13th Asia Conference on Bancassurance & Alternative Distribution Channels

23-24 May 2012, Sofitel Wanda Hotel, Beijing, China

Theme: “Getting the Best out of Bancassurance – Greater Efficiency and Optimum Returns”

Register online at www.asiainsurancereview.com/banc

Simultaneous Translation in Mandarin/English will be provided

Follow us on: Facebook, LinkedIn, Twitter

Register by 3 May 2012 for Early Bird Discounts!

Keynote Address

Bancassurance: Changes, Challenges & Projections – What Are the Growth Opportunities?

Ms Serap Gonulal, Senior Financial Sector Specialist, The World Bank

Organised by:

Lead Sponsor:

Media Partner:
Insurers are pushed to pursue multiple channels and streams of income. And Bancassurance is an obvious draw with a great deal of success in Asia.

- Yet are insurers getting the best out of their bancassurance deals to be a winner?
- How can insurers make Banks their true strategic partners?
- What are the key strategies to achieve the perfect marketing mix?

To answer these questions and offer strategic tips for success, Asia Insurance Review is organising its 13th Bancassurance Conference this year with the theme: “Getting the Best out of Bancassurance – Greater Efficiency and Optimum Returns”. It will bring together experts and leaders to share ideas and insights to take stock of developments to date with a view to sharpening implementation skills and keeping ahead of sophisticated distribution channels.

The two-day conference will cover the latest trends and developments in bancassurance and alternative distribution channels, product development and innovation, new technology and social media. It will look at successful strategies and structures for banks & insurers as well as provide tips on how to improve the ties and to get the maximum synergy to achieve optimal sustainable results.

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

Speakers include:

- **Na Jia**
  Chief Marketing Officer, ReMark International

- **Sujoy Ghosh**
  Head of Bancassurance, ING Insurance Asia/Pacific

- **Sean Gilday**
  Vice President, Business Development, Global Markets, RGA

- **Steve Kean**
  Director, Products, Distribution and Markets, Towers Watson

- **Wenli Yuan**
  Senior Analyst, Asia Research Group, Celent

- **Benjamin McDermott**
  Managing Director – Asia, ReMark Hong Kong Ltd

- **Eugene Mak**
  Managing Director, NATIXIS Asia Ltd

- **Sam Evans**
  Head of Insurance, Hong Kong, KPMG China

- **Anand Pejawar**
  Executive Director, Marketing, SBI Life Insurance Co Ltd

Key Topics

- The World of Alternative Distribution Beyond Bancassurance
- Strategic Drivers of the Bancassurance Market to Boost Profitability
- Different Bancassurance Models and Relationships – How Do We Forge A Winning Proposition?
- Emerging Insurance Technologies and A Close Look at Social Media
- Finding Synergies Between Banks and Insurers
  - How to establish a Sustainable & Win-Win Partnership?
  - Aligning Business Strategies

Panel Discussion on
Regional Experiences of Bancassurance – What Works in Which Market and the Critical Success Factors That Drive Bancassurance

Who Should Attend

- CEOs and Marketing Managers of Life and General Insurance Companies Interested in Bancassurance or Improving Their Distribution Channels Including Looking at New Alternative Channels
- Regional Heads of Bancassurance
- Banks & Banking Officials Dealing with Insurance Who are Looking for Strategic Partners for Bancassurance
- Insurers, Reinsurers, Brokers, Banks & Service Providers Around the Region, and Those Looking at Bancassurance Opportunities
- Reinsurers Keen to Provide Support to Their Clients in this Area
- Regulators Keen to Learn About Issues Concerned in the Overlap of Bancassurance Between Insurance and Banking
- IT Companies and Service Providers to the Insurance/Banking Fraternities
- Management Consultants, Lawyers, Financial Planners & Advisors, Direct Marketing Companies and Professionals Serving the Banking and Insurance Industries
# Programme

## Day One: Wednesday, 23 May 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>8.00 am</td>
<td>Registration &amp; Coffee</td>
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<tr>
<td>9.00 am</td>
<td>Opening Address by Chairman of Conference for Day One</td>
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<tr>
<td></td>
<td>Benjamin McDermott, Managing Director – Asia, ReMark Hong Kong Ltd</td>
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<tr>
<td>9.15 am</td>
<td>Keynote Address:</td>
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<tr>
<td></td>
<td>Bancassurance: Changes, Challenges &amp; Projections – What are the Growth Opportunities?</td>
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<tr>
<td></td>
<td>Serap Gonulal, Senior Financial Sector Specialist, The World Bank</td>
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<tr>
<td>9.45 am</td>
<td>Special Address:</td>
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<tr>
<td></td>
<td>The World of Alternative Distribution Beyond Bancassurance</td>
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<tr>
<td></td>
<td>Na Jia, Chief Marketing Officer, ReMark International</td>
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<tr>
<td>10.30 am</td>
<td>Tea Break</td>
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### Bancassurance Winning Strategies

