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# 18th Asia Conference on Bancassurance & Alternative Distribution Channels

15-16 May 2017, Hotel Mulia, Jakarta, Indonesia

*Theme: "The Lure of Bancassurance Even in A Disrupted World"*

*Innovative Distribution Strategies for Scale & Success*



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# 18th Asia Conference on Bancassurance & Alternative Distribution Channels

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Despite all the disruptive innovation and automated distribution, the lure of bancassurance is still compelling. And getting more important! The proliferation of data, big and small, as well as digital and distribution channels, have given a unique boost and niche to bancassurance all over the world. The use of big data, analytics and insights into consumer behaviour have also given a new dynamic twist to bancassurance. Predictive insight is not an option but a “lifestyle” in buying and selling insurance in today’s highly connected world and social space. Strategic alliances between banks and insurers have also become ever more important to get the best deals from the partnerships for maximum mileage.

Are banks up to mark in tapping this new wave? Are insurers getting the best pacts from their bank partners? What are the key strategies for bancassurance to be successful today in the disrupted world? Why are bancassurance deals getting even bigger with greater geographical covers and more long-term? What lessons can be drawn from these mega billion-dollar deals? Are alternative distribution channels around the world keeping up?

Asia Insurance Review’s 18th Asia Bancassurance conference will set the stage for banks, insurers, strategic partners and international top leaders to explore innovative strategies to harness the power of partnerships, dynamic distribution channels, smart deals, data and insights, as well as advances in the Internet of Things (IoT), telematics and InsurTech, to increase profits and achieve a competitive edge in the banking and insurance sectors.

The two-day conference will also look for intelligent solutions for improving underwriting, pricing, claims management, product innovation, customer experience, and look at what makes bancassurance continue to bloom and flourish!

## Who Should Attend

- CEOs, CMOs, Directors, and Marketing Managers of Life and General insurance companies dealing with bancassurance or looking at expanding bancassurance opportunities and improving distribution network as well as new channels and strategic partners.
- Regional Heads of bancassurance
- Regulators, Bankers, Insurers, Reinsurers, Brokers, Banks, Financial Institutions & Service Providers across the region and around the world
- Global corporations, Regional players, Partners of Insurers and Banks on affinity marketing and branding
- Management consultants, Technology experts, Lawyers, Advisors and Professionals serving the banking and insurance fraternities

## Speakers include:



**Na Jia**

Head, SCOR Global Distribution Solutions & ReMark Asia Pacific



**Edy Setiadi**

Deputy Commissioner of Non-Bank Financial Institutions (NBFIs) Supervision 1-Indonesia Financial Services Authority (OJK), Indonesia



**Harry Purwanto**

Chairman, The Association of Indonesian Insurance and Reinsurance Brokers (APPARINDO)



**Dr Antonio Feraco**

Head of Business Development and Technology Transfer, Fraunhofer-IDM@NTU



**Marcelo Teixeira**

Global Head of Bancassurance and Head of Strategic Development Emerging Markets, QBE



**Jung Kee (J.K.) Hong**

Asia Regional Head of Business Development, AXA Partners CLP, AXA Group



**Michael S Carl**

Advisor, SSEK Legal Consultants



**David Wright**

Director, Product Development & Marketing, Pacific Life Re



**Yulius Bhayangkara**

Vice Chairman, Association of Indonesian Insurance and Reinsurance Brokers (APPARINDO)



**Sindy**

CEO & President Director, Futuready Insurance Brokers



**Vincent Shi**

Business Development Director, ReMark



**Sharad Mathur**

Head – Distribution, SBI General Insurance Company (A JV between State Bank of India & Insurance Australia Group)



