



# 17<sup>th</sup> Asia Insurance Industry Awards

★ 2013 ★

*The Winners*

ASIA  
INSURANCE REVIEW









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## Message

The Asia Insurance Industry Awards continue to draw the numbers. The industry is going through several mind-boggling changes and yet there are still bright stars everywhere. Change and the courage to be the leaders of change will mark the winners and those who rise to the top.

While the 16th Asia Awards were marked by the huge impact of the two costliest losses in Asia – the floods in Thailand and the Japan quake and tsunami, the 17th Awards were about getting into shape and being prepared for the future. Several entries showed their indomitable spirit of survival against tough odds, and yet there were others who were excelling in making insurance a lifestyle product.

The Panel of Judges was inundated with several phenomenal entries and had a tough time picking the winners. In the committed search for excellence, the Judges found the outstanding winners who are celebrated today. Some 22 of the 31 Judges came to Singapore on the Judging Day to do a marathon eight-hour race of meeting 31 finalists face-to-face in the presence of the auditor. Many were amazed at the quality and depth of what several candidates were doing in their respective domains to bring home the basic message of the benefits of insurance to society. They were also amazed at the passion and commitment shown by the candidates, several of whom were CEOs themselves coming to be interviewed by the Judges. I salute all the candidates and finalists for their enthusiastic support, for they are the ones who enliven the Awards.

I take this opportunity to express my heartfelt gratitude and appreciation to the Panel of Judges, drawn from the insurance industry in Asia and internationally, including regulators and leading personalities, for their dedication and commitment to the process. Their time and effort spent on the project were commendable. They first had to select the finalists through remote judging, plodding through the numerous entries. Then they came to Singapore to meet with the finalists, before choosing the winners by ranking the finalists through a secret ballot. The process and results were then audited by our independent auditor Jeremy Hoon of KPMG, to whom we owe a big vote of thanks, too.

The winners stand out and now carry the crown to make society appreciate insurance even more. Insurance can be a lifestyle. Lead the way!

**Sivam Subramaniam**  
Editor-in-Chief, *Asia Insurance Review*







## The Judges

### Alan J Wilson

*Regional Chief Executive Officer,  
MSIG Holdings (Asia) Pte Ltd*



**M**r Wilson helms the Singapore-based Asia regional holding office of Mitsui Sumitomo Insurance Company (MSIG) as its Regional Chief Executive Officer, a position he has been holding since 2008. In his capacity as Regional CEO, he is also a Chairman or Director (or the equivalent) of 13 MSIG companies around the region. The MSIG network in Asia has now expanded to 17 markets.

Prior to joining MSIG Asia, Mr Wilson was the Asia CEO at Allianz, a position he held for over five years from 1999. In this role, he assumed overall responsibility for managing over 20 general, life and health insurance operations across 14 countries. He later served on several boards in Asia for Allianz and other groups such as Parkway.

Mr Wilson joined Allianz from Guardian Royal Exchange Assurance Group, where over the course of 21 years he held various senior positions with progressive responsibilities, most recently as the Asia Managing Director, where he managed general and life insurance business in 11 countries.

A British national and a Singapore Permanent Resident, Mr Wilson has lived and worked in Asia since 1982 in various places, including Hong Kong, Indonesia, Pakistan and Singapore.

### Annie Choi

*Commissioner of Insurance,  
Hong Kong*



**M**s Choi joined the Hong Kong Government in 1986. She has worked in a number of policy bureaux and departments, including the Home Affairs Department, Civil Service Bureau, Health and Welfare Bureau, Innovation and Technology Commission, and the Environment, Transport and Works Bureau.

She assumed the position of Commissioner of Insurance in September 2009.

Ms Choi obtained her Bachelor and Master degrees in Law, as well as Postgraduate Certificate in Law from the University of Hong Kong.

She also did postgraduate studies in Public Administration at the Oxford University, UK and Tsinghua University, PRC.

Ms Choi is married with two children.

### Arthur Lee

*Chief Executive & Executive Director,  
Tokio Marine Asia Pte Ltd*



**M**r Arthur Lee is the Chief Executive and Executive Director of Tokio Marine Asia, the regional office of the Tokio Marine Group in Asia.

Headquartered in Japan, Tokio Marine is a global corporate group engaged in a wide variety of businesses ranging from domestic non-life and life insurance to international insurance, financial and other general business.

Mr Lee holds a Juris Doctorate and in addition to his business involvements, he serves as the Chairman of Consultative Committee for the Moulmein Constituency, Moulmein-Kallang Group Representation Constituency.

He was awarded the Public Service Medal (PBM) by the President of Singapore in August 2008.





## The Judges

### **Bernd Kohn**

*Chief Executive Officer &  
Principal Officer,  
Southeast Asia,  
Munich Re Singapore*



**M**r Kohn took up the position as Chief Executive Officer and Principal Officer in Munich Re Singapore Branch for South East Asia and Managing Director of Munich Management Pte Ltd, Singapore since the beginning of 2011. Mr Kohn has over 15 years of experience in the non-life and specialty re/insurance industry, and has a strong working knowledge of business development, special risk solutions and strategic planning.

Mr Kohn joined Munich Re in 2001 and, among others, he headed the group-wide "Corporate Strategy" as well as "Special & Financial Risks Innovation" programmes. His expertise in business development helps to bring new risk/ capital management solutions to Munich Re's clients in the region, partnering to grow their business through know-how-driven services and tailor-made solutions.

Mr Kohn began his career at Gerling in Germany, worked in project management at AXA, and as a manager for business development at OnVista.

He studied economics and business administration and holds a degree from the University of Cologne, Germany.

### **Chai Sophonpanich**

*Chairman &  
Chief Executive Officer,  
Bangkok Insurance Public Co Ltd*



**M**r Chai, past Chairman of the Federation of Thai Insurance Organization, and past President of the East Asian Insurance Congress (1985-1986 and 2004-2005), is the leading and a revered elder in the Thai insurance market. Having served six two-year terms as the head of the non-life body, he has spearheaded several initiatives to nurture the image of the industry as being more responsive to the needs of the people and the economy.

A science graduate from the University of Colorado, Mr Chai has been with Bangkok Insurance for 45 years. Since 1978, he has been the Chairman of Bangkok Insurance; during this time, the company has grown to be a big player with a staff strength of more than 1,200. Under his stewardship, the company received the ISO 9002 certification in 1997 and ISO 9001 in 2002, and was named the best non-life insurer for three consecutive years since its inception in 2002 by the Thai regulator.

A dependable and selfless industry leader, Mr Chai has also served several terms as Vice Chairman and Chairman of the Asean Insurance Council which he helped pioneer.

He was named Personality of the Year at the inaugural Asia Insurance Industry Awards in 1996.

### **Chris Colahan**

*Regional Chief Executive Officer,  
Asia,  
RSA Asia Management Office Pte  
Ltd*



**M**r Colahan is the Asia Regional CEO for RSA Insurance, and is responsible for operations in China, Hong Kong, Singapore, Regional Specialty Business and joint ventures in India and Thailand.

Before taking up this position, Mr Colahan held a number of executive management positions, including CEO for RSA Hong Kong, Country Manager for RSA Singapore Retail and Regional Head of Strategy based in Dubai, UAE. He has led various work streams in a number of group projects, including due diligence of an acquisition target in China, the acquisition project of the second largest insurer in Oman, a business transformation project in India, and the formation of a broker proposition and strategy for the then Asia & Middle East region.





## The Judges

### **Christopher Ho**

*Chairman,  
Singapore Reinsurers' Association  
&  
Chairman of Client  
Relationships, Asia and Pacific &  
Head, Partner Re Singapore*



**M**r Ho is in his ninth term as Chairman of the Singapore Reinsurers' Association (SRA). He is currently Chairman of Client Relationships, Asia and Pacific and Head of Partner Re's Singapore office. He is also a Council Member of the Singapore Institute of Banking and Industry, and represented SRA on the Board of Governors of the Singapore College of Insurance till 2012.

With more than 40 years' experience in the insurance and reinsurance industry, Mr Ho has extensive knowledge of the Asia Pacific market and has worked in both the reinsurance hubs in Hong Kong and Singapore. Mr Ho has also been on the panel of judges for the Asia Insurance Industry Awards and the Australian & New Zealand Insurance Industry Awards. He is an advocate for the nurture of new talent, and supports initiatives to develop expertise within the reinsurance industry.

Mr Ho started AXA Reinsurance Asia in 1990 and successfully built the company to become a significant player in the region. He steered the company through various reorganisations and restructuring, providing direction on the development and strategy of the company's business objectives and plans.

Following the acquisition of the entire reinsurance activities of AXA Re by PARIS RE Holdings, the company was renamed PARIS RE Asia Pacific. In December 2009, Partner Re acquired PARIS RE and has become a top-five reinsurer worldwide.

### **Christopher G Townsend**

*President, Asia,  
MetLife, Inc.*



**M**r Townsend is President of MetLife's Asia region and a member of the company's executive group. Appointed to this position in August 2012, Mr Townsend oversees all of MetLife's businesses in Japan, Korea, Australia, Hong Kong, China, India, Bangladesh, Nepal and Pakistan.

Prior to joining MetLife, Mr Townsend was, since 2010, CEO of the Asia Pacific region at AIG. In addition to leading all aspects of the business across the region, he oversaw the company's risk, audit, compliance and investment divisions.

From 2007 to 2010, Mr Townsend was CEO of AIG Australasia, responsible for the company's businesses across Australia and New Zealand. Working with many of the company's internal and external stakeholders, he developed and executed on a three-year plan to deliver a superior compound annual growth rate and solid combined operating ratios. In addition to reorganising the business around its customers, he drove innovation through product development and the implementation of an e-business initiative that helped differentiate AIG from many of its key competitors.

Earlier in his career, Mr Townsend was the CEO of AIG Hong Kong, served as senior vice president of mergers and acquisitions and also held a number of senior leadership roles in Hong Kong, London and Sydney. He joined AIG in the UK in 1991 and spent more than half of his 21-year career in the company's Asia Pacific region.

Mr Townsend currently sits on the Board of Directors for MetLife's philanthropic organization, the MetLife Foundation, and also serves as Vice Chairman of the US-Korea Business Council. He is a Chartered Insurer.

### **David L Fried**

*Chief Executive Officer,  
QBE Insurance Asia Pacific*



**M**r Fried joined the QBE Group in April 2013 as Chief Executive Officer responsible for the strategy and direction of the QBE Group's Asia Pacific business. He is responsible for QBE's new strategy for growth in Asia Pacific and boosting QBE's presence in the world's fastest growing insurance market.

Mr Fried has an outstanding record of achievement and intimate understanding of the insurance sector across the Asia Pacific. In addition to his deep knowledge of Asia Pacific, Mr Fried has had extensive experience in a number of globally focussed strategic roles and is a member of the QBE Group Executive Committee.

Prior to joining QBE Group, Mr Fried was the Regional Chief Executive Officer of Allianz Asia Pacific, where he was responsible for life and non-life businesses across 14 countries.

Mr Fried also spent 27 years with HSBC, where he served in various managerial capacities across the Americas, Asia and the UK in areas including life and non-life insurance and reinsurance, agency, broking and captive management. He was Group General Manager and Group Head of Insurance overseeing the company's insurance operations in 54 countries with profits in excess of \$3 billion.

Mr Fried is married with two children. He enjoys his time with friends and family and is a lover of the arts, having served on the Board of the Buffalo Philharmonic Orchestra in the USA and the Hong Kong Philharmonic Orchestra.





## The Judges

### Gaëlle Olivier

Chief Executive Officer,  
AXA Asia General Insurance

**M**s Olivier has been CEO, AXA Asia General Insurance since April 2011.

She joined AXA Group in 1998 and was in charge of corporate sales development in AXA Investment Managers until 2000 when she joined AXA's Head Office as Executive Assistant to the President and Board Secretary.

In 2005, Ms Olivier joined AXA Japan, as Head of Investment Operations, before becoming Head of Strategy and Audit.

In 2009, she became AXA Group Head of Communication and Corporate Responsibility.

Ms Olivier is a graduate of Ecole Polytechnique, ENSAE and a Chartered Actuary from the Institut des Actuares.

She began her career at Credit Lyonnais working on financial engineering of equity derivative products.

Ms Olivier is married and has four sons. She enjoys sports and outdoor activities, including scuba diving, skydiving and running marathons.



### Geoff Riddell

Member of the Group Executive  
Committee &  
Regional Chairman of Asia Pacific,  
Middle East and Africa,  
Zurich

**M**r Riddell has been Regional Chairman of Asia Pacific, Middle East and Africa since the role was created in July 2010.

