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## Can We All Live to 100? Zurich Conference Seeks Real Answers



By IMGW Newsroom

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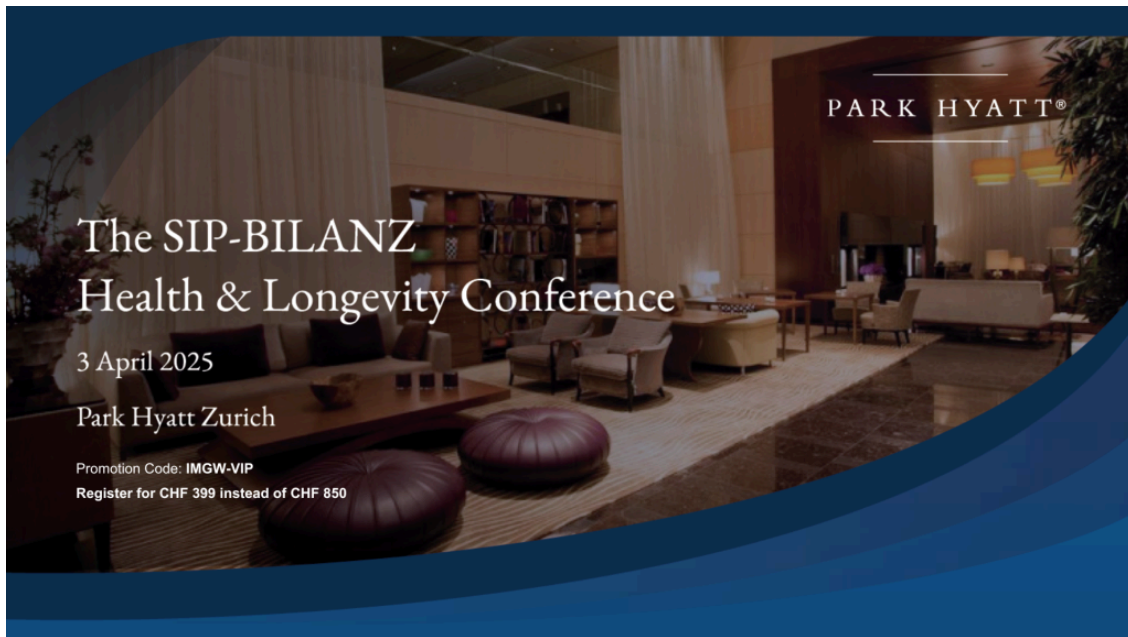
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The pursuit of “longevity” has become a growing trend—and at times, even a hype—in recent years. Initially embraced by the high-net-worth (HNW) community, proactive health and wellbeing planning, along with a greater focus on preventive medicine, has now become a top priority for the wider public. The [UBS Century Club](#) highlighted several years ago that over

**half of the affluent population expects to live to 100 years or more. Around 90% of investors have stated that health is more important than wealth.**



*“All you need to know about preventive medicine and no-nonsense longevity”*

As a consequence, investments in science and businesses aimed at increasing life and health spans have surged over recent decades. Today, even countries are competing with one another by offering environments, healthcare systems, and treatment opportunities that promise investors a long and healthy life.

To address these developments, the **SIP-BILANZ Health and Longevity Conference 2025** will be held on **3rd April 2025** at the prestigious Park Hyatt Zurich in Switzerland. Organised by **SIP Medical Family Office** in collaboration with **BILANZ magazine**, the conference will provide in-depth insights into the latest breakthroughs and key concerns in health, longevity, and preventive medicine—targeting private individuals, businesses, and policymakers alike.



Held under the motto “**All you need to know about preventive medicine and no-nonsense longevity,**” the event takes a rigorous, no-nonsense approach. Like many fast-growing sectors, longevity has attracted both high-quality advisors and less professional individuals seeking to capitalise on the hype. As the terminology is unprotected and the practice largely unregulated, investors and private individuals must be cautious in distinguishing credible solutions from empty promises.



As the global population continues to age, the need for effective strategies for what **SIP Medical Family Office** terms “**Health Management**” has never been greater. This includes the urgent demand for innovative approaches to age-related diseases such as dementia, cardiovascular conditions, and cancer. The conference will bring together leading researchers and practitioners who will share the latest advancements in their respective fields.



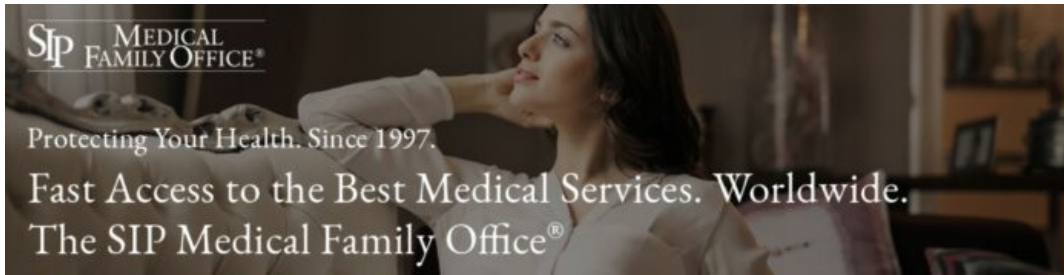
**Agenda highlights include:**

- *The Impact of Addictive Behaviours on HNW Families and Their Advisors*
- *Longevity Management for Wealthy Families: Best Practices*
- *Dementia as a Growing Problem and How to Prevent It*
- *Stem Cells: Unlocking the Next Generation of Regeneration and Longevity Care*

In addition, the SIP-BILANZ Health and Longevity Conference will explore the **broader societal implications** of longer life expectancy. As people live longer, societies must adapt to challenges such as increased pressure on healthcare systems and the need for sustainable social insurance. Meanwhile, private individuals and businesses must reassess their medical insurance, wealth planning, and even **residence planning**, as one's living environment significantly influences health outcomes.

Rather than focusing solely on theory, the conference promises **actionable insights and real-world applications** for individuals and professionals alike. By creating a forum for experts to share knowledge and experiences, the event seeks to bridge the gap between cutting-edge research and everyday healthcare, financial, and legal decision-making.

Finally, the conference will offer valuable **networking opportunities** for private individuals and professionals across healthcare, science, and business sectors—encouraging meaningful dialogue about the future of health and longevity and fostering collaborations that drive further innovation in the field.



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