**Lisa Chen**

Vice President, Automation Solutions, Munich Re



**Aditya Budi**

CEO, PT Mitra Ibisnis Terapan



**Eiichiro Yanagawa**

Senior Analyst, Asian Financial Services Group, Celent Japan



**JP Ellis**

Co-founder, Indonesia FinTech Association; CEO, C88 Financial Technologies Group



**Sammeer Sharma**

Executive Director & Head, Bancassurance, Standard Chartered Bank



**Felix Sy**

Managing Partner, Insights Abogado Philippines, Member Firm of ZICO Law Network



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## PROGRAMME

### Day One: Monday, 15 May 2017

- 8.00 am Registration
- 9.00 am **Opening Address by Conference Chairman**  
*Dr Antonio Feraco, Head of Business Development and Technology Transfer, Fraunhofer IDM@NTU*
- 9.05 am **Welcome Address**  
*Harry Purwanto, Chairman, The Association of Indonesian Insurance and Reinsurance Brokers (APPARINDO)*
- 9.15 am **Keynote Address**  
*Edy Setiadi, Deputy Commissioner of Non-Bank Financial Institutions (NBFIs) Supervision 1-Indonesia Financial Services Authority (OJK), Indonesia*
- 9.30 am **Industry Address: Distribution & Internet of Things (IoT)**  
*Na Jia, Head, SCOR Global Distribution Solutions & ReMark Asia Pacific*
- 10.15 am **International Address: Bancassurance - The Many Possibilities of A Powerful Partnership**  
*Marcelo Teixeira, Global Head of Bancassurance and Head of Strategic Development Emerging Markets, QBE*
- 10.50 am Q&A
- 11.00 am Tea Break

### The Banks' Perspective

- 11.30 am **Impact of Big Data in Cross-Selling Financial Products for Asia Banks**
  - Big data in financial services
  - Cross-selling financial products; bundle, package, up-sell & add-on
  - Future direction*Jung Kee (J.K.) Hong, PhD, Asia Regional Head of Business Development, AXA Partners CLP, AXA Group*
- 12.00 nn **Growing Importance of Bancassurance to Banks – An Insight; Importance of Focusing on High Value Segments & Benefits & How to Go About Building Penetration Here**  
*Sammeer Sharma, Executive Director & Head, Bancassurance, Standard Chartered Bank*
- 12.30 pm Q&A
- 12.40 pm Lunch Hosted by ReMark

### Special Focus on Indonesia

- 2.00 pm **Locking in Bancassurance Opportunities in Indonesia**  
*Yuliana Tjong, Vice President - Strategic Partnerships & Alternative Distribution Head, PT Asuransi Jiwa Generali Indonesia*
- 2.20 pm **Developments of Bancassurance in Indonesia & Dealing with Disruptive Technologies**  
*Aditya Budi, CEO, PT Mitra Ibisnis Terapan*
- 2.40 pm **Legal Issues & M&A Deals in Bancassurance**
  - Bancassurance market development in Indonesia.
  - Regulatory framework.
  - Issues and solutions.
  - Bancassurance agreements.*Michael S Carl, Advisor, SSEK Legal Consultants*
- 3.20 pm Q&A

### 3.25 pm Panel on the Impact of InsurTech/FinTech on Bancassurance & Alternative Distribution Channels - Keeping Ahead of the Wave

- The Tools & Solutions that InsurTech/FinTech can provide
- Implications and Considerations in Collaborations
- How Mobile and Fintech platforms are changing the retail financial services landscape

#### Panellists include:

- David Wright, Director, Product Development & Marketing, Pacific Life Re
- Sedy, CEO & President Director, Futuready Insurance Brokers
- Iwan Kurniawan, Co-Founder and Chief Operating Officer, Modalku
- Sammeer Sharma, Executive Director & Head, Bancassurance, Standard Chartered Bank

4.15 pm Tea Break & Close of Day One

### Day Two: Tuesday, 16 May 2017

### Leveraging Digitization & the Strategies

- 9.00 am **Special Address: Consumer Neuroscience: Delve Deep into the World of Understanding the Buyers of Insurance**  
*Dr Antonio Feraco, Head of Business Development and Technology Transfer, Fraunhofer IDM@NTU*
- 9.15 am **Keynote Address II: Future of Bancassurance in the Digital World**  
*JP Ellis, Co-founder, Indonesia FinTech Association; CEO, C88 Financial Technologies Group*
- 9.40 am **A Successful Case Study: How To Build An Omni Channel Operation**  
A real-life case study: This operation is an organic customer leads generation engine. It effectively uses multiple digital marketing channels and offline activities to approach customers with affordable protection products. The resulting business volume and quality have made it a self-funding operation.  
*Vincent Shi, Business Development Director, ReMark*
- 10.20 am **Bancassurance - Leveraging Digitization & the Strategies**  
*Sharad Mathur, Head – Distribution, SBI General Insurance Company (A JV between State Bank of India & Insurance Australia Group)*
- 10.40 am Q&A
- 10.45 am Tea Break

