15th Asia Conference on Bancassurance & Alternative Distribution Channels

6-7 May 2014, InterContinental Hotel Kuala Lumpur, Malaysia

Theme: “Nailing Down the Winning Strategies in Bancassurance”

Keynote Address
Mr Donald Jaganathan
Assistant Governor,
Bank Negara Malaysia

Key Topics
• The State of the Global Bancassurance Market: Trends & Challenges
• Strategies of the World’s Top 125 Retail Banking Groups
• Next Generation Bancassurance - Using Unique Product Design & Innovation to Drive Untapped Customer Pools
• Special Highlight: Overview of Different Bancassurance Deals in Asia
• Special Panel on Regulations in Bancassurance: Is There A Unique Success Formula?

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Register online at www.asiainsurancereview.com
Despite the numerous distribution channels available today, Bancassurance still comes out on top! There is a rush to get the deals sewn up with the biggest banks in every market! It is a very competitive game and Insurers are compelled to find creative ways and channels to optimize the distribution of insurance products that can reach out to customers meeting their specific insurance and lifestyle needs.

In this 15th year of Bancassurance Conferences, we want to get to the bottom of who is the winner in Bancassurance and how insurers must find the right mechanism and strategy to partner with banks without losing out. There must be mutual sustainable benefits for both. How do insurers make banks their true strategy partners? And how do both the insurers and banks work together to attain the maximum synergy and achieve optimal results?

This 15th Conference will bring together experts and leaders from around the region to share ideas and insights on how to form strategic alliances and joint ventures in bancassurance, expand customers base, improve integration and the implementation of sophisticated distribution strategies in the region.

The two-day conference will cover the latest trends and developments in Bancassurance, the myriad of alternative distribution channels available, effective models and lessons from around the world, product development and innovation, technology and social media, success structures for banker-insurer partnerships and how to leverage on powerful synergies for sustainable results, solutions and long-term success!

Who Should Attend

- CEOs, CMOs, Marketing Directors, Managers of Life and General Insurance Companies Interested in Bancassurance and/or Looking at Improving and Expanding Their Distribution Network and New Alternative Distribution Channels
- Regional Heads of Bancassurance
- Banks & Banking Officials Dealing with Insurance and 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

Key Speakers include:

- **Vincent Kwo**, President, Life Insurance Association of Malaysia
- **Siti Nita Zuha Mohd Nazri**, Head, Bancassurance, Etiqa Insurance & Takaful
- **Rod Shay**, Head of Distribution Solutions, Asia, Swiss Re
- **Farzana Ismail**, Partner, Actuarial Partners Consulting Sdn Bhd
- **Steve Kean**, Director – Insurance and Wealth Management Consultancy, Towers Watson
- **Na Jia**, Managing Director, ReMark China
- **Sean Rowley**, Managing Director - Asia, ReMark Hong Kong
- **Jerome Matrundola**, Head of Strategic Initiatives, Hong Kong and Southeast Asia, RGA
- **Tobias Schneider**, Consultant, Finaccord
- **David Cook**, Head of Alternative Distribution, Asia, Swiss Re
- **Amar Mehta**, Head of Life Insurance Consulting, Indonesia, Milliman Singapore
- **Gerald Eder**, CEO, CompareAsiaGroup
- **Hermith Mana**, CEO, HMPK Solutions
- **Steve Kean**, Managing Director, ReMark China
- **Furqan Ahmad**, Global Head of Islamic Banking Practice, Financial Services Business Unit, Indra Technology Solutions Malaysia Sdn Bhd
- **Mangesh Vaitla**, Co-Founder & Executive Director, C2L BIZ Solutions Pvt. Ltd.
## 15th Asia Conference on Bancassurance & Alternative Distribution Channels
6-7 May 2014, InterContinental Hotel Kuala Lumpur, Malaysia

### Programme

#### Day One: 6 May 2014, Tuesday

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<td>Registration &amp; Coffee</td>
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<tr>
<td>9.00 am</td>
<td>Opening Address by Day One Conference Chairman</td>
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<tr>
<td>9.10 am</td>
<td>Welcome Address</td>
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<tr>
<td>9.20 am</td>
<td>Keynote Address: Bancassurance &amp; Alternative Distribution Channels -</td>
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<td>Opportunities and Growth with Diversity</td>
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<td>9.45 am</td>
<td>Special Address I: New Era, Old Bancassurance?</td>
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<td>10.00 am</td>
<td>Presentation of Tokens to Sponsors and Day One Speakers</td>
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<td>10.30 am</td>
<td>Tea Break Hosted by C2L BIZ Solutions</td>
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<tr>
<td>11.00 am</td>
<td>The World of Alternative Distribution - Bancassure &amp; Beyond</td>
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<tr>
<td>11.45 am</td>
<td>Special Highlight: Overview of Different Bancassurance Deals in Asia</td>
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<tr>
<td>12.30 pm</td>
<td>Lunch</td>
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<tr>
<td>2.00 pm</td>
<td>Bancassurance and Alternative Distribution Channels in Takaful:</td>
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<td>Challenges and Opportunities</td>
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<td>2.30 pm</td>
<td>Distribution Strategies in Bancassurance</td>
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<td>Next Generation Bancassurance</td>
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<td>3.30 pm</td>
<td>Product Development and Innovation</td>
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<td>Tea Break Hosted by C2L BIZ Solutions</td>
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<td>4.15 pm</td>
<td>The State of the Global Bancassurance Market: Trends and Challenges</td>
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<td>5.00 pm</td>
<td>Cocktail Hosted by ReMark</td>
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#### Day Two: 7 May 2014, Wednesday