He joined Zurich in 2000 as Managing Director of Zurich Commercial in the UK and in 2002, he was appointed CEO of General Insurance in the UK, Ireland and Southern Africa. Mr Riddell assumed the position of CEO of Global Corporate in April 2004 and was promoted to be a member of the Group Executive Committee in October 2004.

Mr Riddell has been a member of several councils and boards. Currently a member of the World Economic Forum's Advisory Council on Global Growth Companies, he was a member of the Forum's Global Advisory Council on Insurance and Investment from 2009 to 2011, chairing it in 2010.

Mr Riddell is also currently a member of the Council of the British Chamber of Commerce in Hong Kong. He was a member of the Confederation of British Industry's Chairmen's and President's Committees, and chaired its Financial Services Council from 2008 to 2010.

He was a director of Pool Re from 2005 to 2010, and until late 2009, a member of the Foundation Board of IMD in Lausanne, the City of London EU Advisory Committee and the Lord Mayor of London's Advisory Committee. A former member of the General Insurance Council of the Association of British Insurers, he sat on the Hong Kong Federation of Insurers Council (1990-95).

Mr Riddell started his career with Price Waterhouse in the UK. In 1982, he joined AIG where he held numerous roles, including responsibility for setting up the first foreign general insurance company in China.

Mr Riddell holds a MA degree from Oxford University and is a chartered accountant.



### Jack E S Tai

Chairman, The Non-Life Insurance  
Association of the R.O.C. &  
Vice President,  
East Asian Insurance Congress  
(EAIC)

**M**r Tai is Chairman of South China Insurance Company, a subsidiary of Hua Nan Financial Holdings.

Prior to his appointment in 2009, he accumulated his experience by working in various positions, including Department Manager, Vice President, Managing Director and Vice Chairman since joining the company in 1974.

Throughout his career, Mr Tai has played an active role in the insurance industry. He was the Chairman of the Non-Life Underwriters Society of the R.O.C. (NLUS) from 2005 to 2011. In recognition of his distinguished achievements and outstanding professional skills, he was elected as Chairman for the Non-Life Insurance Association of the R.O.C. (NLIA) in August 2010, and accepted a second term in August 2013.

Mr Tai has been the Chairman of Insurance Society of the R.O.C. since June 2011. In addition, he is a director of Hua Nan Financial Holdings, a director of Taiwan Insurance Institute, a director of The Insurance Stabilization Fund, a director of Taiwan Residential Earthquake Fund and a director of The Insurance Anti-fraud Institute of the R.O.C. Mr Tai is also the Vice President of the East Asian Insurance Congress (EAIC) and the Board Member of the International Insurance Society (IIS).

Mr Tai holds a diploma from the College of Insurance, New York and an Executive MBA degree in finance from the National Taiwan University.







## The Judges

### Jonathan Zhao

*Partner, Asia Pacific Insurance  
Leader & Head of Asia Pacific  
Actuarial Services,  
EY*



**M**r Zhao is a Partner and Asia Pacific Insurance Leader and Head of Actuarial Services with EY. He moved from EY Chicago to Hong Kong in 2005 to provide leadership and enhance coordination and knowledge transfer between the firm's Global and Asia Pacific Insurance and Actuarial Services.

As the leader of the Asia Pacific Insurance and Actuarial Services, Mr Zhao has extensive experience advising senior executives of major insurance companies in the Far East region on ALM and risk management, financial reporting, performance analysis, embedded value, merger and acquisition, financial risk modeling and actuarial process transformation.

Mr Zhao has led a number of complex and forward-thinking projects requiring cutting-edge actuarial techniques and modern actuarial knowledge in the Far East region. This includes stochastic embedded value reporting, asset/ liability modelling and risk management and economic- and risk-based capital analysis.

Prior to joining Ernst & Young, Mr Zhao worked at another Big 4 accounting firm's actuarial practice in Chicago and at Manulife Financial in Canada.

Mr Zhao has a Bachelor of Science double major in Actuarial and Statistical Sciences with honours and distinction from the University of Western Ontario, Canada. He is a Fellow of the Society of Actuaries (FSA), Fellow of the Canadian Institute of Actuaries (FCIA), a Fellow of the Conferences of the Consulting Actuaries (FCA), a Member of the American Academy of Actuaries (MAAA) and a Certified Enterprise Risk Analyst (CERA).

### Katsuo Matsushita

*Special Advisor & Liaison Officer  
for Japan & East Asia,  
The Geneva Association*



**W**ith nearly 40 years' engagement with the insurance industry in Japan and abroad, Mr Matsushita has a wide range of experience in handling insurance business and regulatory issues.

Mr Matsushita started his career by working for Tokio Marine and Fire Insurance Company (currently known as Tokio Marine & Nichido Fire Insurance Co Ltd), being charged with responsibility for international and corporate planning, among others. He worked for the General Insurance Association of Japan (GIAJ) as General Manager from June 2002 to June 2009.

Mr Matsushita's current role is to engage with insurance companies and other industry stakeholders in Japan and East Asia on behalf of The Geneva Association, to provide local representation at conferences and other industry events and to provide special advice to The Geneva Association on its activities in the region.

Mr Matsushita was a member of the Executive Board with the East Asia Insurance Congress (EAIC) from 2002 to 2008, and a member of the Asia Insurance Industry Awards' Judging Panel from 2004 to 2008. He holds a Bachelor of Arts (Law) Degree from Tokyo University of Japan.

### Kent Chaplin

*Head of Asia Pacific &  
Managing Director,  
Lloyd's Asia*



**M**r Chaplin qualified with honours as a barrister and solicitor in New Zealand, specialising in insurance and commercial litigation.

Moving to the UK in 1996, he practised as an insurance solicitor for leading London law firm Herbert Smith, before his appointment as Claims Director for Aon Limited's Professional Risks division.

He joined Lloyd's in October 2004 as the Head of Claims to implement Lloyd's claims management strategy and to provide leadership on market-wide claims and major loss issues.

In January 2011, he was appointed Head of Asia Pacific and Managing Director of Lloyd's Asia, where he is responsible for managing the Lloyd's Asia platform in Singapore, overseeing Lloyd's offices and extending its footprint in the Asia Pacific region.





## The Judges

### **Malcolm Steingold** *Chief Executive Officer, Aon Benfield Asia Pacific*



**M**r Steingold has over 34 years of reinsurance and associated industry experience. His background includes reinsurance underwriting, legal practice and reinsurance broking.

Having practised as a lawyer specialising in insurance and reinsurance law, Mr Steingold was recognised as a leading industry expert in legal liability insurance in Australia. He subsequently developed specific expertise in property catastrophe and alternate methods of risk transfer.

Joining the Aon Group in 1993, Mr Steingold built an impressive domestic treaty team specialising in analysing insurance portfolios, and designing and placing reinsurance programmes. He has also further developed the company's catastrophe and financial modelling capability.

Mr Steingold assumed the role of CEO of Aon Re Australia in 2000 and was appointed CEO of Aon Re Asia Pacific in 2005. Using the Australian office as a centre of excellence, he developed centres of excellence in Singapore, Hong Kong and Tokyo.

Following the acquisition of Benfield in 2008, Mr Steingold was appointed CEO of Aon Benfield Asia Pacific and Chairman of Aon Benfield APAC Executive. He represents the Asia Pacific region on the Aon Benfield International Executive. He is also a member of the Aon Asia's Executive, which oversees governance of all Aon's businesses throughout the region.

Mr Steingold has a keen interest in developing young talent across the Asia Pacific region. His greatest pleasure in the job is providing people with opportunities to reach their full potential and exposing them to the cultural diversity of the region through regular exchange programmes between the various Aon Benfield offices.

### **Mark Newman** *Chief Executive Officer, Asia Pacific, Catlin Singapore Pte Ltd*



**M**r Newman has been in the insurance industry for 27 years, having begun his career as a trainee broker with Sedgwick Group in London in 1985. Through the merger with Marsh in 1997, Mr Newman led the London International broking team for Marsh, specialising in non-marine lines, with particular focus on Asia Pacific, Latin America and Europe.

In 1999, Mr Newman transferred to Guy Carpenter, the dedicated reinsurance brand within Marsh & McLennan Companies, and moved to Tokyo in 2000 to establish the first dedicated facultative operation in the Asia Pacific. He then re-located to Singapore in 2003 to assume a regional CEO role, and helped to establish various new regional operations including Sydney, Melbourne, and Seoul.

In 2008, Mr Newman moved from being a broker to a risk carrier, and joined Catlin Asia Pacific, assuming the position of regional CEO.

Mr Newman is married with two daughters, with home being Singapore.

### **Mark Saunders** *Regional Managing Director, Asia Pacific Insurance Sector and Risk Consulting & Software Practice Leader, Towers Watson*



**M**r Saunders worked in the insurance industry originally in the UK in the 1980s, and in Asia since 1989, joining Towers Watson (previously Tillinghast Towers Perrin) in 1997. He is Managing Director for the Asia Pacific Insurance Sector & Asia Pacific Risk Consulting Practice Leader, as well as Managing Director for Hong Kong, Towers Watson's oldest and largest office in Asia.

Before joining Towers Watson, Mr Saunders was Asian Regional CEO and Executive Director Board Member of the international life insurance operations of a UK-parented insurer, Clerical Medical, including its joint venture in Korea, Coryo-CM.

Mr Saunders is lead advisor of more than 250 actuarial appraisal assessments of economic value of Asian insurers. He is widely regarded as a leading practitioner in economic value determination, mergers & acquisitions and IPOs of insurers in Asia, having been involved in nearly every major M&A deal and capital raising exercise of insurers in Asia since the late 1990s.

Mr Saunders holds a BSc (Honours) degree and a Post Graduate Certificate of Education in Mathematics from Manchester University, UK, and is a Fellow of six professional actuarial bodies.





## The Judges

### **Pravej Ongartsittigul** Secretary-General, Office of Insurance Commission Thailand



**M**r Pravej is the Secretary-General of the Office of Insurance Commission of Thailand. He was the Senior Assistant Secretary-General of the Securities and Exchange Commission of Thailand from 2005 to 2011.

Prior to that, Mr Pravej was the Senior Vice President, Principal, Branch Manager and Country Executive Officer, Bank of America, Bangkok Branch from 2002 to 2005. He has worked for JP Morgan Chase Bank's Bangkok branch, as Chief Accountant at American International Group in Bangkok and as Audit Specialist at Bank of Boston Corporation, Boston, Massachusetts.

Mr Pravej has MBAs in Finance and Decision Support Systems from New Hampshire College, USA; and a Bachelor of Accountancy from Chulalongkorn University, Thailand. He is also a designated US Chartered Bank Auditor and Chartered Bank EDP Auditor.

### **Richard N C Austen** Chairman, Reinsurance Brokers' Association (Singapore) & Chief Executive Officer, Asia Reinsurance Brokers Pte Ltd



**M**r Austen started his career at Lloyd's of London in 1972 with Thompson Graham Ltd which was renamed Jardine Thompson Graham. He became actively involved in Asian reinsurance business in 1974. His love for the region led him to move to Singapore in 1982, where he incorporated Singapore's first regional reinsurance broking business.

Adopting Singapore and Asia as his home, Mr Austen has travelled extensively in Asia in pursuit of delivering reinsurance solutions to clients. He has served on many industry committees and spoken at numerous reinsurance conferences.

After 30 years of insurance and reinsurance broking services in Asia with Jardine, in 2003 he joined Arthur J Gallagher to develop their broking business in Asia. Subsequently, with the global sale of Gallagher's reinsurance operations, Mr Austen led the local management team to complete a management buy-out in January 2008 and rebranded the company as Asia Reinsurance Brokers Pte Ltd (ARB).

Mr Austen is CEO of Asia Reinsurance Brokers, Chairman of the Reinsurance Brokers' Association in Singapore, a founding partner of Catalytics Pte Ltd and a member of the organising committee of the Singapore International Reinsurance Conference.

### **Sharon Ooi** Managing Director, Client Markets Asia, Principal Officer, Singapore Branch, Swiss Re



**M**s Ooi is Managing Director of Client Markets Asia for the Reinsurance business in Swiss Re. She heads the Property & Casualty (P&C) Reinsurance for SID, which comprises Southeast Asia, India, Hong Kong, Taiwan and Korea.

Ms Ooi joined Swiss Re in 2006 as Head of the Property & Engineering Treaty business for Southeast Asia and India, following Swiss Re's acquisition of the former Insurance Solutions, where she worked for five years as part of the leadership team. She was responsible for the strategy and technical underwriting of all Property & Casualty treaties booked in the Singapore office, which covered the South and Southeast Asian nations.

