

# YEBO/YES! Action on Ageing: Evidence • Policy • Practice

Cape Town, South Africa  
9 - 12 September 2025

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# THE HOST



The International Federation on Ageing (IFA) is an international non-governmental organization (NGO) with a membership base comprising government, NGOs, industry, academia, and individuals in over 75 countries. The IFA has general consultative status at the United Nations (UN) and is a non-state Actor at the World Health Organization (WHO). It is a registered charity in Canada, with an international and democratically elected board of directors.

Our vision is a world of healthy older people whose rights are protected and respected through driving the agenda of the world's ageing populations. As an organization with almost 50 years experience we drive this mission by being the global point of connection and networks of experts and expertise to influence and shape age-related policy across sectors and disciplines.

The IFA is proud for its 17th Global Conference to be partnering with North West University. Uniquely defined by a robust identity, institutional culture and ethos, NWU steadfastly anchors themselves in the principles of unity and values, dedicated to nurturing a community of involved and caring staff and students through unwavering commitment to ethical conduct in all pursuits.

As an internationally recognised university in Africa, NWU is renowned for its engaged scholarship, academic excellence, social responsiveness, and ethic of care.

# INTRODUCTION



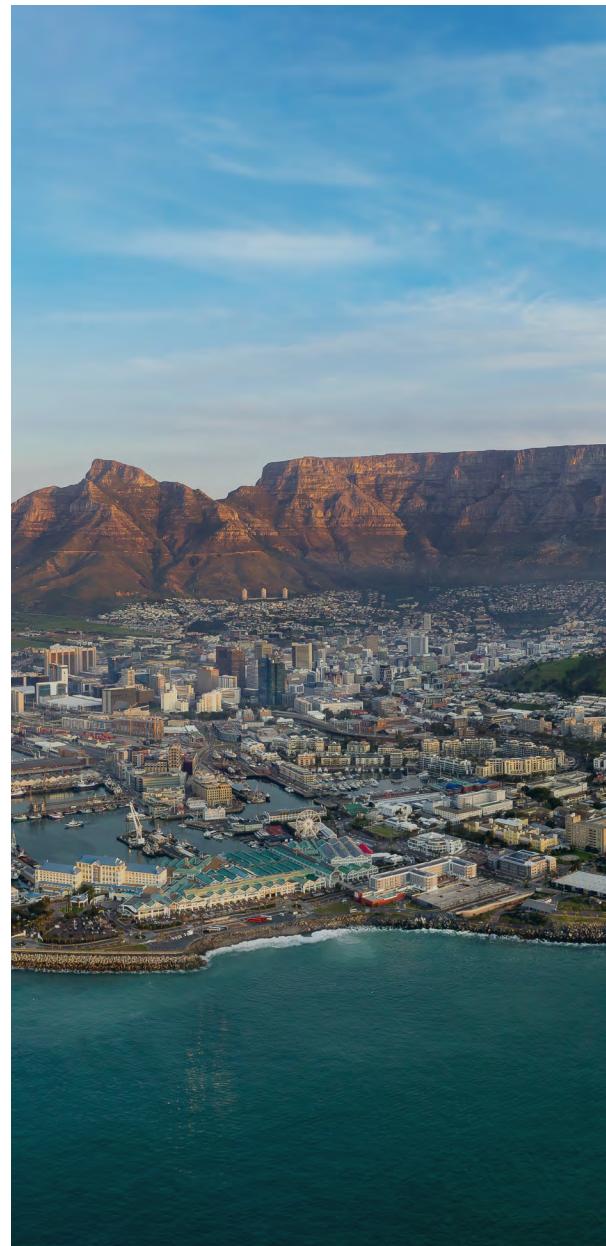
The 17th Global Conference on Ageing in Cape Town, South Africa “YEBO/YES! Action on Ageing: Evidence, Policy, and Practice” is defined through a unique partnership between the [International Federation on Ageing \(IFA\)](#) and [North-West University \(NWU\)](#) distinguished by its robust identity, institutional culture, and ethos, firmly rooted in the principles of unity and values.

As a contribution to the [UN Decade of Healthy Ageing](#), it is timely to convene our global conference in the African continent with the youngest population globally for the foreseeable future. With the world’s population aging at an unprecedented rate, the imperative for collective action to address the challenges and opportunities arising from this demographic shift has never been clearer.

Many more people in Africa are living increasingly longer. Around 75 million people in Africa are currently aged 60 years and above, and this will almost quadruple to around 235 million by 2050. The rise in the number of older people in Africa, specifically in Sub-Saharan Africa, will be sharper than for any other region and age group.