### Innovation & Customer Engagement

- 11.15 am **Technology Innovations that will Fundamentally Enhance the Insurance Buying Experience**  
*Lisa Chen, Vice President, Automation Solutions, Munich Re*
- 11.40 am **Product Development and Innovation: What Do Customers Want? Popular Bancassurance Products & Solutions?**  
*Nora Li, Regional Partnerships, SCOR Global Life*
- 12.10 pm **Bancassurance Case Studies in the Philippines**  
*Felix Sy, Managing Partner, Insights Abogado Philippines, Member Firm of ZICO Law Network*
- 12.30 pm Q&A
- 12.40 pm Lunch
- 2.00 pm **The Strategic Move From Distribution to Delivery**
  - Making Customer Engagement More Efficient for Insurers and Bankers.
  - The current role of customer communication management and deployment preferences.
  - Adoption of cloud models, drivers, and concerns of customers.
  - Expected benefits in the era of FinTech/ Insurtech.
  - Recommendations for insurers, bankers and vendors.*Eiichiro Yanagawa, Senior Analyst, Asian Financial Services Group, Celent Japan*
- 2.30 pm **Intelligent Lead Management in Bancassurance**  
*Harish Vaidyanathan, VP - Products, Vymo*
- 3.00 pm **The Power of Partnerships, Alliances & Technologies for Growth in Bancassurance**
  - Innovating across the entire insurance value chain
  - Comparison sites, peer-to-peer insurance, online or mobile-first applications, connecting with customers in new ways.
  - Artificial Intelligence, robotics, chatbots, blockchain and IoT (Internet of Things)
  - The Revolution in banking and insurance

**Moderator:**  
*Raphael P. Young, Head of Insurance Advisory, KPMG*

**Panellists include:**

  - Yulius Bhayangkara, Vice Chairman, Association of Indonesian Insurance and Reinsurance Brokers (APPARINDO)
  - Pieter Van Zyl, CEO, PT Asuransi Allianz Utama Indonesia
  - Jeffrey Cheung, Chief Operating Officer, PT Asuransi Allianz Life Indonesia
  - JP Ellis, Co-founder, Indonesia FinTech Association; CEO, C88 Financial Technologies Group
  - Grace Fong, Distribution Leader, CXA
- 4.00 pm Tea Break & Close of Conference

Programme is subject to change

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15-16 May 2017 • Hotel Mulia, Jakarta, Indonesia

Email: michelle@asiainsurancereview.com

## Conference Registration

To: Ms Michelle, Asia Insurance Review  
69 Amoy Street, Singapore 069 888 • Tel: (65) 6224 5583  
DID: +65 6372 3178 • Fax: +65 6224 1091 • www.asiainsurancereview.com  
Co. Regn no.: 199 003 818 H • GST Regn no.: M2-009 466 93

Registered by \_\_\_\_\_

### PERSONAL PARTICULARS

Name: Mr/Mrs/Ms/Dr/Prof  
First Name: \_\_\_\_\_ Last Name/ Surname: \_\_\_\_\_  
Nationality \_\_\_\_\_  
Passport No \_\_\_\_\_  
Job Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
Country \_\_\_\_\_  
Tel: ( ) \_\_\_\_\_  
Cellular: ( ) \_\_\_\_\_  
Fax: ( ) \_\_\_\_\_  
email: \_\_\_\_\_

### REGISTRATION

#### Early Bird (valid till 19 April 2017)

Subscribers  US\$1,280  
Non-Subscribers  US\$1,580\*

#### Normal Registration

Subscribers  US\$1,780  
Non-Subscribers  US\$1,980\*

(\*Free One Year Subscription to Print Edition of Asia Insurance Review & AIR e-Daily)

**Full registration fees MUST be paid before the valid dates for admittance at conference.**

Only registrations FULLY PAID FOR by the early-bird deadline will be eligible for the discount.