Ms Ooi was also responsible for the technical underwriting of regional treaties, including Hong Kong and China businesses, and for all Property Per Risk treaties for Asia Pacific. In addition to her underwriting role, she also supported the day-to-day running of the Singapore branch as the Assistant General Manager, and took part in client and internal branch audits, as well as internal and external training on property underwriting and reinsurance principles.

Prior to the former Insurance Solutions, Ms Ooi was with OCBC Bank in Singapore in Business Process Re-engineering/ Risk Management where she was involved in improving business processes in the bank's various departments. She then moved to General Cologne Re as Property & Casualty Underwriter for Southeast Asia.

Ms Ooi holds an Honours Degree in Cell and Molecular Biology from the National University of Singapore.





## The Judges

### **Tetsuro Kanda**

*Managing Director,  
The Toa Reinsurance Company,  
Ltd*



**M**r Kanda is Managing Director of The Toa Reinsurance Company, Ltd (Toa Re), a company with a history of over 70 years in Japan, providing a diverse range of both life and non-life reinsurance products to its clients all over the world as Japan's primary professional reinsurer.

Mr Kanda joined Toa Re in 1978 after graduating from Chuo University of Japan with a Bachelor of Arts in Law. He has 35 years of experience in the non-life and life reinsurance fields. After having successfully developing the Japanese property & casualty reinsurance business, he moved to Singapore to establish the Singapore Branch in 1997. During his four years of engagement in Singapore, Toa Re strengthened the relationship with its clients in the Asian region and got its business on track.

Since relocating back to the Tokyo headquarters in 2001, Mr Kanda has devoted every effort to develop the life reinsurance business, both in Japan and overseas. He then moved to the USA in 2004 to assume the role of Chief Representative of New York Liaison Office and he served there for four years.

Mr Kanda was appointed as Managing Director in 2010. He now lives in Tokyo and is in charge of the entire reinsurance underwriting operations of Toa Re.

In his spare time, Mr Kanda plays the piano, tries to be away from the city and enjoys mountain climbing.

### **Tony Cheng**

*Chief Executive Officer,  
Hong Kong & Southeast Asia;  
Senior Vice President  
& Head of Asia,  
RGA Reinsurance Company*



**M**r Cheng has been CEO of the Hong Kong office since 2004, responsible for overseeing all business activities in Hong Kong and Southeast Asia. He is also Senior Vice President, Head of Asia, with executive oversight of all of RGA's Asian operations.

Mr Cheng joined RGA in 1997 and has more than 16 years of experience in the life insurance industry. Prior to joining RGA, he served in various senior actuarial and management roles at insurance companies in Australia, Malaysia, the US, and Hong Kong.

Mr Cheng has a Bachelor of Economics degree from Macquarie University in Sydney, Australia, and an MBA from Washington University in St Louis' John M Olin School of Business. He became a Fellow of the Institute of Actuaries of Australia in 1997.

Mr Cheng is an active participant in the Actuarial Society of Hong Kong, being elected President in 2008 and Chairperson of the Experience Committee in 2010. He has served as a Council Member of the Society since 2005.





## International Judges

### **Gregory A Maciag** *President & Chief Executive Officer, ACORD*



**M**r Maciag joined ACORD in 1977 and served in various roles before being appointed President in 1994. He has led ACORD's expansion from its origins in US property & casualty forms to its current status as a world-class data standards organisation serving all lines of business across global markets.

Mr Maciag is the author of two books: *The Real-Time World* (2009) and *The Business Information Revolution* (2005). He blogs about ACORD at [www.acordceo.org](http://www.acordceo.org), writes a monthly Tech Focus article for London-based *Insurance Day* magazine, and contributes to other publications.

Tech Decisions magazine named Mr Maciag one of the "Ten People You Need to Know in Insurance" in 2000. He accepted Insurance Day awards from the London Market for ACORD in 2003 and 2004. He received the Wade S. Dunbar Jr. Award for significant contributions to insurance industry automation from NetVU in 2005, and was listed as one of the "100 Most Powerful People in the Insurance Industry" by Insurance Newscast in 2011. In 2012, he was recognised as number 12 on the list of the "Top 25 Living Legends of Insurance" by PropertyCasualty360.com.

Mr Maciag is the principal advocate for the industry standards that have become increasingly essential in today's digital world. He and his staff work with thousands of firms around the world to support system interoperability across platforms.

Prior to joining ACORD, Mr Maciag held Operations and Systems positions with Chubb and the National Council on Compensation Insurance.

### **Jan P Mumenthaler** *Principal Insurance Officer – Insurance Services Group, International Finance Corporation*



**M**r Mumenthaler is Principal Insurance Officer of the Insurance Services Group of the International Finance Corporation in Washington DC.

He is in charge of leading IFC's Insurance Services Group in Asia; providing services for IFC's Infrastructure, Manufacturing/ Agriculture/ Services and Financial Markets clients; building capacity in emerging insurance markets and placing IFC's corporate insurances. Since mid-July 2013, he has been based in Manila, Philippines.

Prior to joining IFC, Mr Mumenthaler worked as a Captive/ Risk Manager for a major automotive group and spent more than 10 years with a leading reinsurance group. His career has also taken him through the various operations of the insurance business (insurance broker, primary life and non-life insurer).

Mr Mumenthaler is a Federal Insurance Expert, licensed in Switzerland, a member of the Board of Directors of the Potomac Chapter of the Risk & Insurance Management Society (RIMS), a member of RIMS' International Committee, and a member of the Private Sector Advisory Group to the UN-ISDR.

He is a frequent speaker at leading industry conferences.

### **John H Fitzpatrick** *Secretary General, The Geneva Association*



**M**r Fitzpatrick was elected Secretary General of The Geneva Association on 7 June 2012.

He has spent his entire career in insurance and financial services.

Mr Fitzpatrick has served as Chief Financial Officer of two publicly listed corporations, Kemper Corporation in the US and Swiss Re Group in Switzerland. He has served Swiss Re as the Head of its Life and Health business group and its Financial Services business group as well as in other executive management positions in his career. Mr Fitzpatrick is a non-executive member of the Board of Directors of American International Group, Inc. (AIG).

Mr Fitzpatrick is a Chartered Financial Analyst (CFA) (1987) and a Certified Public Accountant (CPA) (1979, non-practicing), and has a BBA from Loyola University of Chicago (BBA) (1979). He is a citizen of the USA and the Republic of Ireland.





## International Judges

### **Michael J Morrissey** *President & Chief Executive Officer, International Insurance Society*



**M**r Morrissey is President and CEO of the International Insurance Society (IIS), an organisation of senior insurance executives, academics and regulators, whose mission is to serve as a conduit for the exchange of insurance knowledge across borders.

Prior to joining IIS, Mr Morrissey was Chairman and CEO, Firemark Investments. A founder of Firemark, he was also the firm's Chief Investment Officer and invested in insurance companies worldwide. He has advised insurance company managements and regulators and served on a number of insurance company boards.

Mr Morrissey currently is a member on the Board of Directors of Selective Insurance Group. He is the global insurance industry representative on the G-20 Private Sector Taskforce of Regulated Professions and Industries. He leads the IIS participation in the United Nations Environmental Programme's Finance Initiative's Principles for Sustainable Insurance, of which IIS is a Founding Supporting Institution. He is also a member of the Board of Overseers of the St. John's University School of Risk Management.

Previously, Mr Morrissey was President of Manhattan Life Insurance, Senior Vice President of Crum & Forster, and held investment banking positions with Morgan Stanley Dean Witter & Co. and Kidder Peabody & Co. He is a past president of the Association of Insurance and Financial Analysts.

Mr Morrissey holds a BA from Boston College and an MBA from Dartmouth College, and has completed the Harvard Business School's Corporate Finance Management Program. He is also a Chartered Financial Analyst.

### **Patrick M Liedtke** *Managing Director & Head of Financial Institutions Group, Institutional Client Business for EMEA, BlackRock*



**M**r Liedtke began his career in capital markets analysis and economic research in England, Germany and Switzerland. He joined The Geneva Association in 1998 and in January 2001 was appointed Secretary General and Managing Director, a position he held until September 2012.

Mr Liedtke is also a Surveillance Board Member of Zwiesel Kristallglas AG; a member of the Club of Rome, having served two terms on its Executive Committee; a member of the World Academy of Arts and Sciences; and a member of the International Advisory Board of the China Centre for Insurance and Social Security in Beijing; as well as several other expert groups.

Mr Liedtke earned graduate and post-graduate degrees from the Technical University of Darmstadt in electrical engineering and financial economics. He is the founder of the Chief Investment Officers Network, the Financial Directors Network and the Amsterdam Circle of Chief Economists, and the co-founder of the Chief Risk Officers Network in insurance, the World Risk and Insurance Economics Congress, and the Silver Workers Institute.

Mr Liedtke has authored and edited several books and over 150 articles and papers on insurance, finance and economics. He speaks English, French, German and Spanish fluently.

### **Roger Sellek** *Chief Executive Officer, A.M. Best – EMEA & Asia Pacific*



**D**r Sellek is based in London and oversees A.M. Best's ratings, information-services and news businesses throughout Europe, the Middle East, Africa and the Asia-Pacific region.

Prior to joining A.M. Best, Dr Sellek was Commercial Director for Lloyd's of London for six years, responsible for the market's strategic business relationships with its investor base, brokers, the rating agencies and the financial analyst community. Shortly after joining Lloyd's, Dr Sellek was appointed Head of Commercial Policy and subsequently became Managing Director of Lloyd's Market Risk Unit, where he directed the development and application of the market's risk-based capital system. He had earlier worked as a consultant to the Equitas Project, assuming management responsibility for the analysis of all non-APH liabilities.

In addition to 15 years of extensive experience and achievements in the insurance and reinsurance sectors, Dr Sellek has a long academic background, graduating with a BSc in mathematical physics from the University of Exeter and with a PhD three years later. He also holds an MBA in strategic management from Imperial College at the University of London and carried out post-doctoral research at the University of Cambridge.

Dr Sellek has worked in a number of academic positions in the UK and overseas, including as a lecturer in applied mathematics at the University of Sydney, Australia. He also spent two years as the National Squash Coach for Thailand.





## International Judges

### **Stephen Collins**

*Group Chief Executive Officer,  
ReMark Group*

**M**r Collins is the Group CEO of ReMark International, the global leader in alternative distribution and marketing solutions for the insurance industry.

He has over 25 years' experience in the financial services industry, providing consulting services to clients on bancassurance, marketing, product development and direct distribution strategies across Asia, Europe and the Americas.

Mr Collins is well-known in the region as a long-time advocate of knowledge sharing within the industry through his work with *Asia Insurance Review (AIR)*. Together with AIR, he is a co-founder of Asia's leading annual Bancassurance and Alternative Distribution Channels Conference (since 1999). He is also a member of the prestigious Asia Insurance Industry Awards Judging Panel and is regular contributor to AIR.

Although currently based in the Netherlands, he continues to enjoy close personal, professional and private commercial interests in the region.



### **Yassir Albaharna**

*Chief Executive Officer,  
Arab Insurance Group*

**M**r Albaharna graduated in 1984 with a Bachelor degree in Engineering (Mechanical) from McGill University in Montreal and in 1986, obtained a dual Masters in Engineering (Manufacturing) and an MBA (High Honors) from Boston University. He subsequently joined the Arab Insurance Group (Arig) in 1987 and was elected as Fellow and Chartered Insurer of the Chartered Insurance Institute (CII) in 1993.

Mr Albaharna has worked within the reinsurance division of Arig during his entire working career and assumed various underwriting and managerial positions. Throughout this time, he has traveled extensively and represented Arig in numerous regional and international forums.

Mr Albaharna is currently the CEO of Arig, Chairman of Arig Capital Limited (London), Chairman of Arima Insurance Software (Bahrain), Chairman of Gulf Warranties (Bahrain) and Chairman of FAIR Oil & Energy Insurance Syndicate (Bahrain).

He is also a member of the Boards of FAIR Non-Life Reinsurance Pool (Istanbul), Takaful Re (Dubai International Financial Center), Hardy Arig Insurance Management (Bahrain), GlobeMed (Bahrain), the International Insurance Society (New York), the Federation of Afro-Asian Insurers & Reinsurers (Cairo), the Association of Insurers and Reinsurers of Developing Countries (the Philippines), Bahrain's Specific Council for Vocational Training (Banking Sector) and of the Board of Trustees of Bahrain's Human Resources Development Fund (Banking & Financial Sector).







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## Life Insurance Company of the Year

### Great Eastern Life Assurance

*The oldest life insurance group in Singapore and Malaysia with operations elsewhere in the region, Great Eastern Life has been constantly evolving to meet emerging market and consumer trends. Its proactiveness in addressing customers' needs has made it a winner of the Life Insurance Company of the Year award.*

In 2012, Great Eastern launched a new customer value proposition and introduced a unique and differentiated standard of customer engagement and service. Responding to its customer research showing health and wellness issues to be a common concern, the 105-year-old insurer refreshed its brand purpose to be a LIFE company, intending to inspire and empower customers to take ownership of healthy living. In so doing, it was going beyond the traditional role of an insurance company to provide more benefits and superior value to its customers.