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>11.00 am</td>
<td>Different Bancassurance Models and Relationships - How Do We Forge A Winning Proposition?</td>
</tr>
<tr>
<td></td>
<td>Sujoy Ghosh, Head of Bancassurance, ING Insurance Asia/Pacific</td>
</tr>
<tr>
<td>11.45 am</td>
<td>Thoughts on the Present and Future of Alternative Distribution Channel Development in China</td>
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<tr>
<td></td>
<td>Zheng Xiao Jiang, Assistant General Manager, E-business Department, Bank of China Insurance Company</td>
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<tr>
<td>12.30 pm</td>
<td>Lunch</td>
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### Innovation & Successful Structures

<table>
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<tbody>
<tr>
<td>2.00 pm</td>
<td>Product Development and Innovation: What Do Customers Want? What Do Distribution Staff Want? What Are the Popular Bancassurance Products?</td>
</tr>
<tr>
<td></td>
<td>Sean Gilday, Vice President, Global Business Development, RGA</td>
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<tr>
<td>2.45 pm</td>
<td>Bancassurance &amp; High Net Worth Individual</td>
</tr>
<tr>
<td></td>
<td>Steve Kean, Director, Products, Distribution and Markets, Towers Watson</td>
</tr>
<tr>
<td>3.30 pm</td>
<td>Tea Break</td>
</tr>
<tr>
<td>4.00 pm</td>
<td>Emerging Insurance Technologies and A Close Look at Social Media</td>
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<tr>
<td></td>
<td>Wenli Yuan, Senior Analyst, Global Financial Services, Celent</td>
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<tr>
<td>4.30 pm</td>
<td>Sustainable Bancassurance - How Reinsurance can help achieve enhanced Distribution</td>
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<td></td>
<td>Rod Shay, Head of Distribution Solutions, Asia, Swiss Re</td>
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<tr>
<td>5.00 pm</td>
<td>Cocktail Hosted by ReMark</td>
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<td>7.00 pm</td>
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## Day Two: Thursday, 24 May 2012

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9.00 am</td>
<td>Securing A Bright Future – China’s Insurance Sector and the Evolution of Bancassurance</td>
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<tr>
<td></td>
<td>Sam Evans, Head of Insurance, Hong Kong &amp; Mark Bain, Head of Insurance Consulting for China and Hong Kong, KPMG China</td>
</tr>
<tr>
<td>9.45 am</td>
<td>Lifetime Partners in Bancassurance - Mars &amp; Venus?</td>
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<tr>
<td></td>
<td>Alfred Cheung, Chief Actuary, BOC Group Life Assurance Company Limited</td>
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<tr>
<td>10.30 am</td>
<td>Tea Break</td>
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### Getting the Best Out of Bancassurance

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<td>Benjamin McDermott, Managing Director – Asia, ReMark Hong Kong Ltd</td>
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<tr>
<td>11.45 am</td>
<td>Investment Linked Products: What Funds to Invest in and What are Effective Fund Allocation Strategies?</td>
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<tr>
<td></td>
<td>Eugene Mak, Managing Director, NATIXIS Asia Limited</td>
</tr>
<tr>
<td>12.30 pm</td>
<td>Lunch</td>
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<tr>
<td>2.00 pm</td>
<td>Getting the Best Out of Bancassurance – Greater Efficiency and optimum Returns</td>
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<td>Anand Pejawar, Executive Director, Marketing, SBI Life Insurance Company Ltd</td>
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<td>Finding Synergies Between Banks and Insurers</td>
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<td>Alpesh Shah, Partner and Director, The Boston Consulting Group</td>
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<td>Panel Discussion on Regional Experiences of Bancassurance – What Works in Which Market and the Critical Success Factors That Drive Bancassurance</td>
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<td>Rod Shay, Head of Distribution Solutions, Asia, Swiss Re</td>
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<tr>
<td>4.00 pm</td>
<td>Close of Conference with Tea Break</td>
</tr>
</tbody>
</table>

