLOBAL DEMOGRAPHIC CHANGE - TACKLING BUSINESS & SOCIETAL CHALLENGES IN 2030 AND BEYOND”

**HSG MASTER CLASS PROJECT PAPERS 2009-2019**

DR. MED. HANS GROTH, MBA  
UNIVERSITY OF ST. GALLEN



# The unique population dynamics of Switzerland (I)

- 2009** Switzerland 2030-2050: Is the inevitable demographic evolution homogeneous across the country or not? What is the potential impact on the economic evolution and potential new industries?
- 2009** Switzerland 2030-2050: Prepare a scenario of the population size and composition
- 2009** The recently published Careum study on demand and supply for healthcare services in Switzerland by 2030. How to tackle upcoming shortages of healthcare professionals?
- 2012** „Demography meets Switzerland’s: Migration policy and its Implications“
- 2013** Demographic ageing in Switzerland - Patterns of the overall population vs. the group of medical doctors and nurses
- 2014** The future of Switzerland with zero migration



# The unique population dynamics of Switzerland (II)

- 2015** Generation Y's knowledge and perception about the sustainability of Switzerland's three pillar retirement scheme. How should this generation plan for their retirement
- 2016** Shrinking working age population in Switzerland: Strategic recommendations to mitigate labor force shortages in the healthcare industry – an industry characterized by limited resources and growing demand due to ageing/longevity
- 2016** Build your 100 year life in Switzerland – How will Regula (28 yrs) and Urs (32 yrs) be working and living in an age of longevity?
- 2018** Pension systems: Discuss the Swiss AHV/IV and BVG systems in light of changing demography and provide three alternative systems. Discuss your options also within the context of the currently proposed solution by the Swiss Federal Council.



# Demography & natural resources in a global view

- 2011** Demography meets food security
- 2016** How will demography influence demand for energy in terms of quantities and qualities?
- 2017** Population growth and access to food & water: Where is the limit? Why is John Malthus wrong?



# Country & regional case studies all across the globe (I)

- 2009** 2030-2050: Compared to the US, the workforce in Europe will shrink and conventional thinking translates population decline into economic contraction. Develop recommendations as to how this weakness can be overcome.
- 2010** China 2030-2050
- 2010** India 2030-2050
- 2010** Lessons learned from the youth perspective - WDA Expert Congress "Demographic Challenges in Islamic Countries"
- 2010** Singapore 2030-2050
- 2011** Demography meets emerging markets: China vs. India who will win the race?
- 2011** Demography meets Europe 2012 - The European year of „Active Ageing“



# Country & regional case studies all across the globe (II)

- 2011** Demography meets Japan
- 2011** Demography meets the alpine regions; The case of the Canton Grisons, CH
- 2012** „Demography meets Africa“ – An outlook on the demographic challenges of Sub-Saharan Africa until 2050
- 2012** „Demography meets China, Japan and South Korea“ – Tackling the low fertility and the increasing longevity phenomenon
- 2012** „Demography meets healthcare investment opportunities in China“ – Making the leap for further growth and business development: A strategic analysis for Fresenius Medical Care
- 2012** „Demography meets Indonesia“ – How to capture its hidden potential?
- 2012** „Demography meets Latin America“



# Country & regional case studies all across the globe (III)

- 2014** How will demography impact/shape the conflict between Israel and Palestine and their neighbours (e.g., Jordan and Syria)?
- 2014** How does the demographic future of Hong Kong look like?
- 2014** Population ageing in China: What are the present demographic predictions and how will they influence the Chinese Economic Power in the Future?
- 2014** The economic challenges of shrinking societies: How Germany and South Korea could tackle their demographic challenges
- 2015** China: The role of demography for the political, economic and societal future of the biggest country in the world.
- 2015** United States of America: The role of demography for the political, economic and societal future of the largest economy in the world.



# Country & regional case studies all across the globe (IV)

- 2015** Iran's population dynamics in the light of the potential "post-sanction" period. What are the lessons for investors?
- 2015** Cuba – what should we know about this country's demography?
- 2015** Japan - what can we learn from the world's "most aged" society?
- 2015** Ethiopia: Draw a demographic road map of this country and compare Ethiopia with other countries of similar size.
- 2015** The demography of the Sahel zone: Facts and implications.
- 2016** Africa's demographic history and future to 2050.
- 2016** Draw a demographic picture of Cambodia to 2035





# Country & regional case studies all across the globe (V)

- 2016** China's new one child generation: What are preferences and social and economic behavior patterns?
- 2017** Mauritius – How did this island state manage its demographic transition? What are the lessons for other African countries to catch their potential demographic dividend?
- 2017** Myanmar: Gain knowledge about its past, present and future demography till 2050
- 2017** Compare Saudi Arabia with Iran: The role of ongoing population dynamics for societal and economic development till 2030
- 2017** Managing population dynamics in China, Taiwan and Iran since 1960. What are the differences? What is the societal and economic impact in these countries? What do we know about their future strategies to prosper in the 21st century?
- 2018** Africa's Population: How could the continent capture its opportunities?