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<td>9.00 am</td>
<td>Special Address II: The Winning Bancassurance Strategy</td>
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<tr>
<td>10.00 am</td>
<td>Bancassurance Deal Trends</td>
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<tr>
<td>11.00 am</td>
<td>Social Media As A Key Strategic Tool</td>
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<tr>
<td>11.30 am</td>
<td>How the Internet is Changing the Insurance/Banking Landscape</td>
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<td>12.00 nn</td>
<td>Technology Strategy for Sustaining Bancassurance and Alternative</td>
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<td>Distribution EDGE</td>
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<tr>
<td>12.30 pm</td>
<td>Lunch</td>
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<tr>
<td>2.00 pm</td>
<td>Focus on Customer Loyalty: Case Study of A Leading Bank in UAE</td>
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<td>- Heavily Engaging the Connected Customer</td>
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<tr>
<td>2.15 pm</td>
<td>Variety of Distribution Channels used by Insurers</td>
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<tr>
<td>2.40 pm</td>
<td>Special Panel on the Impact of Regulations on Bancassurance</td>
</tr>
<tr>
<td>3.45 pm</td>
<td>Tea Break &amp; End of Conference</td>
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### Welcome Address

**Vincent Kwo, President, Life Insurance Association of Malaysia**

### Keynote Address: Bancassurance & Alternative Distribution Channels - Opportunities and Growth with Diversity

**Donald Joshua Jaganathan, Assistant Governor, Bank Negara Malaysia**

### Special Address I: New Era, Old Bancassurance?

**Na Jia, Managing Director, ReMark China & Senior Partner, ReMark International**

### The World of Alternative Distribution - Bancassure & Beyond

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

### Special Highlight: Overview of Different Bancassurance Deals in Asia

**Amar Mehta, Head of Life Insurance Consulting, Indonesia, Milliman Singapore**

### Next Generation Bancassurance

- Using Unique Product Design and Technology
- Innovation to Drive Untapped Customer Pools
- How insurers should use segment specific product design, distribution models and specific distribution technologies to tap pools that generally go untapped in Bancassurance: mass market customers, SME owners and corporate clients

**Vish Jain, Partner and Managing Director, The Boston Consulting Group**

### Product Development and Innovation:

- What Do Customers Want?
- What Do Distribution Staff Want?
- What Are the Popular Bancassurance Products?

**Jerome Matrundola, Head of Strategic Initiatives, Hong Kong and Southeast Asia, RGA Reinsurance Company, Hong Kong and Southeast Asia**

### The State of the Global Bancassurance Market: Trends and Challenges

- Strategies of the World’s Top 125 Retail Banking Groups
- Differences Across Global Bancassurance Markets
- Key Developments in Bancassurance

**Tobias Schneider, Consultant, Finaccord**

### Social Media As A Key Strategic Tool

**David Cook, Head of Alternative Distribution, Asia, Swiss Re**

### How the Internet is Changing the Insurance/Banking Landscape

**Gerald Eder, CEO, CompareAsiaGroup**

### Technology Strategy for Sustaining Bancassurance and Alternative Distribution Edge

**Mangesh Vaitla, Co-Founder & Executive Director, C2L BIZ Solutions Pvt Ltd, India**

### Focus on Customer Loyalty: Case Study of A Leading Bank in UAE

**Furqan Ahmad, Global Head of Islamic Banking Practice, Financial Services Business Unit, Indra Technology Solutions Malaysia Sdn Bhd**

### Variety of Distribution Channels used by Insurers

- Channels used for Distribution of Insurance Products by Banks
- Creation of Innovative Distribution Channels
- Limitations of culture, infrastructure and regulations in developing ADC’s
- Reasons For Successful Alternative Distribution Channels

**Hermith Mana, CEO, HMPK Solutions**

### Special Panel on the Impact of Regulations on Bancassurance

- Is There A Unique Success Formula?
- What We Can Anticipate From Regulators in the Future?
- The Challenges Faced?
- Is There A Best Practices Code?

**Panellists:**
- Steve Kean, Director – Insurance and Wealth Management Consultancy, Towers Watson
- Rod Shay, Head of Distribution Solutions, Asia, Swiss Re
- Jens Reisch, CEO, Allianz Life Insurance Malaysia Berhad
- Tobias Schneider, Consultant, Finaccord
- Mangesh Vaitla, Co-Founder & Executive Director, C2L BIZ Solutions Pvt Ltd, India
Fax to: (65) 6512 5335

Conference Registration Form
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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: M 2 009 466 93

PERSONAL PARTICULARS

Name: Mr/Mrs/Ms/Dr/Prof
First Name: ____________________________ Last Name: ____________________________
Job Title: ________________________________________________________________
Company: ________________________________________________________________
Address: _________________________________________________________________
Tel: ( ) ____________________________ Mobile: ( ) ____________________________ Fax: ( ) ____________________________ email: ___________________________________________________________ 

REGISTRATION

Early Bird (valid till 17 Apr 2014) Normal Registration
Subscribers $US980 Subscribers $US1,480
Non-Subscribers $US1,280* Non-Subscribers $US1,680*
*(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/MEIR magazine • AIR/MEIR Website • Register my self with subscription • Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

Group registration:
Special Offer for Year 2014 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: 29 Apr 2014

For cancellation in writing made before 17 Apr 2014, 50% of the conference fee will be refunded. No refunds will be made for cancellations after 17 Apr 2014. 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:
❑ Please debit the sum of US Dollars US$ _______ for Conference Registration fee from my
❑ Mastercard • VISA • American Express
Card Holder’s Name: ____________________________________________________________

Card No.: ____________________________ Expiry Date: _______ / _______ (mm-yy) Total Amount: US$ ______

Signature: ____________________________ Date: ____________________________

(Conference fee is zero-rated for GST)