As part of this new branding, Great Eastern launched "Live Great", the first integrated health and wellness programme by an insurer in the region. The programme enabled the company to engage new customers and re-engage existing ones by offering health tips, online tools, articles, apps and exclusive privileges via the Live Great portal. Great Eastern also launched a 21 Days mobile app to help customers create a good habit over a 21-day period and keep track of their progress on a daily basis, with the support of their Facebook or Twitter friends and family.

Another Great Eastern innovation is its integrated approach to rewarding customers for staying healthy with lower premiums or increased coverage. In addition, to further engage its customers, it has enhanced its social media capabilities, and saw encouraging response to its presence on Facebook and YouTube, receiving over 100,000 likes on its Facebook pages and over 750,000 views of its YouTube channel across Singapore.

A firm believer in professionalism, Great Eastern's 20,000-strong distribution representatives are among the industry's best-trained, having gone through best-in-class customised training and benefitting from in-house systems including the Great Eastern Financial Planning Toolkit to help customers better understand their needs.

In recognition of Great Eastern's LIFE company brand purpose, it was ranked as one of Singapore's 10 most valuable brands by Brand Finance. The company also emerged as the top insurer in the life and health categories in a 2012 survey by the Institute of Service Excellence, Singapore Management University.

Great Eastern's corporate social responsibility initiatives, centred on its "Live Great" philosophy, has seen it championing healthy living and wellness. Its signature Great Eastern Women's Run in Singapore has attracted 15,000 participants of all ages and raised S\$35,000 for causes closely associated with women. In Malaysia, its Yoga for Life event attracted 2,200 participants while its inaugural Live Great Run drew 5,000 avid runners.

Through sound financial management, Great Eastern's asset size grew 35% from S\$44.1 billion (US\$35.1 billion) in 2008 to S\$59.7 billion in 2012. It has been rated 'AA-' by Standard & Poor's since 2010, one of the highest ratings given to an insurer in Asia, a reflection of its strong business profile, superior capitalisation and well-developed risk management framework.

#### SPONSOR'S PROFILE



Reinsurance Group of America, Incorporated (RGA) is a global leader in the life reinsurance industry, with approximately \$2.9 trillion of life reinsurance in force. From its world headquarters in St. Louis, Missouri, U.S.A. and operations in 26 countries, RGA provides clients with expert solutions in individual life reinsurance, individual living benefits reinsurance, group reinsurance, health reinsurance, facultative underwriting, product development and financial reinsurance.

RGA was again recognized by leading cedant studies and industry organizations in 2012 and 2013:

- "Life Reinsurance Company of the Year", for the fifth time in eight years, by the 2013 Worldwide Reinsurance Awards, sponsored by Insurance Day magazine
- "Life Reinsurer of the Year", for the second time, by the 2012 Asia Insurance Industry Awards
- "Reinsurance Company of the Year", for third consecutive time, by the 2012 Australia Insurance Industry Awards
- "#1 in Business Capability Index", 2012 NMG Consulting studies (#1 globally, and in national and regional studies in the Asia, Canada, Europe, India, Italy, Japan, Malaysia, Mexico, Singapore, South Africa, Taiwan, U.K. & Ireland, and U.S. [individual mortality] markets)
- "Best Overall Reinsurer", for fifth consecutive time, 2013 Flaspöhler Survey (Direct Writers Evaluate Reinsurers / Life N. A.)
- Recognized in A.M. Best's 2013 Innovation Showcase for RGA's groundbreaking study demonstrating the predictive power of motor vehicle records data in life underwriting

In Asia Pacific, RGA has subsidiary companies or offices in Australia, China, Hong Kong, India, Japan, Malaysia, New Zealand, Singapore, South Korea and Taiwan. RGA also provides reinsurance services to clients throughout the Americas, Europe, Africa and the Middle East.

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## General Insurance Company of the Year

### Cathay Century Insurance

*Cathay Century's solid financial performance, product innovation and community contributions in an exceptionally tough and competitive market have positioned it as a worthy winner of the General Insurer of the Year award.*

Cathay Century, the non-life insurance subsidiary of Cathay Financial Holdings, has operated on the policy of “reliable operations and balanced performance based on quality and quantity” since its establishment. Despite competition and economic downturn in the last two years, it has grown 11.2%, almost double that of the industry. With a market share of 12.7% in 2012, it is the second largest insurer in Taiwan in terms of premium income, a position it has maintained for six consecutive years. Return on equity stands at 16.5% and capital adequacy ratio stands at 314.5%, much higher than the regulatory minimum standard of 200% in 2012. Cathay Century's credit ratings – ‘A3’ by Moody's, ‘A-’ by S&P and ‘twAA+’ by Taiwan Ratings in 2012 – have also demonstrated the company's financial strength.

Abiding by its management principle of “Discipline, Professionalism and Service”, Cathay Century has set up an underwriting and claims team to deal with mega insurance covers. The team meeting must be presided by the President, and such policies will not be underwritten until approved at the meeting. The President also presides over Cathay Century's reinsurance team, set up to secure optimal reinsurance contracts and the dispersion of risk retention.

Cathay Century's strict underwriting policy, expanding share of high-profit insurance and strict control over expenses have improved its retained combined ratio from 98.2% to 96.0% in 2011, and to 93.7% in 2012. In product innovation, Cathay Century's volunteer insurance is a first among non-life insurers in Taiwan. It has continued to design new products such as personal data protection

and green car insurance to meet customer demands.

In its continuous emphasis on “customer first”, Cathay Century has offered suggestions on loss prevention and conducted work safety lectures to small and medium enterprise clients. It also worked with Cathay Financial Holdings to set up a Service Quality Committee and Service Quality Improvement Team in 2012 to ensure the quality of customer service. Cathay Century developed “My Mobicare”, the first mobile app in Taiwan's P&C insurance industry combining positioning, photo shooting and instant contact to help policyholders involved in traffic accidents.

Cathay Century is also expanding its business overseas. It has subsidiaries in Shanghai and Ho Chi Minh City, and at the end of 2012, operated eight branches, seven sales offices and one central sub-branch in mainland China. In Vietnam, it generated direct written premiums of VND 50,213 million, growing 126.6% in 2012.

Cathay Century is concerned not only about business growth, but also responsibility to the community. It has contributed to the charity events held by Cathay Financial Holdings every year, including the Cathay Arts Festival and Cathay Youth Festival. In 2012, Cathay Century set up a community care team to help improve the safety of school facilities. It also released the “No Accident Campus” programme to raise safety awareness among schools, teachers and students.

Through its achievements, Cathay Century has demonstrated itself as an excellent general insurer in Taiwan.

#### SPONSOR'S PROFILE



**ASIA  
REINSURANCE  
BROKERS**

ARB is an independent reinsurance broker, headquartered in Singapore and is part of the AsiaRe Group an integrated reinsurance services holding company. We are well into our second decade as a business, but the industry experience of our senior people is much greater. We understand Asia well, and are committed to providing effective reinsurance to our clients - clients drawn from the worlds of finance, industry, commerce, insurance and reinsurance.

We pride ourselves on our innovation, integrity and a strong commitment to deliver well structured and appropriately priced products to our clients and business partners. Always striving for ‘best of class’ we have the support of all major reinsurers, who value the benefit of an independent professional approach.

ARB's people are market makers, entrepreneurial and highly motivated to provide clients with the structures and services they need. We don't think in ‘Silos’, we think in terms of our clients' business, whether we are engaged in asset protection, balance sheet protection, or creating facilities to enable clients' to enter ‘new areas of productivity and business’.

We believe in collaboration and commitment, intellectual vigour geared towards the delivery of exceptional team service. We work as a team to deliver reinsurance protection, not bound by traditional labels. We combine analysis and modeling with the appropriate transaction to deliver superior outcomes for our clients.

With offices in Singapore, Kuala Lumpur and Manila and relationships throughout Asia and around the world, Asia Reinsurance Brokers are the ‘blue ribbon’ specialist international reinsurance broker for the region.

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## Educational Service Provider of the Year

# The Australian and New Zealand Institute of Insurance and Finance

*With more than a decade of experience providing education and consulting services across Asia, the Australian and New Zealand Institute of Insurance and Finance (ANZIIF) has been at the forefront of education and professional membership in the insurance industry. Last year, it launched mentoring programmes, exploratory projects and surveys, making it a deserving recipient of the Educational Service Provider of the Year award.*

**A**NZIIF continues to lead the way in developing insurance and finance specialist training, including modules in Chinese, Thai, Vietnamese and Arabic. It has an extensive network of committees and councils representing numerous regions and sectors across the insurance industry. More than 280 volunteer industry leaders work closely with ANZIIF to improve its product development and ensure that each market segment and geographical region receives the appropriate professional development services.

During 2012, ANZIIF developed new educational offerings for the industry, including a Diploma of Risk Surveying in China, and updating all professional qualifications. It also completed a number of exploratory projects, including a mission to India, where it met with leaders and educational bodies with a view to working in the market.

In the same year, ANZIIF also opened its first mainland China office in Shanghai. The Institute views this office as a milestone in the formation of a partnership with the Chinese insurance industry, and confirms ANZIIF's long-term commitment to providing internationally recognised education and training to Chinese insurance professionals. Benefits now available to Chinese students and members include specialised study support and assistance in Mandarin, local support via a dedicated business development manager in Shanghai, and networking events for young professionals.

ANZIIF conducted numerous customer and industry

surveys in 2012 to test the strength of its services and to always remain at the forefront of education and professional membership in the insurance industry. Its broad range of surveying has been the catalyst for a number of successful ANZIIF initiatives in 2012, including new membership faculties and the creation of accelerated study options after analysing student study patterns and needs.

The ANZIIF Mentoring Program was launched in September 2012, and succeeded in filling the full quota of partnership spaces within six weeks of the advertising campaign's launch. Mentoring partnerships have been formed in Australia, Botswana, China, Hong Kong, Singapore and many other countries. This free programme offers vital career experience to members and students, and allows senior industry professionals to share their years of wisdom for the benefit of the wider insurance and finance community.

Upon completion of an ANZIIF course, students are automatically upgraded to the appropriate professional level of ANZIIF membership and become a Certified Insurance Professional (CIP), with access to the use of internationally recognised post-nominals to indicate the level of industry qualification they achieved.

Students and members can take advantage of more than 200 events, conferences, seminars and workshops ANZIIF holds every year, and can obtain further professional development via the Online Member Services forums and library.

### SPONSOR'S PROFILE

## Aon BENFIELD

**A**on Benfield, a division of Aon plc, is the world's leading reinsurance intermediary and full-service capital advisor.

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## Innovation of the Year

### AIA Singapore

*AIA Singapore has won the Innovation of the Year award for its interactive Point-of-Sales (iPoS) system on an iPad that runs offline, giving customers greater convenience in receiving comprehensive financial advice.*

**A**IA Singapore launched its first-to-market iPoS system in 2012, offering greater convenience to customers in receiving comprehensive financial advice with secure electronic submission of life insurance policies.

The system was developed to ensure that insurance is made easily accessible to customers. Using iPoS, they can now enjoy greater benefits:

- Customers now spend approximately half the normal amount of time to go through the entire insurance-purchasing processing beginning from the point of application. Coverage can be obtained as fast as within a day;
- A one-stop shop on products, benefits and forms, as iPoS is an end-to-end sales process that integrates sales illustrations to back-end operations;
- iPoS can be accessed anytime and anywhere, even without the internet; and
- The convenience of both signing on the iPad's e-application form and of an electronic submission.

Once the forms are electronically submitted to AIA's back-end operations, the underwriting process starts. Policyholders are covered once the underwriting process is completed and policy contracts are issued.

AIA Singapore also aims to ensure that its financial services consultants (FSCs) are committed to providing quality financial advice for customers. With iPoS, administrative processes are automated, enhancing FSCs' productivity in the following ways:

- FSCs no longer need to fill up paper forms and enter data, a process which involves duplicate effort. Based on an average of 30 minutes for data entry, assuming

1,000 cases are e-submitted monthly, iPoS saves 30,000 minutes or 500 hours from FSCs' time;

- They are now able to do sales and servicing using a single device;
- Using iPoS, FSCs can generate multiple quotations;
- They are also now able to do immediate calculations to help customers derive the best balance of sums assured and premiums to be paid; and
- Because iPoS reduces the need to create, use or store hard copy application forms, FSCs can now service customers without hard copies, except where regulatory guidelines or business norms prohibit.