Demographic transitions in many countries are occurring against the backdrop of poverty and inequalities, migration and the quadruple disease burden and are crosscut by the changing nature and form of family. There are many questions to be answered during this conference: could the health needs of an increasingly ageing population offer opportunities for inclusive economic growth, job creation and greater economic stability; or how could long-term care for older adults in need provide employment opportunities for younger generations and decent work for women?

Regardless of your background—be it researcher, policymaker, healthcare provider, caregiver, or simply someone deeply invested in ageing-related issues—this conference provides a unique forum to exchange insights, share best practices, and forge meaningful connections. By fostering collaboration and dialogue, we can collectively shape a more inclusive and supportive future for older persons worldwide.



# AUDIENCE



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“YEBO/YES! Action on Ageing: Evidence, Policy, and Practice” is an in-person event convened to share and learn from others, nurture leadership and help build capacity, hear diverse voices, and create space for meaningful engagement toward a “society for all ages”.

Historically, the global conferences have attracted between 800 – 1200 delegates from more than 60 countries to address the challenges and opportunities of our ageing population.

You can expect to be among activists and advocates from civil society, health care professionals, policy makers, researchers and academics, entrepreneurs and innovators, educators, media and communication professionals and industry representatives and students studying fields such as gerontology, public health, sociology, psychology, and related disciplines who are interested in learning about current research and trends in ageing.



# CONFERENCE THEMES



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Toward shaping a world where older persons thrive, the IFA and NWU have selected nine themes that form the conference framework to generate and exchange knowledge, and to communicate and advocate for policy development and improvement.



## 1 Age-Friendly Environments

In alignment with the WHO Age-Friendly Environments program, this conference serves as a rallying point to accelerate the global agenda for creating inclusive communities that support the diverse needs and aspirations of people of all ages. Rooted in the principles of respect, equity, and social inclusion, this theme emphasizes the importance of fostering environments where older adults can age with dignity, independence, and active participation.



## 2 Building Capacity in LMICs: Policy and Good Practice

Building capacity in lower- and middle-income countries (LMICs) necessitates a comprehensive strategy that addresses the intricate interplay of economic, social, and environmental factors. This conference theme underscores the importance of evidence-based policies, partnerships, and community empowerment in enhancing the resilience and sustainability of LMICs while contributing to global development goals.



## 3 Connecting Ageing and the Economy

Population ageing is unfolding at an unprecedented pace, particularly in lower- and middle-income countries (LMICs), presenting unique challenges and opportunities for economies worldwide. With the demographic shift occurring three times faster in LMICs than in high-income countries (HICs), there is an urgent need to prepare for the implications of an ageing population without the relative wealth of HICs.

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## 4 Family, Intergenerational

The fabric of society is often deeply woven with the bonds of family and community and so the theme of strengthening families and promoting intergenerational programs holds profound significance. This conference serves as a platform to explore, share, and advance initiatives that nurture resilient families and foster meaningful connections between generations across the continent.



## 5 Healthy Ageing

As we enter the United Nations [Decade of Healthy Ageing](#), it is imperative to rally global efforts towards fostering healthy and dignified ageing for all. This conference theme serves as a clarion call to policymakers, healthcare professionals, researchers, advocates, and communities worldwide to unite in advancing the goals of the UN Decade of Healthy Ageing.



## 6 Human Rights

In an era marked by demographic shifts and an ageing global population, safeguarding the human rights of older adults emerges as a pressing imperative. This conference theme serves as a rallying cry for advocates, policymakers, scholars, and activists to converge and address the unique rights and challenges facing ageing populations worldwide.

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## 7 Immunisations for All Ages

Immunisation stands as a cornerstone of public health, saving lives, protecting communities, and reducing the burden of infectious diseases. This conference theme underscores the critical importance of ensuring immunisation coverage across all age groups to safeguard public health and promote well-being.



## 8 Improving Practice through Digital Technologies

The intersection of technology and ageing presents a complex puzzle encompassing design, development, and distribution. While technology holds immense potential to enhance the lives of older adults, significant barriers hinder widespread adoption and use.

Ageism plays a pivotal role in perpetuating these barriers. Stereotypes portraying older adults as technologically resistant or incapable can lead to the neglect of their needs in innovation. Access gaps, such as limited digital literacy and financial constraints, further compound the challenge of technology adoption among older demographics.



## 9 Long-term Care and Improving Function

Aligned with the World Health Organization's (WHO) Long-Term Care Framework and Integrated Care for Older People (ICOPE), this conference theme addresses the pivotal role of long-term care in safeguarding the rights and dignity of older adults and individuals facing significant loss of capacity.

The theme emphasizes the multifaceted aspects of long-term care, focusing on governance, financing, workforce development, service delivery, and innovation. Recognizing long-term care systems as enablers of functional ability and guardians of human rights, the conference aims to foster discussions and collaborations to enhance these critical components.

# CONFERENCE VENUE



The Cape Town International Convention Centre (CTICC), Africa's leading convention centre is the home of the IFA 17th Global Conference on Ageing, situated in the heart of Cape Town, South Africa. This in person event will welcome delegates from around the globe and serve as a platform for transformation and change.

Cape Town is a modern, cosmopolitan city surrounded by nature. Centred around Table Mountain, one of the New 7 Wonders of the world, Cape Town is known for its beautiful beaches, stunning biodiversity, award-winning food and wine, and sheer variety of experiences on offer. Make the most of your time in Cape Town by exploring all this wonderful city has to offer!



# WHY SPONSOR #IFACONF2024?



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The IFA Global Conference brings together a global community who appreciate the value of forward-looking solutions. #IFACONF2024 is the next big forum to showcase your products and services to a truly global audience.

- Raise the profile of your organization, boost your brand power.
- Three days of direct, in-event networking and relationship-building with a high-profile audience who can influence policy development, strategic planning and operations.
- A gathering of your target audience - decision makers, advocates and academics - in one place.
- Tech-forward, innovation-focused programme that could help promote your healthcare solutions.
- #IFACONF2024 is home to a unique network across sectors and disciplines, all your potential collaborators and partners, clients and end-users.



# SPONSORSHIP PACKAGES



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	Platinum \$65,000 USD	Gold \$45,000 USD	Silver \$35,000 USD	Theme Sponsorship (9) \$15,000 USD	Keynote Sponsorship (1) \$25,000 USD
<b>Networking and Engagement</b>					
Branded Presidential Symposium	✓				
Delegate Passes	3	2	1		
Exhibition Booth		✓	✓	✓	
Gala Dinner Tickets	2	2	2	1	1
IFA Membership	✓	✓	✓	✓	✓
Know Before You Go Email (Exclusive)		✓			
Lunch with key thought leaders in a chosen theme	✓	✓			
Meeting room, including AV and refreshments	✓	✓	✓		
Moderate and / chair plenary session	✓	✓			
Registration confirmation email Ad (Exclusive)	✓				

- Tiered sponsors have the opportunity to tailor their package to meet their unique needs. This can include customization of the aforementioned entitlements as well as modification of the existing package to include additional opportunities which can be found below.



a contribution to the  
Decade  
of healthy  
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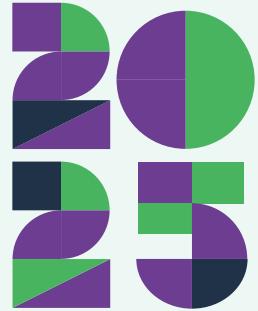
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	Platinum \$65,000 USD	Gold \$45,000 USD	Silver \$35,000 USD	Theme Sponsorship (9) \$15,000 USD	Keynote Sponsorship (1) \$25,000 USD
<b>Promotion On-Site</b>					
Acknowledged at opening ceremony	✓	✓	✓		✓
Branded sign (1) in main entrance	✓			✓	
Exclusive signage at keynote address					✓
Feature in Conference Program book	Full Page	Full Page	Half Page	Half Page	Half Page
<b>Promotion Virtual</b>					
Banner on conference website	✓	✓	✓	✓	✓
Detailed profile in sponsors section	✓	✓	✓	✓	✓
Logo on: <ul style="list-style-type: none"> <li>• Conference website</li> <li>• Conference program book</li> <li>• Directional and session signage</li> <li>• Ad in (1) VoltAGE Newsletter (~20,000 recipients)</li> </ul>	✓	✓	✓	✓	✓

# ADDITIONAL SPONSORSHIP OPTIONS



Promotion On-Site	Package Fee (USD)
Gala Dinner Speaking Opportunity (1)	\$10,000
Health Break (3)	\$10,000
Opening Reception (1)	\$15,000
Presidential Symposium (2)	\$25,000
Registration Desk (1)	\$7,500
Rapid-fire Presenter at Barista Station (3)	\$10,000
The IFA President's Dinner (1)	\$15,000
Wellness Break (3)	\$7,500
Yebo/Yes! Marketplace (1)	\$15,000
Partners	
The IFA is proud to be supported by an international network of partners and is committed to creating an environment that enables older people to do what they value through a deeper evidence-based understanding. The conference will feature prominent experts presenting and discussing critical issues within the field of ageing. As a trusted partner please consider this package your Save the Date and invitation to participate in the 17th Global Conference on Ageing.	



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