2 - 3 July 2012, Hotel Mulia Senayan, Jakarta, Indonesia

Theme: "Surviving the Challenges of the Day -A New Deal for Life"

Official Keynote Address



Mr Isa Rachmatarwata Chief, Insurance Bureau, Capital Market & Financial Institutions Supervisory Authority, Ministry of Finance, Republic of Indonesia



Organised by:



Life Reinsurer of the Year Sponsor: **Swiss Re**



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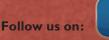


Media Partner:



Register online at www.asiainsurancereview.com/life









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The dynamic growth of the Asian life market has been the envy of the world with more competitors entering the fray. The continuing economic growth leading to better lifestyle and more wealth accumulation have boosted greater awareness of the need for protection beyond just savings products.

With the current Euro zone crisis, dithering investment climate with greater volatility, intense competition in Asia as well as the increasing sophistication of consumers, the life industry is entering a new and more challenging business environment. The new world of wealth in Asia demands insurers' attention with the high net worth markets blooming, while the masses in emerging markets need to be covered.

The **Asia Life Insurance Summit**, now in its 4th successful biannual run organised by Asia Insurance Review, has embraced the theme: Surviving Challenges of the Day – A New Deal for Life. The two-day Summit will provide cutting-edge strategies to grow your business effectively and efficiently to shore up your company's bottom line, comparative insights into the changing life insurance landscape across Asia as well as the competitive edge to capture the emerging opportunities. We will also look at hot issues affecting the life business today and offer tips on the key critical success factors to be a winner today and tomorrow.

Sign Up Now and Take Advantage of the Early Bird Discounts!

Who Should Attend

- CEOs, COOs, CFOs and CIOs of Life and Composite Insurance companies
- Wealth Management and Fund Managers
- Savings/Pension funds/ Unit Trusts entities
- Investment & Risk Analysts
- Banks
- Brokers
- Reinsurers
- Regulators
- Professionals Serving the Insurance Industry: Investment Managers, Actuaries, Auditors, Lawyers, IT Experts and Management Consultants

Key Topics

- Leadership in the 21st Century: Challenges Facing Life CEOs Today
- Maximising Customer Lifetime Value through Direct Marketing
- Country Focus on Indonesian Life Market –
 Defining the Next Stage of Industry Evolution
- Critical Success Factors to Drive Life Business in the Changing Environment – The Indian Experience
- Achieving Operational Excellence: Technology as a Business Driver
- Regional Trends in New Business and Underwriting – The Changing Insurance Landscape
- Regulatory Trends Facing Life Insurance and the Potential Impact on Asia

Panel Discussion on Is the Asian Life Insurance Industry Ready for M&As

Panellists will discuss pertinent issues and changes in the market including:

- The dynamics of the M&A market today
- Initial observations on M&As in Asia
- Challenges and opportunities facing the development of M&A
- How might attitudes to transactions be changing
- Some key considerations in pursuing a potential deal
- Initial Public Offerings

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Day One: Monday, 2 July 2012 Day Two: Tuesday, 3 July 2012 **Chairman of Conference** 9.00 am **Special Keynote Address** Rod Shay, Head of Distribution Solutions, Asia, Kornelius Simanjuntak, Chairman, Swiss Re Insurance Council of Indonesia (Dewan Asuransi Indonesia) 8.00 am Registration & Coffee Life Insurance in the 9.00 am **Welcome Address New Global Financial Landscape** Sivam Subramaniam, Editor-in-Chief, Asia Insurance Review & Middle East Insurance 9.30 am Leadership in the 21st Century: Challenges Facing Review **Life CEOs Today** 9.15 am Official Keynote Address Benjamin McDermott, Head of Insurance Management Consulting and Regional Director, Isa Rachmatarwata, Chief, Insurance Bureau, Asia Pacific, Towers Watson Capital Market & Financial Institutions Supervisory Authority, Ministry of Finance, Regional Trends in New Business and Underwriting 10.00 am Republic of Indonesia - The Changing Insurance Landscape Special Address: Microinsurance - Life Insurance for Low Shih Nin, Chief Marketing Officer, 9.45 am RGA Reinsurance Company, Hong Kong and the Masses Southeast Asia Hendrisman Rahim, Chairman, Indonesia Life Insurance Association (Asosiasi Asuransi Jiwa The Strategic Importance of Group Insurance in 10.30 am Indonesia) & Addressing the Challenges Companies Face Today Indra Catarya Situmeang, Technical Director, Margrit Schmid, CEO, Corporate Clients of Swiss PT Asuransi Jiwasraya & Member, Life International & Head, Indonesia Life Insurance Association Swiss Life Network (Asosiasi Asuransi Jiwa Indonesia) 11.00 am Tea Break Hosted by 10.15 am Tea Break Hosted by **IndiaFirst Life Insurance Company IndiaFirst Life Insurance Company Issues Affecting Life Business Today** Special Theme Focus: Competing Successfully 11.30 am Regulatory Trends Facing Life Insurance and the in the New Life Business Environment Potential Impact on Asia Paul P. Chen, Partner, Corporate & Finance 10.45 am **Building a Sustainable Family Takaful Business** Group, DLA Piper LLP (US) Zainudin Ishak, Executive Director & Chief Listen to Your Customer: What Consumers Want Executive Officer, HSBC Amanah Takaful (Malaysia) 12.00 nn Sdn Bhd From Life Insurance & Insurance Companies Russel Lok, Partner, Advisory Services, Critical Success Factors to Drive Life Business in the 11.15 am Ernst & Young Advisory Ptd Ltd **Changing Environment - The Indian Experience**