In March 2013, AIA Singapore won the Excellence in Distribution Channel Management Award with its iPoS system at the 9th Financial Insights Innovation Awards. This is a recognition of AIA Singapore's market leadership and its continuous commitment to delivering real solutions to customers.

Mr Tan Hak Leh, CEO of AIA Singapore said: "iPoS will further enhance our ability to focus on providing comprehensive financial advice and quality service to our customers. This reflects AIA's commitment to proactively help more Singaporeans to take action in order to ensure they are adequately protected.

"iPos will be the key component in our new training programmes for new recruits, which will raise their productivity. With this new innovation, these new AIA Financial Services Consultants will be able to effectively and efficiently provide customers with comprehensive financial advice, at their customers' convenience."

#### SPONSOR'S PROFILE

## Munich RE



**M**unich Re stands for exceptional solution-based expertise, consistent risk management, financial stability and client proximity. This is how Munich Re creates value for clients, shareholders and staff. In the financial year 2012, the Group – which combines primary insurance and reinsurance under one roof – achieved a profit of €3.2bn on premium income of around €52bn. It operates in all lines of insurance, with around 45,000 employees throughout the world. With premium income of around €28bn from reinsurance alone, it is one of the world's leading reinsurers. Especially when clients require solutions for complex risks, Munich Re is a much sought-after risk carrier. Its primary insurance operations are concentrated mainly in the ERGO Insurance Group, which is represented in over 30 countries worldwide. Munich Re's global investments amount to €214bn.

Soon after its establishment, in 1880, Munich Re expanded its activities abroad. In Asia the company signed its first contract in Japan in 1912. Munich Re established its first office in the region in Australia in 1956 and 1962 in Hong Kong. It was the first foreign reinsurer to set foot into South East Asia in 1972 with a representative office.

In 2003, the Group became the first international reinsurer to receive a composite reinsurance operating license in China. Munich Re continues to show commitment to the Asia-Pacific region through organic growth, joint ventures and acquisitions.

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## Service Provider of the Year

### MSH China

*MSH China's Service Provider of the Year award adds to its achievements in the high-end health insurance market.*

The market for high-end health insurance in China is growing, and so has the need to further innovate and build service capabilities. In its search for new and better ways to consistently meet clients' expectations, MSH China has pioneered various initiatives in the market.

To provide greater choice, convenience and peace of mind to clients, MSH has worked with 50 new high-quality healthcare providers on direct billing arrangements. To date, it has a total network of 1,050 providers in China and the greater China region. It has also developed its network in Southeast Asia, Middle East & Africa, where many Chinese companies have set up operations. Together with MSH's global provider network, this ensures a 24/7 worldwide reach for all clients.

To help non-local clients access high-quality healthcare at top Chinese public hospitals, MSH pioneered its Service Concierge concept in Beijing, where bilingual staff were stationed at selected hospitals to assist clients with seamless service from the moment they arrive at the hospital till they leave. MSH later extended the concept to six other Chinese cities.

Upon realising the difficulties clients with chronic illnesses were facing in refilling their prescriptions, MSH launched its Pharmacy Direct Billing and Delivery Service. It worked with a large pharmacy chain to deliver medicine to clients' homes, and settled the bills directly with the pharmacy. The outcome resulted not only in time and monetary savings, it also improved client satisfaction. The substantial savings in pharmacy costs also resulted in better cost control and claims management.

To minimise wastage caused by unnecessary and

uninformed consumption of healthcare services, MSH enhanced and promoted its Physician Referral Service programme to better manage costs for insurers and clients. The Service links a client with a physician with the most appropriate medical experience and expertise, whether in China or overseas. The programme resulted in savings of about US\$6 million.

To meet the need for better data confidentiality and cyber security, MSH has taken steps to upgrade its IT system. In the first quarter of 2013, MSH became the first service provider in China to apply for accreditation in IT security management system ISO 20007.

Apart from pioneering the above services in China, MSH has also been the first in China to set up an international health insurance service centre, a direct billing network with top public hospitals, and a local medical case management practice. It also developed the first long-term disability policy approved by the Chinese government, is the first international health insurance services provider in China with the ISO 9001 certification, and has held the Preferred Provider for Locally-hired Foreign Employees award from the Global Health Benefit Institute USA for four consecutive years.

As part of MSH's contribution to the market's development, it regularly shares its key findings with insurance companies, clients and network providers, and advocates best practices.

MSH's revenue growth has exceeded 30% year-on-year. It currently supports more than 17 insurance companies and over 800 corporate clients in China.

#### SPONSOR'S PROFILE



Zurich Insurance Group Zurich is a leading multi-line insurance provider with a global network of subsidiaries and offices. With about 60,000 employees, we deliver a wide range of general insurance and life insurance products and services for individuals, small businesses, and mid-sized and large companies, including multinational corporations, in more than 170 countries. The Group, formerly known as Zurich Financial Services Group, is headquartered in Zurich, Switzerland, where it was founded in 1872.

Our business is divided into three core segments:

- **General Insurance** – General Insurance is the segment through which the Group provides a variety of motor, home and commercial products and services for individuals, as well as small and large businesses.
- **Global Life** – Global Life delivers financial protection when our customers need it most. We help individual customers prepare for the future and corporate customers attract and retain the best talent through the provision of attractive employee benefit packages.
- **Farmers** – Farmers includes Farmers Management Services which provides non-claims management services to the Farmers Exchanges (which we do not own), as well as Foremost and 21st Century brands in the United States, and Farmers Re.

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## Risk Manager of the Year

# China Pacific Property Insurance Company

*A comprehensive understanding of risks in various sectors, sophisticated risk management techniques and deep integration of risk management into corporate culture has made China Pacific Property Insurance Company (CPIC Property) this year's Risk Manager of the Year.*

The Three Gorges Dam, the Beijing-Zhuhai Expressway, nuclear power plants, offshore oilfields, the subways of more than 20 cities – these are just some of the projects that CPIC Property has insured. Thanks to its group of professionals with experience in various industries and risks, including electric power, engineering and aerospace, the company has been able to provide risk management solutions for clients from a wide variety of industries.

Internally, CPIC Property has a comprehensive understanding of the risks facing its business. Risks are categorised into insurance, market, credit, operation, liquidity, reputational and other risks. Their reasons, frequency, severity and control measures are well-defined, thus providing a complete risk map of the whole company.

CPIC Property has also taken appropriate measures to prevent, minimise and manage exposures to risk. Firstly, it has established comprehensive quantitative models to effectively evaluate internal and external risks, using risk management techniques such as sensitivity analysis, scenario analysis and stress testing to analyse various risks.

Secondly, besides employing quantitative methods, CPIC Property has developed emergency plans to respond effectively to serious risks.

Thirdly, the company has established an internal control system and a risk response mechanism. In terms of internal controls, major risk points and risk control measures of each position are defined clearly. It periodically conducts Own Risk and Solvency Assessment (ORSA) to evaluate the inherent risk and residual risk of the risk points and improve risk awareness throughout the company.

CPIC Property has also integrated risk management

into key operational processes. It has drawn up more rational premium plans for various insurance types and areas by calculating and taking risk-adjusted return into account, taking into consideration the correlation between different business lines and between different regions. The company has also drawn up underwriting rules according to different regions, risk types, clients and channels by analysing historical data and understanding risk profiles.

During the reinsurance stage, CPIC Property utilises quota share, surplus, excess of loss and catastrophe reinsurance tools, and decides on the appropriate reinsurance plan through quantitative methods. In the claim-settling process, it uses effective mechanisms of internal control to prevent operational risk. In investments, the company uses risk budgeting, value-at-risk evaluation and other methods to manage and control investment risks.

Risk management is an important part of CPIC Property's culture. Besides emphasising on prudent management and sustainable value growth, the company publicises risk management concepts and promotes the risk management culture through journals, competitions and so on.

In addition, the company incorporates risk-adjusted return review into the annual performance assessment of branches, and employs a strict accountability mechanism. Taking violation as an example, it will add internal administrative penalties and economic punishments on top of those imposed by the regulator.

For its efforts, CPIC Property was awarded the Comprehensive Strength Winning Prize and the Annual Risk Management Innovation-driven Award at the Third Deloitte China Risk Intelligence Awards this year.

### SPONSOR'S PROFILE

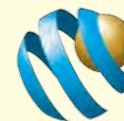
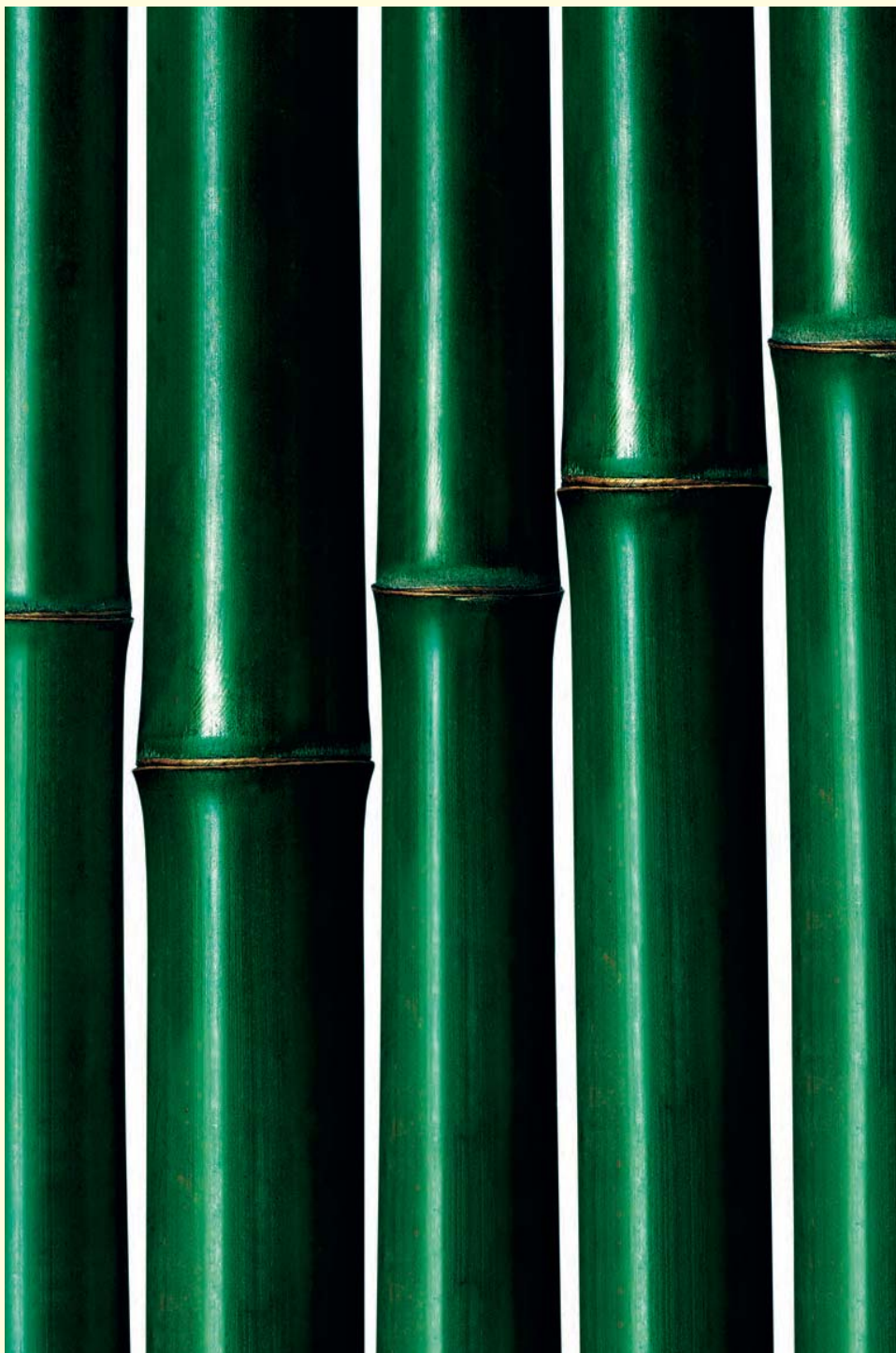


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## Broker of the Year

# Unison Insurance Broking Services

*A pioneer in insurance broking in India, Unison has grown in strength over the years, crediting its success to its unwavering focus on the customer.*

**U**nison Insurance Broking Services was established in 1998 in Baroda, India. It was a pioneer in broking services then, launched way before the insurance broking concept was introduced into the Indian market. Today, Unison operates nine offices across India, staffed with over 175 qualified and experienced executives, some of whom have industry experience ranging from 20 to 45 years.

Unison has differentiated itself with niche expertise in areas such as ports, renewable energy, mega risks and sports, leisure and entertainment. It is the only broker in India with expertise and experience in handling property damage and business interruption claims for port operations, and is an industry leader in providing a comprehensive insurance solution for the renewable energy business. Unison is also the first Indian broker to develop a tailor-made warranty cover for wind turbine manufacturers.

Known for product innovation, Unison is constantly looking for new and better ways to protect clients' interests. It recently designed a unique programme for a client in serious financial difficulties, keeping in mind their risk exposure and budget. Unison has also developed a marine cargo policy for coal importers, bearing in mind the uncovered risk exposure under a marine 'all-risk' policy.

Unison offers value-added services including risk inspection, identification and minimisation, as well as strategic risk review and action for business continuity planning. It sought the ISO 9000:2000 certification even though it was not required by the regulator, in order to boost

clients' confidence and streamline its internal processes for better delivery of service. Unison is also the first Indian broker to introduce Standard Operating Procedures (SOP) with well-defined servicing parameters.

Unison focusses more on customers than competitors, and on building good customer relationships and getting client feedback. Its services are subject to half-yearly client assessment, and staff appraisals and salary increments are directly linked to customer appraisal, guided by a Henry Ford saying that "it is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages."

Unison also prides itself in taking a hands-on approach to claims. In 2012-13, it serviced over 6,850 claims.

To maintain professionalism in business, Unison signs a Non-disclosure Agreement (NDA) with each customer confirming that it will maintain strict confidentiality of all data. And to maintain transparency, it sends a Request for Quote (RFQ) to each insurer giving a detailed risk profile and claim history; all correspondence is simultaneously shared with the client.

Unison has achieved consistent growth of more than 28% in last five years, higher than the industry's growth. Today, it has more than 600 corporate clients and a 98% client retention. It believes that its growth has come from its focus on clients and teamwork.

Unison's continuing endeavour is to remain at the forefront and be the best and preferred insurance broker.

### SPONSOR'S PROFILE



## TOKIO MARINE

**T**okio Marine Asia Pte. Ltd. is an established regional headquarters and an intermediate holding company of Tokio Marine Group and a sister company of Tokio Marine and Nichido Fire Insurance Co. Ltd. (Japan). We oversee 16 group companies within Asia-Pacific – in Singapore, Malaysia, Indonesia, Thailand, Hong Kong, Philippines, Taiwan, Vietnam, India and Australia. This includes 10 General Insurance companies, 5 Life Insurance companies and 1 Reinsurance Takaful company, employing over 6000 employees across the region.

Tokio Marine Asia has a vision to become one of the top-tier insurance groups in Asia-Pacific with "Sustainable and Profitable Growth". Our role is to maintain the consistent growth of Tokio Marine Non-Life and Life Insurance operations within the region by providing management and technical support to new business activities, as well as the development and enhancement of products and services. By doing so, we aim to increase the corporate value of our group, and sustain the delivery of high quality services to our customers.

In its commitment to expand the insurance business in the region, Tokio Marine Asia continues being the exclusive sponsor in its 11th consecutive year running for the "Broker of the Year" category at the 2013 Asia Insurance Industry Awards.

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## Reinsurance Broker of the Year

### Aon Benfield

*Aon Benfield's leadership in business placed, innovation and talent development, as well as its initiatives to improve operational efficiency, have helped it secure the Reinsurance Broker of the Year award.*

Following the major catastrophes that hit Asia in 2011, Aon Benfield responded to its clients' needs for cost-effective reinsurance capacity by introducing new markets and innovative solutions to the region. This included an earthquake derivative for a major Japanese corporation that provides rapid compensation for business interruption losses triggered by a major earthquake. Aside from delivering specialist capacity not available in the conventional reinsurance market, this solution also provides a quick payout based on an objective parameter, thus solving the problem of potentially lengthy and complicated loss adjustments inherent in traditional indemnity cover.

Meanwhile, Aon Benfield's claims teams assisted Asian clients in recovering the largest and most complicated claims ever to have affected their markets. Their contributions were recognised in the new business generated in 2012/13 from major clients. At the same time, the company's Rating Agency Advisory team helped clients avoid rating downgrades and the concomitant danger of loss of confidence and business collapse following major catastrophe losses, by providing valuable advice on ratings management and implementing enhanced Enterprise Risk Management frameworks.

In the past year, Aon Benfield's investment in catastrophe risk management and model development has helped to address the problem of unmodelled and poorly modelled perils across Asia. The highlight of this investment was the launch of its Impact Forecasting Thailand Flood model in 2012, a fully probabilistic nationwide model for Thailand involving pioneering research into the vulnerability of

Asian industrial and commercial risks, using an approach combining engineering judgement, international experience and Aon Benfield's access to market-wide data on the claims arising from the 2011 floods.

Aon Benfield is committed to leading the industry in its talent development programme. In the past year, it hired more than 20 graduates and young, high-potential individuals in its Asia operations and provided them with an intensive professional training and secondment programme. It also conducts an internship programme in Sydney to develop actuaries and catastrophe modellers for its Asian operations, and recently launched a new annual scholarship in conjunction with AIR.

As competition continues to put pressure on margins, operational efficiency is becoming more and more critical for re/insurers. Responding to this issue, Aon Benfield is the first reinsurance intermediary in the region to initiate electronic business-to-business accounting for premiums and claims based on ACORD standards, thereby helping to reduce administrative costs and improve accuracy.

In 2012, Aon Benfield's organic revenue growth in Asia exceeded 25%, driven by strong double-digit growth across all its Asia operations. In treaty, net new business won was positive for the third consecutive year, with retention rates of 95% or higher. Operating income in Asia doubled, reflecting strong operating performance despite an increased investment spend in 2012. This performance reflects Aon Benfield's value proposition for clients – strengthening operational performance and reducing volatility through unmatched data, analytics and advisory capabilities.

#### SPONSOR'S PROFILE



The Toa Reinsurance Company, Limited (Toa Re) has been experiencing steady growth since its establishment in 1940, with its history over 70 years in Japan.

With the insurance market evolving and customers' needs expanding, Toa Re has been providing diverse lines of both life and non-life reinsurance products to its clients over the world as Japan's primary professional reinsurer.

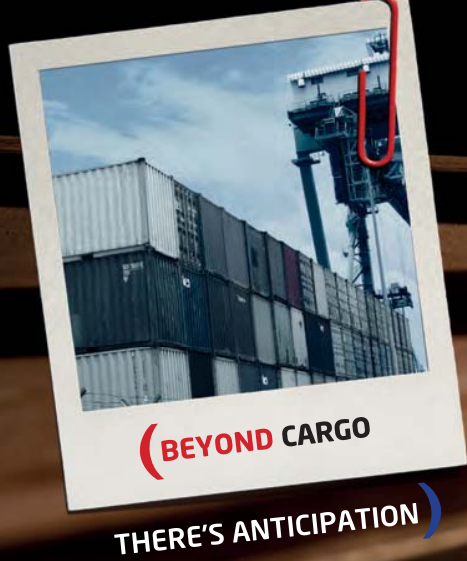
Toa Re has successfully developed business, and maintained a strong market position in Asian regions through three branches in Singapore, Kuala Lumpur and Hong Kong and through a representative office in Taipei. During the years of the engagement in Asia, Toa Re has been strengthening the relationship with its clients by overcoming many hardships.

Having built its overseas network including subsidiaries in USA and Switzerland, the whole Toa Re group, with its head office in Tokyo playing a central role, has been contributing to the insurance and reinsurance markets over the world.

In acknowledgment of its outstanding financial profile, Toa Re has been assigned credit ratings of 'A+', 'A+(Superior)' by Standard & Poor's, AM Best respectively, which enables Toa Re to be a long-term and stable provider of quality reinsurance products and services.

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## General Reinsurer of the Year

### Swiss Re

*Sharing knowledge from recent catastrophes and helping clients to create innovative products have set Swiss Re apart as General Reinsurer of the Year.*

Swiss Re was named General Reinsurer of the Year at last year's Asia Insurance Industry Awards for demonstrating industry leadership and commitment to clients in a year of unprecedented catastrophes. This year, Swiss Re led the way in sharing knowledge and insights taken from these events, helping clients to create innovative products, enhancing Nat CAT tools and claims management, and partnering with governments for pre-disaster financing.

Among Swiss Re's Nat CAT innovations is a parametric earthquake solution developed jointly with a major Japanese insurer for Japan, combining reinsurance and derivative products in one contract. Swiss Re also pioneered a probabilistic tsunami model for Japan, enabling the quantitative assessment of tsunami risks.

Swiss Re is the first reinsurer to have a dedicated team in Asia to help governments absorb the financial consequences of catastrophic events and make communities more resilient. Five Pacific Island countries now receive protection against earthquake, tsunami and tropical cyclone risks from Swiss Re and other insurers through the Pacific Catastrophe Risk Insurance Pilot arranged by the World Bank and supported by the Japanese government.

In China, Swiss Re was the first foreign reinsurer to sign an agricultural reinsurance MOU with the government. In Vietnam, it partnered with the government on a pilot scheme to insure farmers against the risks of natural disasters, epidemics and disease.

Demonstrating its leadership on claims, Swiss Re proactively advised clients on claims after the floods in

Thailand, and designed a solution for adjusting contingent business interruption claims. It also paid claims in excess of US\$1.1 billion in 2012 to nat CAT-affected communities in Queensland, Australia and Christchurch, New Zealand.

Swiss Re also has a team in Asia dedicated to understanding the changing capital and regulatory landscape and developing solutions to support clients through these changes. These include Flexi Motor Quota Share, enabling clients to optimise their reinsurance cessions over the contract period in response to their developing business and capital needs; and retrospective reinsurance solutions, enabling clients to free up capital tied up in prior years' business to fund new business growth under tighter capital standards.

Swiss Re is also taking corporate social responsibility seriously. It launched the Swiss Re Foundation to coordinate global philanthropic efforts, concentrating on nat CATs, climate change, food security and water. It partnered with Save the Children in China to increase risk awareness and preparedness among children in CAT-prone Sichuan province, and with the Swiss Disaster Dog Association to support communities in Japan with post-disaster rescue teams.

In 2012, Swiss Re delivered net income of US\$4.2 billion, driven by strong profitability in P&C reinsurance and an improved combined ratio of 80.7%. Asia's contribution to the Group's P&C net premiums grew to a historic high of 28%.

For its efforts, Swiss Re has been rewarded once again as the General Reinsurer of the Year.

#### SPONSOR'S PROFILE



MSIG, having been Asia's leading established provider for general insurance needs for more than 100 years, is a part of Mitsui Sumitomo Insurance Company, Limited within the MS&AD Insurance Group which is one of the largest general insurance groups in the world and was awarded with the 2011 General Insurance Company of the Year by Asia Insurance Review.

Today MSIG is one of the few foreign-based general insurers to have representation in every ASEAN country, a testament to its strength and reach. With its wealth of experience and commitment to Asia, MSIG is confident to be a trusted insurance partner throughout the Asian region.

Leveraging on the multi-channel distribution, strong partnerships with intermediaries and extensive geographical network, MSIG offers a wide range of insurance solutions across personal and commercial lines. MSIG embodies the "Going Above and Beyond spirit because the company believes in the meaningful purpose of general insurance – that serves to protect people's interest and what they value. Thus, MSIG builds and nurtures enduring relationships, forging close partnerships, through good times and bad times.

Combining global and local best practices, MSIG's 3,750 employees across the region go above and beyond to add value to the business and lifestyle of its customers and inspire confidence in them.

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## Life Reinsurer of the Year

### Swiss Re

Swiss Re has been recognised as the Life Reinsurer of the Year for its excellence in delivering client-focussed solutions in Asia.

Swiss Re has always been recognised for its worldwide technical excellence. However, changing market conditions made this reinsurance giant realise that it, too, had to change fast.

In 2012, Swiss Re launched a more client-focussed approach to its business. It established a dedicated Life & Health Client Management function providing dedicated client managers, supplemented by specialist solution groups, and offered Asia-focussed research expertise.

Swiss Re's Protection Gap study has also evolved to better reflect the shift in reinsurance from mortality to morbidity risk. In the latest ReThink Health campaign, it focused on the changing fundamentals of healthcare - rapidly shifting social dynamics, an ageing population, escalating health costs and changes in state-funded healthcare provision in Asia.

Examples from the past year of Swiss Re delivering client value include:

- **ReThinking Product and Distribution**

Swiss Re successfully helped LINA Korea, a CIGNA International company and one of South Korea's best-known life and health direct marketing insurers, to develop and launch the first simplified product of its kind. The product uses a simplified underwriting process and even adjusts the communication tone to a more mature audience. Sales were five times initial expectations.