I came to know about this conference through:

- AIR/MEIR magazine  AIR/MEIR Website  Brochure  Email  
 Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

### Group registration: Special Offer for Year 2017

Register three delegates from the same company, and send the fourth delegate to attend the conference free of charge!

(Valid only for delegates from the same company in the same country).  
Registration fee includes participation at Conference plus tea breaks and lunches.

All meals are prepared without pork, lard and beef.

### Special Dietary Requirements

I would like to have vegetarian meals during the Conference.

### Closing date for registration: 8 May 2017

For cancellation in writing made before **19 April 2017**, 50% of the conference fee will be refunded. No refunds will be made for cancellations after **19 April 2017**. However, substitution or replacement of delegates will be allowed.

### PAYMENT

I undertake to indemnify the organisers for all bank charges

I enclose a cheque / bankdraft in US Dollars made payable to "ASIA INSURANCE REVIEW"

Telegraphic / Wire Transfer to the following account:  
DBS Bank  
Marina Financial Centre, 12 Marina Boulevard,  
#03-00 MBFC, Tower 3, Singapore 018982  
Branch: Marina Financial Centre Branch  
Account Name: Ins Communications Pte Ltd  
• US\$ (Account No.: 0001 - 004838-01-9-022)  
• Swift Code: DBS SSGSG

Please debit the sum of US Dollars US\$ \_\_\_\_\_ for  
Conference Registration fee from my

Mastercard  VISA  American Express

Card Holder's Name: \_\_\_\_\_

Card No.: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ - \_\_\_\_\_ (mm-yy) Total Amount: US\$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Conference fee is zero-rated for GST)

Email: reservationsgroup@hotelmulia.com

## Hotel Reservation Form

Send before 12 April 2017 to:

Email: reservationsgroup@hotelmulia.com

CC: meryana.melania@hotelmulia.com

Hotel Mulia Senayan, Jakarta

Jl. Asia Afrika, Senayan, Jakarta 10270 Indonesia,

Tel: (62-21) 574 7777 Reservations: (62-21) 575 3299

Fax: (62-21) 2511 858

www.hotelmulia.com

Please fill in Guest particulars  
on Registration Form

### Arrival Date

Check in date: \_\_\_\_\_

Flight: \_\_\_\_\_ ETA: \_\_\_\_\_

### Departure Date

Check out date: \_\_\_\_\_

Flight: \_\_\_\_\_ ETD: \_\_\_\_\_

### ROOMS

Single US\$180++  Double US\$200++

### Room Preference (subject to availability)

King bedded  Twin bedded

- Rates quoted are subject to all applicable Government tax and service charge, currently at 21% (Bed Type is subject to hotel availability upon making the reservation)
- Inclusive: American buffet breakfast for one (1) person for single occupancy and (2) person for double occupancy at the Café, Internet connection, free entry to CJ's.
- Check-in time is at 15:00hours; check-out time is at 12:00hours
- All reservations require credit card guarantee and will receive a confirmation number from the hotel
- Guarantee policy: Should there be a no-show or cancellation for confirmed reservation, the full duration of room charge will be imposed.
- All reservations require credit card guarantee

### AIRPORT TRANSPORT

Airport Transfer: Hotel Mulia Senayan is located just 20 minutes from the Soekarno – Hatta and airport transfer is available upon request (rates are subject to change)

Not required

Airport to Hotel - Silver Bird Taxi at Rp 420.000 net/way

Hotel to Airport - Silver Bird Taxi at Rp 420.000 net/way

Airport to Hotel - Camry at USD50 net/car/way

Hotel to Airport - Camry at USD50 net/car/way

### RESERVATION GUARANTEE

Kindly provide your credit card details to guarantee your booking

Visa  Mastercard  Amex

Others \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ month \_\_\_\_\_ year

Cardholder's name: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_