

# 23<sup>rd</sup> Asia Bancassurance Summit

30 - 31 January 2024

Hotel Mulia Senayan Jakarta,  
Indonesia



Theme:

Bancassurance 3.0: Reimagining, Reinventing  
and Reinvigorating Bancassurance in the Digital Age

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In the ever-evolving landscape of the Asian financial sector, Bancassurance still emerges as a fundamental distribution channel.

The Bancassurance sector finds itself at a critical juncture, propelled by the currents of change, and embraced by the promise of a dynamic future. This is a testament to the significance of the potential that comes from the convergence of banking and insurance, as it stands amidst the ever-shifting currents of economic and demographic change.

Asia, a region marked by its diversity, presents a mosaic where mature, highly penetrated markets coexist with emerging, nascent territories. These disparities, interwoven with economic and demographic variations, forge a complex tapestry for Bancassurance.

The penetration of frontier markets, the ascent of wealth, the burgeoning middle class, and the presence of protection gaps, all define the current scenario of Bancassurance in Asia.

This landscape is both a canvas of opportunity and a canvas of challenge, presenting us with the task of crafting strategies that appreciate regional diversity and intra-market economic disparities.

*Asia Insurance Review* is pleased to bring back our Bancassurance series of conferences, after a hiatus and will look at the theme "Bancassurance 3.0: Reimagining, Reinventing and Reinvigorating Bancassurance in the Digital Age. Since we last hosted this event, the landscape has truly morphed.

**Challenges and Opportunities:** In the post pandemic era, the Bancassurance sector has witnessed a sustained digital acceleration, transforming the way we engage with customers. Yet, the enduring cornerstone of trust remains as vital as ever.

The path ahead is illuminated with challenges related to digital adoption, regulatory nuances, and the dynamics of trust in a digital age. These challenges, however, also present new opportunities, ripe for exploration.

**New Horizons:** As we navigate this diverse and dynamic landscape, Bancassurance unveils new horizons that require us to reimagine our approaches. Our challenge is to transform Bancassurance into a comprehensive manager of financial well-being, leveraging insights and relationships with customers analytically.

It's about aligning with digitalization while integrating the capabilities of the bank and insurance organisations transitioning from a sales role into a service model oriented toward the customer.

*Asia Insurance Review* is pleased to invite you to attend its **23rd edition of Asia Bancassurance Summit 2024** which is a must-attend event for leading banks, insurers, regulators, financial services providers and industry players to come together to discuss and deliberate the pertinent issues.

The two-day exclusive conference will explore how Bancassurance is redefining itself in the digital age, forging lasting partnerships, and pioneering innovative strategies to shape the future of financial synergy.

Join us as we embark into these dimensions, learn from industry leaders and experts, and together chart the future of Bancassurance in Asia. We invite you to explore the unique opportunities and challenges that this sector presents and to engage in discussions that will shape the path forward.

### Key Topics

- Reinventing and Reinvigorating Bancassurance Proposition and Distribution Strength in a Digital World
- Assessing the Bancassurance Trends in Asia: An Overview of the Current State of Bancassurance in Asia, Including Market Growth, Challenges, and Opportunities
- Exploring the Regulatory Frameworks and Compliance Requirements for Bancassurance in Different Asian Countries and How Will it Influence the Growth Strategies
- Unravelling Innovative Digital Distribution Channels to streamline the Sales Process, Integrate with Banking Platforms and Provide a Superior Digital Customer Experience
- Unlocking Bancassurance Productivity Through Efficient Relationship Management
- Shaping the Winning Formula for Sustained Bancassurance Growth Through Personalization, Superior Customer Experience, and Omnichannel Engagement
- Exploring the Potential of the Rich Banking Data and Sophisticated Analytics for Developing More Relevant and Timely Offers for Customers
- Why Digitization is a Core Ingredient of Future Growth?
- Leveraging Simple, Seamless, Fully Automated, and End-to-End Processes to Reduce Barriers to Sales in Digital Channels
- Are you a Future-ready Organisation? : Establishing a Road Map to Becoming an AI-powered Organisation of the Future, Realizing Gains in Profitability, Agility, at-scale Personalization, and Innovation
- Addressing Risk Assessment, Underwriting, and Claims Management within Bancassurance Operations and Evolving Models
- Exploring Innovative Product Offerings Tailored to Address the Unique Requirements of the Asian Market
- Embedded Insurance: Paving the Way for Future Growth and Innovation in Bancassurance
- The Future Outlook for Asian Bancassurance Industry and What to Expect? What are the Implications of the Current Macroeconomic Environment, Rising Interest Rates, Decades-high Inflation, and Ongoing Geopolitical Unrest on its Future?
- Case Studies of Successful Bancassurance Partnerships from a Global and Asian Perspective