- **ReThinking Health**

Swiss Re launched a campaign to help the industry rethink its health insurance offering and develop innovative solutions, especially in the pre- and post-retirement segments.

After publishing *Health Protection Gap: Asia-Pacific 2012*, a report comparing the health and medical landscape across 13 Asia-Pacific markets, Swiss Re conducted an

in-depth survey of consumers' attitudes and behaviour towards healthcare and insurance products. The resulting study, *Spotlight on Consumer Health: Healthcare Funding in Retirement - Planning for the Golden Years*, was the first to compare how Asian consumers expect to fund their healthcare costs in retirement.

Swiss Re also focussed on key healthcare markets. In collaboration with the Boston Consulting Group, it published *From Silver to Gold: How Insurers Can Capitalize on Aging in China* to examine the challenges posed to China's national social security system by its ageing population.

- **Partnerships with insurers and pharmaceutical companies in China**

Swiss Re worked closely with China Pacific Life Insurance Co (CPIC Life) and pharmaceutical company Roche to jointly introduce a cancer insurance product to Chinese customers.

Unlike traditional insurance products, which tend to pay a lump sum after diagnosis, the product provides consumers with guaranteed access to drugs and treatment from Roche, according to treatment needs.

Swiss Re's efforts in innovation and collaboration have been recognised by clients. It was ranked top in its own annual Net Promoter Score (NPS) Survey and Flaspohler Survey in 2010 and 2012, and saw a 200% improvement in the NPS from 2010-2012. According to NMG's Business Capability Index (BCI) in 2012, Swiss Re improved by 14.1% against a market average increase of 9.4% over the same time period.

Backed by 150 years of serving clients and markets around the world, Swiss Re looks forward to another 150 years of doing the same.

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## Corporate Social Responsibility Award

### Dai-ichi Life Vietnam

*One of the leading life insurers in Vietnam, Dai-ichi Life Vietnam (DLVN) is now recognised as one of the major contributors to local communities by helping to provide clean drinking water to students in the country's rural areas.*

Established in 2007, DLVN is one of the top four life insurance companies in Vietnam. With its vision of "Thinking People First", striving to be a good corporate citizen has become a part of DLVN's culture.

In 2012, DLVN initiated "For A Better Life", a community project providing clean drinking water to pupils in the rural areas of Vietnam. According to an official survey in 2008, as many as 50% of rural schools in Vietnam lack access to clean drinking water; 5% use water from rivers, lakes, or ponds; and more than 52% have no drinking water for pupils during the day. With this in mind, DLVN donated VND1 billion (US\$50,000) to install UV water filtration systems in 24 rural schools. This has provided approximately 18,000 pupils at schools in remote areas in 10 Vietnamese provinces with access to clean drinking water. This has provided access to clean drinking water to approximately 18,000 pupils at schools in remote areas in 10 Vietnamese provinces.

The project was carried out from October 2011 to November 2012. To ensure the sustainable and optimum benefits of the project, DLVN carefully screened non-profit organisations before choosing East Meets West Foundation (EMW) as its partner. DLVN worked closely with EMW throughout the whole process, from conducting site surveys, assessing the needs in the disadvantaged areas and choosing suitable equipment at the most reasonable price to supervising the installation and maintenance of equipment.

More than 250 DLVN staff and financial consultants participated in the programme by educating the pupils on the importance of clean water, personal hygiene and water conservation. The project also involved EMW, the school management board and the local authorities in installing and operating the filtration systems on time.

"For A Better Life" demonstrated DLVN's commitment to providing sustainable development solutions for the local community. The project has not only provided better learning conditions for rural pupils, but has also helped raise the community's awareness of the importance of clean water.

Ms Minh Chau Nguyen, Country Director of EMW Foundation, said: "Thanks to DLVN, we at EMW have been able to respond to the needs for clean drinking water in rural schools in the country. This project marks another instance of our fruitful collaboration with DLVN and demonstrates our shared dedication to removing obstacles to education in disadvantaged communities. We highly appreciate the support of DLVN and look forward to working together on another project in the future."

Mr Mai Quy Son, principal of a secondary school in Dong Hung town, Thai Binh province, said: "The management board, the teachers, the pupils at our school really appreciate the special care of DLVN. The clean water system has brought great joy and happiness – not only to all of us, but also to the other 23 schools which benefit from the project."

#### SPONSOR'S PROFILE

Swiss Re



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The Swiss Re Group is a leading wholesale provider of reinsurance, insurance and other insurance-based forms of risk transfer. Dealing direct and working through brokers, its global client base consists of insurance companies, mid-to-large-sized corporations and public sector clients. From standard products to tailor-made coverage across all lines of business, Swiss Re deploys its capital strength, expertise and innovation power to enable the risk taking upon which enterprise and progress in society depend. Founded in Zurich, Switzerland, in 1863, Swiss Re serves clients through a network of over 60 offices globally and is rated "AA-" by Standard & Poor's, "A1" by Moody's and "A+" by A.M. Best. Swiss Re reports strong net income of USD 4.2 billion for the full-year 2012 and celebrates its 150 Year Anniversary in 2013.

Swiss Re began operations in Asia-Pacific in 1956 and has offices in Sydney, Beijing, Shanghai, Hong Kong, Tokyo, Seoul, Singapore, Kuala Lumpur, Mumbai and Bangalore, where it operates a global business processing office. Swiss Re has established a dedicated Retakaful branch in Malaysia offering solutions to Takaful operators worldwide. Additionally, Swiss Re is in a strategic partnership with Vina Re, Vietnam's leading reinsurance provider. Swiss Re was among the first foreign reinsurers to enter China after the country joined the WTO.

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## Corporate Social Responsibility Award (continued)

### Muang Thai Life Assurance

*Muang Thai Life Assurance Public Company Limited's (MTL's) work at Ban Khlong Katha is a continuation of its policy of promoting sustainable projects and helping communities become self-reliant.*

**M**TL has managed its business with integrity and honesty, adhering to good corporate governance practices. This has helped it to maintain its ranking as one of the top-three life insurers in Thailand.

MTL adopts a policy of promoting sustainable projects and helping communities become self-reliant. For over 20 years, MTL has carried out corporate social responsibility activities, particularly those relating to enhancing social and educational quality. MTL recognises the importance of the well-being of people, especially the grassroots, by continuously imparting knowledge and helping them generate extra income. To date, the company has helped over 30 communities to become sustainable.

Among these communities was Ban Khlong Katha in Chanthaburi Province. MTL undertook a THB500,000 (US\$16,000) project for the community, a volunteer camp which saw MTL's volunteer staff working together with various volunteer groups from 26 February to 3 June 2012.

At the start of the project, MTL mobilised manpower from the camp and community to help renovate the Community's welfare centre. The building is used for the occupational development and training of the local community, as well as gathering locally-produced goods from the village and sub-district. Such goods include liquid bio-fertilizer, liquid bio-compost, wood vinegar and quality rubber sheets. The building is also used for children and youth activities. The volunteers helped improve the Centre's building and constructed weirs for the village's tap water system and restrooms for the handicapped.

In addition, MTL arranged for lecturers to impart their

knowledge on methods to increase product value. As a result, the community began moving from low income-generating household products to products comprising vegetable cultivation, mushroom cultivation, food processing, cricket breeding, barbed wire, and basketry. These products not only generated income, they also created a self-sufficient community.

MTL also provided knowledge on developing village and community funds. It formed a housewives' savings group, gave advice, and initiated a pilot project to instill the importance of savings. MTL even dispatched a lecturer to educate the community on the importance of financial security and benefits of life insurance.

Another highlight of the project was the establishment of the Ban Khlong Katha ICT Learning Centre to impart ICT skills to village children and youth. The ICT Centre is the pride and joy of the Khlong Katha community as it was built with support from the Mae Khong Phandin (Mother of the Nation) Fund, which combines public welfare funds for community activities.

As a result of MTL's efforts, Ban Khlong Katha has become strong, secure, sustainable, and a role model for others. The cooperation and harmony within the community has seen it receiving a Royal award recognising its success in developing as a self-sufficient village.

MTL will continue to foster development and create valuable benefits to Thai society so that the nation and its people will be secure and strong.





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## Technology Initiative of the Year

### MetLife Asia Pacific Limited

*MetLife's Mobile Ubiquitous Life Insurance Access Network (MULAN) has provided customers with 24/7 real-time self-servicing through mobile devices and earned it the Technology Initiative of the Year award.*

Mobile devices are rapidly becoming a primary medium of access across both mature and emerging markets. To maintain and grow market share in an increasingly competitive market, insurers like MetLife are increasingly providing the mobile options sought by customers.

MetLife identified mobility as one of its key strategic IT themes to capitalise on the proliferation of smart devices in Asia. The strategy seeks to connect MetLife to its partners, agents and customers in a faster and more personalised way.

As part of the strategy, the company launched its Mobile Office System (MOS), an operating system-agnostic mobile application that provides full-scale, end-to-end sales resources to multiple distribution channels in real time. MOS won the Best Mobile Application Award by the Asia Insurance Technology Awards in 2012 and earlier this year, the Model Insurer Asia for Agent Portal from Celent.

Leveraging the same platform, MetLife launched MULAN, a similar operating system-agnostic application providing consumers with 24/7 real-time self-service through mobile devices. MULAN was developed to provide a mobile solution that would make it easy for customers to do business with MetLife as it offers:

- Increased flexibility: a 24/7 channel which is always turned on and available on any mobile device;
- Simplicity and ease of use: comprehensive capabilities that meet the insurance service needs of customers – product information, enquiries, changes in personal information and policy alerts can all be accessed through MULAN;
- Differentiated service: customers now have the ability to perform financial endorsements such as policy loans, renewals, fund switching, withdrawal and payment, all

at their fingertips; and

- Enhanced personalisation: customers are now able to get quotes, apply online for products and services, and 'click to call' if they require further assistance, as well as personalised notifications on policy updates and alerts.

MULAN was launched in Korea in January 2013, proving highly popular with more than 30,000 downloads and 6,000 transactions every month – the equivalent of the effort of six call centre representatives. MetLife is planning to roll out this initiative to the rest of its operations in Asia.

MULAN has also added value to MetLife's business in the following ways:

- Customer satisfaction: meeting the needs of customers seeking high quality, anytime and anywhere access to MetLife's services;
- Efficiency gain: increase in self-service utilisation has resulted in margin improvement, achieved through cost avoidance of customer service at branches or call centres;
- Enhanced branding: MetLife is now recognised as a technologically advanced company;
- Increased reach: MetLife now appeals to a new generation of mobile-savvy customers;
- Improved retention: MULAN has helped retain and increase MetLife's market share by contacting customers before their policy renewal dates and allowing for easy renewal through their mobile devices; and
- Increased margin: MULAN provides the ability to send push or personalised messages to cross or up sell to customers.

The comprehensive functionality provided by MULAN has been a winning factor for MetLife, highly appreciated by customers and creating real business benefits.

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ACORD (Association for Cooperative Operations Research and Development) is a global, nonprofit standards development organization serving the insurance industry and related financial services industries. ACORD's mission is to facilitate the development of open consensus data standards and standard forms. ACORD members include hundreds of insurance and reinsurance companies, agents and brokers, software providers, and industry associations worldwide. ACORD works with these organizations towards a goal of improved data communication across diverse platforms through implementation of standards. ACORD maintains offices in New York and London.

ACORD is a member-driven organization whose members work together to improve the flow of insurance information between systems and partners. ACORD Standards and services improve data quality and transparency, resulting in greater efficiency and expanded market reach.

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## This year, we've achieved new levels of excellence. Next year, let's aim even higher.

We wish the very best of luck to the finalists in all 14 categories of the **17<sup>th</sup> annual Asia Insurance Industry Awards** – you have inspired us to reach new heights in the year ahead.

**ReMark** is proud to be a sponsor of tonight's event and this year's **Personality of the Year Award**. As leaders in alternative distribution marketing with proven results across Asia, we're here to celebrate the success of all our industry colleagues. Afterwards, we'd be delighted to talk with you about another way to reach new heights. **Partnering with us.**

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## Personality of the Year Award

### **Mrs Evelina Fadil Pietruschka** President Commissioner of WanaArtha Life Secretary General, Asean Insurance Council



*Mrs Evelina F Pietruschka has earned high regard in the Indonesian life insurance industry for her leadership in business and introducing higher standards and training requirements for agents. Outside her home country, she has beefed up the Asean Insurance Council's activities, getting training institutes in the individual markets to work more actively together.*

**A** well-known industry figure, Mrs Evelina F. Pietruschka has contributed her ideas and leadership towards several working programmes for Indonesia's life insurance industry. Indonesia's National Insurance Day, celebrated on 18 October every year, introducing a standard of good corporate governance for insurers and successfully lobbying the government for tax incentives for life agents are the results of just some of her efforts.

Under her leadership as President Commissioner, WanaArtha Life was transformed from a captive provider of group life insurance to introducing various other life products and being recognised by various publications as Indonesia's Best Life Insurance Company.

Mrs Pietruschka was Vice Chairperson of the Indonesia Life Insurance Association (AAJI) from 2002 to 2005. She was later appointed to chair the Association from 2005 to 2008, and re-elected to the same position for 2008-2010.

Under her leadership, AAJI has been recognised as a catalyst for the growth of Indonesia domestic life insurance sector in Indonesia. The Association has improved the professionalism of insurance agents, making it a promising career by introducing the appropriate certifications, licensing all bank staff selling life insurance, and building training and education platforms.

Mrs Pietruschka's ideas and efforts have also helped AAJI become a quasi-regulator, with a formal mandate

from the Ministry of Finance to regulate various important matters. AAJI now has the power to regulate and maintain a standard operating procedure among life insurers and promote a sales code of ethics, helping the industry gradually develop into a professional and trustworthy institution, as well as gather respect and trust from stakeholders, the government and the public. Every life insurance company operating in Indonesia must be registered as a member of AAJI.

In Asean, Mrs Pietruschka was instrumental in setting up the education working group and getting the training institutes in individual markets to work more actively together to meet the needs of the region. As Secretary General of the Asean Insurance Council (AIC), she has beefed up the Council's activities and reintroduced bi-annual meetings to make the AIC more active. She has in mind several initiatives for AIC and in September this year, the first AIC Permanent Secretariat was launched, heralding greater tidings for Asean.

Mrs Pietruschka believes that success belongs to those who believe in their dreams, and it can be achieved through courage in taking risks. If someone wants to succeed more than others, they have to take a risk. This is the true "entrepreneurial spirit", according to Mrs Pietruschka. She also believes strongly in the motto: "Don't ask what your country can do for you but ask what you can do for your country".

#### SPONSOR'S PROFILE

### ReMark

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## Lifetime Achievement Award

### Mr Hwang Soo Jin Emeritus Chairman, Singapore Re

*A long-serving industry veteran, Mr Hwang Soo Jin has helped to shape Singapore's insurance sector through the country's nation-building years and beyond.*



One of the first Chartered Insurers in Singapore, Mr Hwang Soo Jin, an honoured Justice of Peace, several times President of the General Insurance Association (GIA) and a former Deputy Speaker of Parliament, is a long-serving veteran of the insurance industry. Having started his career with Commercial Union in both London and Singapore, he then moved on to be the founding Managing Director of United Overseas Insurance (UOI) and founding Director and later, Chairman of Singapore Re. He helmed Singapore Re for 23 years, during which the shareholders' fund grew more than 14 fold to S\$201 million (US\$161 million) from S\$14 million, while total assets rose almost six times to S\$513 million from S\$86 million.

Mr Hwang was instrumental in getting UOI and Singapore Re to be publicly listed. Till today, the two companies remain the only insurance companies which have made it to the main board of SGX after Singapore's independence.

Mr Hwang belongs to that rare breed of gentlemen who live and breathe insurance with passion and pride along with compassion, having participated actively in the transition of the industry he helped shape through Singapore's nation-building years.

Mr Hwang was closely associated with the development of the GIA into a highly professional body. In the early days of the country's independence, it was a time of tremendous environmental changes under an enlightened political leadership. He rallied the industry players to gear up in meeting the challenge of dynamic changes in the marketplace, so that the industry would remain competent and relevant professionally. Towards that end, he brought about the termination of the age-old antiquated system of tariffs in Fire, Motor and Workmen's Compensation insurance premium rates, thereby restoring free competition in the business. To put a stop to the rampant and excessive commission pay-out to intermediaries, he took steps to cap agency commission rates on the statutory classes of business, such as Motor and Workmen's Compensation insurance. These are but a few examples of the many changes initiated by him during his tenure at GIA.

In his leadership of the GIA, Mr Hwang was consultative but decisive. As a man with a vision, he was pro-active in getting GIA to shoulder its wider social responsibility and reach out to society, such as by lending a hand in the setting up the National Fire Prevention Council (NFPC), National Crime Prevention Council, and Road Safety Community Park, as well as by sponsoring the earliest TV series of the "Crime Watch" Programmes. He was the force behind the Nanyang Technological University-GIA mentoring programme in the 1990s, providing for greater interaction between insurance students and practitioners.

Mr Hwang was the one and only de facto Insurance Ombudsman for his entire 15-year chairmanship of the Insurance Ombudsman Bureau (IOB), set up to assist sole proprietors or individual policyholders in disputes arising from their personal insurance. A total of 300 cases were successfully processed by the IOB during its entire existence until it was subsumed under the Financial Industry Disputes Resolution Centre (FIDReC). His secret of success as Ombudsman was to ensure fairness in judgement by striking a balance between boosting the image and professional development of the insurance industry without being an overt consumer protectionist or an all-out insurance company defender.

Mr Hwang has also done his regional duties, having served as Chairman of the Asean Insurance Council and later as Advisor. Being a firm believer in international dialogue, he first mooted the idea of a high-level international meeting of insurance/ reinsurance leaders in Singapore. This subsequently materialised into the Singapore International Reinsurance Conference. As soon as China opened its doors, he initiated an annual rendezvous of China's insurance professionals and foreign insurers to be held in China. The event has gone on successfully for more than a decade.

Outside the industry, Mr Hwang has been active in supporting meaningful social and charitable causes, his favourite being the Asian Civilizations Museum. He was a member of the first board and later, an advisor. He remains a major donor on record.

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## Lifetime Achievement Award (continued)

### Mr Charles C T Wang Chairman, Zurich Insurance (Taiwan)

*Mr Charles Wang has played a key role in nurturing Taiwan's insurance industry, from its infancy to its current position as a key player in the global marketplace.*



Born in 1930 in China, Mr Wang graduated from the National Taiwan University in 1952. He began his insurance career while pursuing further studies at the University of Maryland's Taiwan division.

During his tenure at Taiwan Fire and Marine Insurance Company (1955-1968), Central Reinsurance Corporation (1968-1976) and Chung Kuo Insurance Company (1976-1982), Mr Wang made significant contributions to insurance institutions in Taiwan. In particular, his efforts led to the establishment of the first risk management and loss control services that were available to major government-owned businesses. These initiatives played a key role in nation building and economic growth in the 1960s and 1970s.

While serving at Taiwan Fire & Marine Insurance, Mr Wang revised existing auto policy forms by referring to those in the US and UK. With the support of the communications authority, Mr Wang drafted regulations governing compulsory auto liability insurance, which were subsequently passed as law in 1998.

Mr Wang was also involved in revising Taiwan's insurance law and its related regulations, and helped to draft the Act governing the establishment and operation of the national reinsurer, Central Re. In addition, while heading Central Re's Audit and Examination, Mr Wang was authorised by the supervisory authority to audit and examine insurers operating in Taiwan. He was the first to formulate examination procedures and initiate uniform reporting forms for the supervisory authority.

With the guidance and support of the Taiwan supervisory authority, Mr Wang founded the Insurance Institute of the Republic of China in 1985 (renamed Taiwan Insurance Institute in 2004) and served as its first president. The Institute has provided a platform for training, research and development for the local insurance industry, and served as an information agency for the authority and consumers.

Together with other insurance executives, Mr Wang founded the Insurance Society of the Republic of China in 1965. Since then, Taiwan has been represented every year in the International Insurance Society (IIS) and in other international conferences. In 2005, Mr Wang was appointed as a member of the board of directors and an ambassador of the IIS.

When dialogue across the Taiwan Strait opened in 1987, Mr Wang sought ways for insurance professionals from Taiwan and mainland China to interact. This culminated in a milestone trip in 1992 when 20 delegates from Taiwan travelled to Beijing for the first time since 1949. Since then, insurance professionals and academics from the mainland, Taiwan, Hong Kong and Macau have met regularly every year.

Mr Wang has also been involved in the regional insurance industry. He was appointed President of the 16th EAIC Conference in 1992, and has been a long-standing EAIC Board Member.

Along with other insurance executives, Mr Wang founded the Taipei Underwriters Club in 1982, now known as the Non-Life Underwriters Society of the Republic of China, and served as its Chairman from 1987 to 1989. He also helped establish consistent standards and licensing practices for underwriters and claims adjusters.

Mr Wang founded the first Department of Insurance in Taiwan at Tamkang University and served as Chairman from 1974 to 1984. He also served as an Adjunct Professor at the Graduate School of Insurance at Feng Chia University from 1966 to 1994.

As President and CEO of Zurich Insurance Taiwan (1988-1998), Mr Wang's knowledge of modern management techniques as well as local market knowledge helped the company to flourish. After his retirement, he was elected as Chairman of the board in 2005 and continues to serve in that capacity.





Life Insurance Company of the Year	★ AIA Group
	★ Fubon Life Insurance Co Ltd
	★ Great Eastern Life Assurance Co Ltd
General Insurance Company of the Year	★ AIG Asia Pacific Insurance Pte Ltd
	★ Cathay Century Insurance
	★ HDFC ERGO General Insurance Company Limited
	★ MSIG Holdings (Asia) Pte Ltd
Educational Service Provider of the Year	★ The Australian and New Zealand Institute of Insurance and Finance
	★ The Malaysian Insurance Institute
	★ The Non-Life Insurance Institute of Japan
Innovation of the Year	★ AIA Singapore Private Limited
	★ AIG Insurance Hong Kong Limited
	★ Aon Benfield
Service Provider of the Year	★ BELFOR (Asia) Pte Ltd
	★ Cunningham Lindsey Thailand
	★ MSH China
Risk Manager of the Year	★ China Pacific Property Insurance Co Ltd
	★ Dr Sutee Mokkhavesa (Muang Thai Life Assurance)
	★ Raymond Cheung Wai Man (AIG Asia Pacific Insurance)
Broker of the Year	★ Howden Insurance Brokers (S) Pte Limited
	★ JLT Asia
	★ Unison Insurance Broking Services Pvt Ltd





Reinsurance Broker of the Year	★ Aon Benfield
	★ Guy Carpenter
	★ Interlink Insurance & Reinsurance Brokers Pvt Ltd
General Reinsurer of the Year	★ Munich Re
	★ SCOR
	★ Swiss Reinsurance Company Ltd
Life Reinsurer of the Year	★ RGA Reinsurance Company
	★ SCOR Global Life
	★ Swiss Reinsurance Co Ltd
Corporate Social Responsibility Award	★ Catlin Group Limited
	★ Dai-ichi Life Insurance Company of Vietnam Ltd
	★ Muang Thai Life Assurance Public Company Limited
Technology Initiative of the Year	★ Apollo Munich Health Insurance
	★ MetLife Asia Pacific Limited
	★ Shin Kong Financial Holdings
Personality of the Year Award	★ Evelina Fadil Pietruschka (PT Asuransi Jiwa Adisarana Wannartha)
	★ G Srinivasan (New India Assurance Co Ltd)
	★ Stuart Fraser (Ageas Insurance Co (Asia) Ltd)





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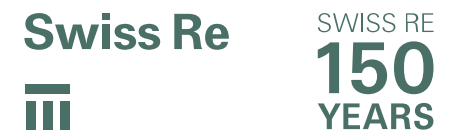
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# 17<sup>th</sup> Asia Insurance Industry Awards ★ 2013 ★

## Roll of Honour

Life Insurance Company of the Year	★ Great Eastern Life Assurance Co Ltd, Singapore
General Insurance Company of the Year	★ Cathay Century Insurance Co Ltd, Taiwan
Educational Service Provider of the Year	★ Australian & New Zealand Institute of Insurance & Finance
Innovation of the Year	★ AIA Singapore Pte Ltd
Service Provider of the Year	★ MSH China
Risk Manager of the Year	★ China Pacific Property Insurance Co Ltd
Broker of the Year	★ Unison Insurance Broking Services Pvt Ltd
Reinsurance Broker of the Year	★ Aon Benfield
General Reinsurer of the Year	★ Swiss Reinsurance Company
Life Reinsurer of the Year	★ Swiss Reinsurance Company
Corporate Social Responsibility Award	★ Dai-ichi Life Insurance Company of Vietnam Ltd
	★ Muang Thai Life Assurance PCL
Technology Initiative of the Year	★ MetLife Asia Pacific Ltd
Personality of the Year Award	★ Mrs Evelina Fadil Pietruschka (PT Asuransi Jiwa Adisarana WanaArtha)
Lifetime Achievement Award	★ Mr Hwang Soo Jin
	★ Mr Charles C T Wang