*Programme is subject to change*
Conference Registration Form

To: Ms Wee Ling, Asia Insurance Review
Fax: (65) 6512 5335

DID: (65) 6372 3167 • email: weeling@asiainsurancereview.com
or register online at www.asiainsurancereview.com
Co. Regn no.: 199 003 818 H • GST Regn no.: M2-009 466 93

PERSONAL PARTICULARS

Name: Mr/Mrs/Ms/Dr/Prof
First Name: ________________________ Last Name / Surname: ________________________
Job Title: ________________________
Company: ________________________
Address: ________________________
Tel: ( ) ________________________
Mobile: ( ) ________________________
Fax: ( ) ________________________
email: ____________________________________________

REGISTRATION

Early Bird (valid till 3 May 2012) Normal Registration
Subscribers ❑ US$980 Subscribers ❑ US$1,480
Non-Subscribers ❑ US$1,280* Non-Subscribers ❑ US$1,680*
*Free One Year Subscription to Print Edition of Asia Insurance Review & AIR e-Daily

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

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

I came to know about this conference through:
❑ AIR/MIR magazine ❑ AIR/MIR Website ❑ Brochure ❑ Email ❑ Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)
Remarks: ____________________________________________

Group registration:
Special Offer for Year 2012: Register two delegates from the same company, and send the third delegate to attend the conference free of charge! (Valid only for delegates from the same company in the same country)
Registration fee includes participation at Conference plus tea breaks and lunches.
All meals are prepared without pork, lard and beef.

Special Dietary Requirements
❑ I would like to have vegetarian meals during the Conference.

Closing date for registration: 17 May 2012

For cancellation in writing made before 3 May 2012, 50% of the conference fee will be refunded. No refunds will be made for cancellations after 3 May 2012. However substitution or replacement of delegates will be allowed.

PAYMENT

I undertake to indemnify the organisers for all bank charges
❑ I enclose a cheque / bankdraft in US Dollars made payable to “ASIA INSURANCE REVIEW”
❑ Telegraphic / Wire Transfer to the following account: The Development Bank Of Singapore, 6 Shenton Way, DBS Building, Singapore 068 809
  ❑ US$ (Account No.: 0001 - 004836-01-9-022)
  ❑ Swift Code: DBS SSSG
❑ Please debit the sum of US Dollars US$ _________ for Conference Registration fee from my
❑ Mastercard ❑ Visa ❑ American Express
Card Holder's Name: ____________________________________________
Card No.: ________________________
Expiry Date: _____-____ (mm-yy) Total Amount: US$ ________________________
Signature: ____________________________________________ Date: ________________________

Hotel Reservation Form

Attn: Rooms Reservation
Fax: +86-10-6581 3838
Email: reservation@sofitelwandabj.com

Ms Jocelyn Yang
Reservation Manager

Sofitel Wanda Hotel Beijing
Tower C, Wanda Plaza, 93 Jianguo Road
Chaoyang District, Beijing 100022
PR. China
Tel: +86-10 8999 6666
www.sofitel.com

Please fill in Guest particulars on Registration Form

ARRIVAL DATE
Check in date: ________________________
Flight: ________________________ ETA: ________________________

DEPARTURE DATE
Check out date: ________________________
Flight: ________________________ ETD: ________________________

ROOM TYPE / ROOM RATE
❑ Luxury King CNY1,400 ❑ Club Luxury CNY1,900
❑ Smoking ❑ Non-smoking
❑ Above rates are subject to 15% surcharge for city taxes and service charges
❑ The above room rates are inclusive of single daily buffet breakfast in VIC restaurant on the 6th floor
❑ Additional buffet breakfast will be proposed at VIC restaurant at CNY208+15% per person per day
❑ Hotel check-in: 14:00/ Check-out: 12:00 noon, any check-in before or check-out after the mentioned time is subject to additional charges and availability of rooms.

Special Request: ____________________________________________

AIRPORT TRANSFERS
❑ Not require
❑ Airport to Hotel - Audi A6L: CNY630 one way
❑ Hotel to Airport - Audi A6L: CNY630 one way
❑ Airport to Hotel - Mercedes Benz: CNY1,280 one way
❑ Hotel to Airport - Mercedes Benz: CNY1,280 one way
Airport transfers can only be confirmed with flight details. Additional comments/special requirements:
________________________________________

RESERVATION GUARANTEE

Credit Card
❑ Visa ❑ Mastercard ❑ Amex
❑ Diners ❑ JCB
Credit Card Number: ____________________________________________
Expiry Date: ________ month ________ year
Cardholder’s name: ____________________________________________
Signature of Cardholder: ____________________________________________