Dr P Nandagopal, Managing Director & CEO, IndiaFirst Life Insurance Company Ltd

Achieving Operational Excellence:

Technology as a Business Driver

Steven Noll, Director, Asia Pacific Region, CallidusCloud Inc

12.15 pm

11.45 am

Distribution as the Strategic Winning Force

Maximising Customer Lifetime Value through Direct 1.30 pm Marketing

> Craig Orton, Chief Executive, Asia Pacific, AEGON Direct & Affinity Marketing Services Limited

Optimising Bancassurance as a Key Growth Channel 2.00 pm and How Reinsurer Can Play a Part

> Rod Shay, Head of Distribution Solutions, Asia, Swiss Re

2.30pm Tea Break Hosted by

IndiaFirst Life Insurance Company

Country Focus on Indonesian Life Market – Defining the Next Stage of Industry Evolution

3.00 pm War of Talents - Identifying and Retaining Talent in the Fast Growing Market for Insurance Industry

> Ioachim Wessling, CEO & Country Head, PT Asuransi Allianz Life Indonesia

3.30 pm Living the GREAT Life - Insurance the Great Eastern

Ivan Chak, President Director, PT Great Eastern Life

4.00 pm The New Verve in the Indonesian Life Market

> Christine W. Setyabudhi, CEO & President Director, PT Asuransi Cigna Indonesia

4.30pm Close of Day One

1.00 pm Special Panel Discussion: Is the Asian Life Insurance Industry Ready for M&As

An Agent's Expectations of a Life Insurance

Benjamin Ang, Journalist, Asia Insurance Review

Panellists will discuss pertinent issues and 2.30 pm changes in the market including:

(Former Prudential Agent)

- The dynamics of the M&A market today
- Initial observations on M&As in Asia
- Challenges and opportunities facing the development
- How might attitudes to transactions be changing
- Some key considerations in pursuing a potential deal
- Initial Public Offerings

Panel Chairman: Mark Saunders, Asia Pacific Risk Consulting Practice Leader & Managing Director, Towers Watson

Panellists:

Company

12.30 pm

- Keith Walter, Director, Risk Consulting & Software, South East Asia, Towers Watson Risk Consulting Pte Ltd
- Paul P. Chen, Partner, Corporate & Finance Group, DLA Piper LLP (US)
- Ivan Chak, President Director, PT Great Eastern Life Indonesia

3.30 pm Close of Conference with Tea Break Hosted by **IndiaFirst Life Insurance Company**

Programme is subject to change

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Fax to: (65) 6512 5335

Conference Registration Form

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

PERSONAL PARTIC	CU	LARS
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Name: Mr/Mrs/Ms/Dr/Prof First Name:	Last Name /Surname:
Job Title	
Company	
Address	
Tel: ()	
Mobile: ()	
Fax: ()	
email:	

REGISTRATION

Early Bird (valid till 15 June 2012) **Normal Registration**

☐ US\$1,480 Subscribers ☐ US\$980 Subscribers Non-Subscribers ☐ US\$1,280* Non-Subscribers ☐ US\$1.680*

(*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/MIR magazine □ AIR/MIR Website □ Brochure□ Email □ Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

Remarks:

Special Offer for Year 2012: Register two delegates from the same company, and send the third 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: 25 June 2012

For cancellation in writing made before 15 June 2012, 50% of the conference fee will be refunded. No refunds will be made for cancellations after 15 June 2012. 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: The Development Bank Of Singapore, 6 Shenton Way, DBS Building, Singapore 068 809
 - 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: Fax to: +62 21 2511858

Please fax Room Reservation Form direct to Hotel

Hotel Reservation Form

Attn: Ms Michelle Marcelina

Senior Account Manager - Convention Email: michelle.marcelina@hotelmulia.com

Hotel Mulia Senayan, Jakarta

Jl. Asia Afrika Iakarta 10270 - Indonesia www.hotelmulia.com Tel: 62 21 5747777 Fax: 62 21 2511858

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:

ROOM TYPE / ROOM RATE (WEF 8 JUNE 2012)

- ☐ Mulia Executive US\$218++
- ☐ Additional Buffet Breakfast US\$25
- ☐ Smoking ☐ Non-smoking
- Complimentary Buffet Breakfast for 1 (one) person at the Café Restaurant
- Complimentary in room internet access for Mulia Executive
- Complimentary entry to CJ's Bar
- Rates quoted are subject to 21% Government Tax and Service Charge
- Rates are subject to availability and occupancy during the requested period
- Check-in 14:00/ Check-out 12:00 noon, any check-in before or check-out after the mentioned time is subject to additional charges and availability of rooms
- Room rate valid until 15 June 2012 only
- Any cancellation or no-show after 15 June 2012 will be charged a cancellation fee equivalent to the value of the entire stay

Special Request:

AIRPORT TRANSFERS

- ☐ Not required
- ☐ Airport to Hotel Mercedes at US\$54 net/way
- ☐ Hotel to Airport Mercedes at US\$54 net/way

Airport transfers can only be confirmed with flight details. Additional comments/special requirements:

RESERVATION GUARANTEE

Credit Card

☐ Amex

Diners

□ Visa

□ ICB

■ Mastercard

Credit Card Number:

Expiry Date : ______month _____year

Cardholder's name:

Signature of Cardholder: