

Silver Economy Summit

October 1-2, 2026 · CANIETI · Mexico City

All times are in Mexico City time.

Day 1

08:30 Opening ceremony

- **08:45** Luis Garza Hoth · Entrecanos · In person

08:45 A vision of Mexico's future

- **09:30** José Etchegoyen · IFC · World Bank Group · In person

09:30 Break

- **09:40**

09:40 Is Mexico City ready for a longer-lived Mexico?

- **10:10** Juan Pablo de Botton Falcón · Secretariat of Administration and Finance · Mexico City · Attendance mode to be confirmed

10:10 Break

- **10:20**

10:20 Older adults + AI: understanding it, using it and connecting generations

- **10:50** Leticia Loza Trejo · Inteligencia Híbrida · Academia · In person

10:50 Break

- **11:00**

11:00 What to do in 2027 for the silver economy

- **11:30** Juan Carlos Cante Reyes · CAZA Trading y GOODAY · In person

11:30 Break

- **11:40**

11:40 Silver finance: progress and opportunities

- **12:10** Ricardo Toranzo · Sparkassenstiftung Alemana · In person

12:10 Break

- **12:20**

12:20 Two generations, two worlds, one future

- **12:50** David da Vinci · David da Vinci · Macayos · Attendance mode to be confirmed

12:50 - 13:00	Break
13:00 - 13:30	Silver economy: are we seeing the problem or the opportunity? David Allendes · Silvery · Online
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 · In person
14:10 - 15:05	Lunch break · Meals not included
15:05 - 15:35	The great silver engine A surprise panel with Emma and Carlos, AI-created hosts of the Entrecanos podcast. This appearance may be replaced.
15:35 - 15:45	Break
15:45 - 16:15	Recognition of prior learning: a proposal for older adults Carmen Enedina Rodríguez Armenta · CENEVAL · In person
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 · In person
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 · Online Catalina Santana Castellanos · 101ideas Colombia · Online
18:40 - 18:50	Day 1 closing

Programme subject to change. Check the latest version on the website.

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Day 2

09:00 **Opening and first talk: Personal branding**

- 09:30 María Fernanda Cortés Espinosa · NetThinking® · In person

09:30 **Break**

- 09:40

09:40 **The best is yet to come**

- 10:10 Juan Eduardo Cros · Silver economy, intrapreneurship and senior talent · Online

10:10 **Break**

- 10:20

10:20 **Silverpreneurs: what if we have misunderstood age?**

- 10:50 Claudia Calvin Venero, PhD · Mujeres Construyendo · In person

10:50 **Break**

- 11:00

11:00 **The silver landscape**

- 11:30 María Andrea Orduz Mateus · Región Plateada · Online

11:30 **Break**

- 11:40

11:40 **Business opportunities in the silver economy**

- 12:10 José Medina Mora Icaza · Business Coordinating Council · In person

12:10 **Break**

- 12:20

12:20 **CoHousing: redefining shared living for older adults**

- 12:50 Margarita Maass · CEIICH · UNAM · Online

Juan Carlos Alcaide · Juan Carlos Alcaide · Online

12:50 **Break**

- 13:00

13:00 - 13:30	Profitable growth in Mexico Thomas Michael Hogg · TMH Consulting & Investment Group · Online
13:30 - 13:40	Break
13:40 - 14:10	Experience has no expiry date Jesús Penilla · Independent consultant · Online
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 · Online
15:35 - 15:45	Break
15:45 - 16:15	Storytelling Genaro Mejía · StoryShake Studio · In person
16:15 - 16:20	Closing ceremony
16:20 - 18:00	Abuelos, nunca es tarde para emprender Screening exclusively for in-person attendees. It will not be streamed.

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