# Country & regional case studies all across the globe (VI)

- 2019** How sustainable are development strategies in Africa? Compare the approach of China, Europe, the US and the 2021-2024 strategy of Switzerland.
- 2019** Canada: Critically review how this country manages migration. What are the lessons for other countries?
- 2019** Ongoing low fertility in Europe: What is the impact on society, business and governance in the coming 20 years? Are there sustainable incentives for higher fertility? How should it tackle migration? Can it turn longevity into an opportunity?

- 2009** Global demographic change: Develop a scenario of shrinking and growing regions/states
- 2010** Global demographic change: Scenarios of shrinking and growing regions/states
- 2010** Impact of demography (ageing) on public debts in Europe, the US and Japan: Analysis of current situation and forecast until 2025
- 2012** „Demography meets the Power of Nations“ – An outlook on the demographic changes and the global power of nations
- 2013** Population dynamics and Its Implications - Northern vs. southern Europe
- 2013** The emerging markets
- 2015** Past, current and future population dynamics across the 5 continents: Different qualities, different quantities, different impact.



# Geopolitics & Financial Markets (II)

- 2015** Flying low – Managing elderly income in a world devoid of risk-free returns
- 2017** Low interest rates – what does it mean for retirees? Who are beneficiaries and who are the losers?
- 2017** Why demography matters: Population dynamics and its impact on the wealth of nation
- 2018** Migration in and into Europe: Societal, political and economic impact in the past and in the future till 2030
- 2018** Investing in Africa: Compare the approaches of Chinese and European financiers in light of their ambitions and cultural background and perception of risk.
- 2018** Existing stock-quoted investment funds based on demographic change/aging: How did they perform and why? What are future factors of success?



# Geopolitics & Financial Markets (III)

- 2019** What can strategic planners learn from “political demography”? Take the book published by Jack Goldstone as a reference.
- 2019** Analyze and discuss the interaction of population dynamics (migration, fertility, longevity, gender balance etc.) on social cohesion and equality.



# Opportunities arising from demography for business & society (I)

- 2009** Europe 2030-2050: Conduct an analysis of services/industries, which will gain attractiveness and those, which will lose attractiveness
- 2009** Prepare a submission to the Walder Stiftung Award "Leben und Wohnen im Alter" ("Life and living in old age") by developing a business concept as to how elderly Swiss citizens could live in an innovative and stimulating environment
- 2009** Today's youth and not the "baby boomers" will be hit by the potentially harmful consequences of demographic change. Conduct a creative approach as to how citizens aged between 20 and 30 years in two nations of your choice envisage how they will manage this challenge
- 2010** Demographic change in the developed World: An analysis of the attractiveness of industries and services in a times of Ageing populations
- 2010** Determinants for fertility in the developed and developing World



# Opportunities arising from demography for business & society (II)

- 2011** Demography meets office space
- 2011** Demography meets the “Dependency Ratio” - The future of the “Dependency Ratio” as a planning tool for states, societies and businesses
- 2011** Demography meets business
- 2012** „Demography meets intergenerational communication“ – Impact of accelerating demographic ageing in western societies on social sustainability and wealth distribution
- 2012** „Demography meets retirement age“ – Options for UBS to reinvent work schemes to meet the new demographic realities in business and society
- 2013** A model on using demographic indicators for strategic planning - Taking the Chinese government as an example



# Opportunities arising from demography for business & society (III)

- 2013** Demographic ageing - What is the Impact on capital markets?
- 2013** Flexible retirement - a UBS case study
- 2013** Innovate For an aging society: New structures and business models to make longevity an achievement
- 2014** How is the entry of young people into the working world influenced by demographic trends such as population ageing?
- 2014** On what underlying principles does intergenerational solidarity rest?
- 2015** Beyond replacement fertility rates: Are low fertility rates an irreversible phenomenon in modern societies – and if so, could there be new roles for families, partnerships and labor force participation of women to help compensate for this?
- 2016** Gender equality: How does this impact the fertility rate?





# Opportunities arising from demography for business & society (IV)

- 2016** Teaching demography: The supporting role of interactive media.
- 2017** Global Demographic Change – Compare the key population dynamics between the 20th and 21st Century. What type of change category will shape the 21st century?
- 2018** Longevity of humankind: What is its history, what are the scenarios and consequences for the 21st century? Are there countries/regions to learn from?
- 2018** Demography and digitization: How can blockchain and digital assets help to make longevity an opportunity?
- 2019** Our life courses: What will change? What will remain unchanged in the ongoing era of longevity?
- 2019** Does digitalization/information technology/artificial intelligence contribute to make longevity a sustainable achievement?