### Who Should Attend

- 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
- 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

## Day One: 30 January 2024, Tuesday

8.00am Registration & Coffee

9.00am



### Chairperson's Opening Remarks & Introduction to the Conference Theme **Bambang Suseno**

President Director - PT Mitra Harmoni Insurance Broker, Chairman - The Association of Indonesian Qualified Insurance and Reinsurance Brokers (APARI)

9.15am



### Keynote Address

#### **Iwan Pasila**

Deputy Commissioner for Supervision of Insurance, Guarantees and Pension Funds  
The Financial Services Authority (OJK)

9.30am



### Are you a Future-ready Organization? : Establishing a Road Map to Becoming an AI-powered Organization of the Future, Realizing Gains in Profitability, Agility, at-scale Personalization, and Innovation

#### **Tatang Nurhidayat**

President Director, PT Asuransi Tugu Pratama Tbk

10.00am



### Empowering Customers Through AI to Improve Bancassurance Sustainability by Enhancing Critical Illness Risk Prediction and Education in Bancassurance

#### **Bambang Suseno**

President Director - PT Mitra Harmoni Insurance Broker, Chairman –  
The Association of Indonesian Qualified Insurance and Reinsurance Brokers (APARI)

10.30am Morning Refreshments Break

11.00am



### Unlocking Bancassurance Value Through Efficient Relationship Management

#### **Christopher Bendl**

Country Chairman, Zurich Indonesia

11.30am



### Maximizing the Potential of Agency Distribution: A Strategic Approach

President Director & CEO, PT AXA Financial Indonesia

12.00pm



### Unlocking Bancassurance Productivity: Effective Implementation Through Fundamentals and Technology

#### **Amy Gochuico**

Chief Bancassurance Officer, PT Asuransi Jiwa Manulife Indonesia

12.30pm **Networking Lunch**

2.00pm



**Exploring Innovative Product Offerings Tailored to Address the Unique Requirements of the Asian Market**

**Yulius Bhayangkara**

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

2.30pm



**Reinventing and Reinvigorating Bancassurance Proposition and Distribution Strength in a Digital World**

**Samdarshi Sumit**

President Director and CEO, PT PFI Mega Life Insurance

3.00pm



**Navigating the Digital Landscape: Cultivating Leadership through Digital Fluency in the Era of Digitization**

**Melisa Hendrawati**

Chief Financial Officer, Superbank / Director, Indonesia Chapter Global Association of Risk Professionals (GARP)

3.30pm **Afternoon Break**

4.00pm **POWER TALK / PANEL DISCUSSION**

**The Future Outlook for Asian Bancassurance Industry and What to Expect? What are the Implications of the Current Macroeconomic Environment, Rising Interest Rates, Decades-high Inflation, and Ongoing Geopolitical Unrest on its Future?**



**Moderator:**

**Namit Kamra**

Corporate CFO, Country Treasury & Insurance Lead, Indorama Polychem Indonesia



**Panelists:**

**Cleosent Randing**

Founder, PasarPolis and Tap Insure



**Amy Gochuico**

Chief Bancassurance Officer, PT Asuransi Jiwa Manulife Indonesia





**Samdarshi Sumit**

President Director and CEO, PT PFI Mega Life Insurance



**Vinay Dhareshwar**

Chief Officer, Partnership Distribution & Group Business, Generali Vietnam Life Insurance

4.45pm **Chairperson's Closing Remarks**

5.00pm **End of Day One**

## Day Two: 31 January 2024, Wednesday

8.00am **Registration & Welcome Coffee**

9.00am



**Chairperson's Opening Remarks & Introduction to the Conference Theme  
Erickson Mangunsong**

Technical Director, Asuransi Etiqa Internasional Indonesia

9.15am



**Unlocking Bancassurance Excellence: Strategies for Financial Synergy and  
Customer-Centric Solutions**

**Michellina Laksmi Triwardhany**

President Director, PT Prudential Life Assurance

9.45am



**Navigating the Intersection of Bancassurance, Technology, and IFRS 17:  
Opportunities and Challenges in Implementation**

**Dr HSM Widodo**

President Director, PT Asuransi Bintang Tbk

10.15am **Morning Refreshments Break**

10.45am **POWER TALK / PANEL DISCUSSION**

**Digital Transformation in Bancassurance: How Technology and Digital Channels are Reshaping the Bancassurance Distribution Model in Asia?**



