

Silver Economy Summit 2026 Mx

October 1-2, 2026 · CANIETI · Mexico City

Thursday, October 1

08:30 -08:45	Opening ceremony Luis Garza Hoth · Entrecanos
08:45 -09:30	A vision of Mexico's future José Etchegoyen · IFC · World Bank Group
09:30 -09:40	Break
09:40 -10:10	To be confirmed
10:10 -10:20	Break
10:20 -10:50	Older adults + AI: understanding it, using it and connecting generations Leticia Loza Trejo · Inteligencia Híbrida · Academia
10:50 -11:00	Break
11:00 -11:30	Senior Employability Cecilia Reyes Trejo · Wiser Hub
11:30 -11:40	Break
11:40 -12:10	Silver finance: progress and opportunities Ricardo Toranzo · Sparkassenstiftung Alemana
12:10 -12:20	Break
12:20 -12:50	Two generations, two worlds, one future David da Vinci · David da Vinci · Macayos
12:50 -13:00	Break
13:00 -13:30	Silver economy: are we seeing the problem or the opportunity? David Allendes · Silvery
13:30 -13:40	Break
13:40 -14:10	Silver innovation and inclusive value chains Alejandra Peña López · UNDP for Latin America and the Caribbean
14:10 -15:05	Lunch break · Meals not included
15:05 -15:35	The great silver engine
15:35 -15:45	Break
15:45 -16:15	What to do in 2027 for the silver economy Juan Carlos Cante Reyes · CAZA Trading y GOODAY
16:15 -16:25	Break

16:25 -16:55	More years, better health, greater value: the silver economy as an opportunity to transform healthcare Jorge Fragoso · Sanofi Vacunas
16:55 -18:05	Programme to be confirmed
18:05 -18:10	Break
18:10 -18:40	The value of experience Bárbara Rey Actis · Longevity Initiatives SL Catalina Santana Castellanos · 101ideas Colombia
18:40 -18:50	Day 1 closing

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Friday, October 2

09:00 -09:30	Opening and first talk: Personal branding María Fernanda Cortés Espinosa · NetThinking®
09:30 -09:40	Break
09:40 -10:10	The best is yet to come Juan Eduardo Cros · Silver economy, intrapreneurship and senior talent
10:10 -10:20	Break
10:20 -10:50	Silverpreneurs: what if we have misunderstood age? Claudia Calvin Venero, PhD · Mujeres Construyendo
10:50 -11:00	Break
11:00 -11:30	The silver landscape María Andrea Orduz Mateus · Región Plateada
11:30 -11:40	Break
11:40 -12:10	Business opportunities in the silver economy José Medina Mora Icaza · Business Coordinating Council
12:10 -12:20	Break
12:20 -12:50	CoHousing: redefining shared living for older adults Margarita Maass · CEIICH · UNAM Juan Carlos Alcaide · Juan Carlos Alcaide
12:50 -13:00	Break
13:00 -13:30	Profitable growth in Mexico Thomas Michael Hogg · TMH Consulting & Investment Group
13:30 -13:40	Break
13:40 -14:10	Experience has no expiry date Jesús Penilla · Independent consultant
14:10 -15:05	Lunch break · Meals not included
15:05 -15:35	Living with peace of mind: financial planning for a new stage Elizabeth Rojas · Banco BHD
15:35 -15:45	Break
15:45 -16:15	Storytelling Genaro Mejía · StoryShake Studio
16:15 -16:20	Closing ceremony
16:20 -18:00	Abuelos, nunca es tarde para emprender