**Moderator:**  
**Sumit Popli**  
Partner, McKinsey & Company



**Panelists:**  
**Nanny Noerdin**  
Head of Bancassurance, PT Asuransi BRI Life



**Jeffrey Manuel**  
Chief Partnership Officer, Allianz Asia Pacific



**Darren Thomson**  
International Head of Bancassurance and Regional CEO, South Asia, LIMRA and LOMA



**Vinia Lestianti Erwin**  
Chief Executive Officer (CEO), Sunday Indonesia

11.15am



**Tapping The Potential of New Partnership Segments as Strategic Distribution Channel**  
**Edy Tuhirman**  
Chief Executive Officer, Generali Indonesia

11.45am



**Unravelling Innovative Digital Distribution Channels to streamline the Sales Process, Integrate with Banking Platforms and Provide a Superior Digital Customer Experience**  
**Christine W Setyabudhi**  
President Director, PT Asuransi Jiwa BCA (BCA Life)

**12.15pm**     **Networking Lunch**

**1.45pm**



**Banca Sales Acceleration – How to Unlock Growth Potential**

**Santiago Mazón**

Managing Director and Senior Partner, Madrid, The Boston Consulting Group

**2.15pm**



**Shaping the Winning Formula for Sustained Bancassurance Growth Through Personalization, Superior Customer Experience, and Omnichannel Engagement**

**Jeffrey Manuel**

Chief Partnership Officer, Allianz Asia Pacific

**2.45pm**



**Embedded Insurance: Paving the Way for Future Growth and Innovation in Bancassurance**

**Erickson Mangunsong**

Technical Director, Asuransi Etiqa Internasional Indonesia

**3.15pm**

**Afternoon Break**

**3.45pm**



**Driving Bancassurance productivity with customer centricity, powered by AI and GenAI**

**Sumit Popli**

Partner, McKinsey & Company

**4.15pm**



**Leveraging Simple, Seamless, Fully Automated, and End-to-End Processes to Reduce Barriers to Sales in Digital Channels**

**Dr Brata Djojo**

Vice President, Bancassurance Division Head, Sampo Insurance Indonesia

**4.45pm**

**Chairperson's Closing Remarks and End of the Conference**

**Note: Programme is subject to change.**

# 23rd Asia Bancassurance Summit

## 30-31 January 2024, Jakarta, Indonesia

Registration Email: [weeling@asiainsurancereview.com](mailto:weeling@asiainsurancereview.com)

### Conference Registration

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

To: Ms Wee Ling, Asia Insurance Review  
103A Amoy Street, Singapore 069 923  
Tel: (65) 6224 5583 • [www.asiainsurancereview.com](http://www.asiainsurancereview.com)  
Co. Regn no.: 199 003 818 H • GST Regn no.: M2-009 466 93

#### 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 30 December 2023)	Normal Registration
Subscribers <input type="checkbox"/> US\$1,280	Subscribers <input type="checkbox"/> US\$1,780
Non-Subscribers <input type="checkbox"/> US\$1,580*	Non-Subscribers <input type="checkbox"/> US\$1,980*

(\*Free One Year Subscription to Digital Edition of Asia Insurance Review & AIR eDaily)

**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 2024

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: 22 January 2024

For cancellation in writing made before **10 January 2024**, 50% of the conference fee will be refunded.

No refunds will be made for cancellations after **10 January 2024**. However, substitution or replacement of delegates will be allowed.

#### PAYMENT

I undertake to indemnify the organisers for all bank charges

- 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

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A 5% surcharge is applicable as bank charges for all credit card payments.

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

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

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

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

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

**Hotel Reservation:**  
Email: [reservation@hotelmulia.com](mailto:reservation@hotelmulia.com)

#### Hotel Contact

Attn: Reservation (Email: [reservation@hotelmulia.com](mailto:reservation@hotelmulia.com))  
cc: Adri Fadrian (Email: [adri.fadrian@hotelmulia.com](mailto:adri.fadrian@hotelmulia.com))

**Hotel Mulia Senayan Jakarta**  
Jl. Asia Afrika, Senayan, Jakarta 10270, Indonesia  
Tel: +62 21 57477778

<https://www.themulia.com/jakarta/>

#### Room Rate

- Splendor Room at IDR 2.400.000++** per room, per night (**Single**) inclusive of 1 daily breakfast & internet access  
 **Splendor Room at IDR 2.750.000++** per room per night (**Double**) inclusive of 2 daily breakfast & internet access

- Rate quoted are subject to 21% service charge and prevailing government taxes.
- Non-guaranteed blockage and rooms will be subjected to availability upon reservation.

For speaking, sponsorship and partnership opportunities,  
email: [ritu@asiainsurancereview.com](mailto:ritu@asiainsurancereview.com) or [sheela@asiainsurancereview.com](mailto:sheela@asiainsurancereview.com)