

# 5th Asia Life Insurance Summit

15-16 May 2014, Novotel Saigon Centre, Ho Chi Minh City, Vietnam

Theme: "Breathing Fire into the Life Market to Get Ahead of the Pack"

Register by  
28 Apr 2014 for  
Early Bird Discounts!



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Life leads Asia's insurance industry as a powerhouse of growth with a hectic 15.4% annual growth rate in the past decade. Life insurers, both domestic and international, are converging in Asia drawn by its strong economies, rising household wealth and the still low penetration of life products among different segments of the market. Hence competition is getting tougher and the new age clients are demanding more than just protection.

It is a great time for life companies as the excitement in the air with the intelligent competition is just pulsating and redefining the life parameters. Hence this **5th biennial Asia Life Insurance Summit**, organised by Asia Insurance Review, will be a heart-stopper.

The 2-day Summit will bring together leading local, regional and global life players to provide a comprehensive analysis of the changing life insurance landscape in Asia today and uncover the critical success factors to ensure a sustainable win while drawing lessons from past failures and success stories.

## Who Should Attend

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

## Speakers include:



### Dr Tran Vinh Duc

Vice Chairman,  
Association of Vietnamese  
Insurers & Chairman,  
Bao Minh Insurance  
Corporation, Vietnam



### Do Van Dong

Director,  
BaoViet Life Corporation,  
Vietnam



### Robert Burr

Managing Director &  
Head of Life &  
Health Asia,  
Swiss Reinsurance  
Company Ltd, Hong Kong



### Paul Melody

Director & Head of Life  
Insurance Consulting  
Greater China,  
Towers Watson,  
Hong Kong



### Karen Chau

Head of Pricing SEA,  
Swiss Reinsurance  
Company Ltd,  
Hong Kong



### Bruce Lundeen

Chief Pricing Actuary &  
Head of Direct Marketing  
Solutions,  
SCOR Global Life,  
Singapore



### Laurent Pochat-Cottilloux

Regional Managing  
Director, Asia Pacific Health  
Reinsurance Markets,  
AXA, Singapore



### John Harrison

Director,  
Reed Group Asia Pacific,  
Australia



### Jill Hoffman

Deputy Managing  
Director & Chief  
Operating Officer,  
Munich Re –  
Singapore Branch – Life



### Léon Zijlmans

CEO,  
Syntaxyz Asia Ltd,  
Hong Kong



### Dustin Ball

Country Manager,  
MetLife Vietnam



### Mangesh Vaitla

Co-Founder,  
C2L BIZ Solutions  
Pvt Ltd, India

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## PROGRAMME

### Day One: 15 May 2014, Thursday

- 8.00 am **Registration & Coffee**
- 9.00 am **Opening Address by Conference Chairman**  
*Jerome Matrundola, Head of Strategic Initiatives, Hong Kong and Southeast Asia, RGA Reinsurance Company, Hong Kong*
- 9.10 am **Welcome Address**  
*Dr Tran Vinh Duc, Vice Chairman, Association of Vietnamese Insurers (AVI) & Chairman, Bao Minh Insurance Corporation, Vietnam*
- 9.25 am **Industry Address: Identifying Growth Opportunities and Developing Strategic Plans to Capitalise on Vietnam Life Market**  
*Do Van Dong, Director, BaoViet Life Corporation, Vietnam*
- 10.00 am **Global Trends Shaping the Life Insurance Industry Today**  
*Robert Burr, Managing Director & Head of Life & Health Asia, Swiss Reinsurance Company Ltd, Hong Kong*
- 10.30 am **Q&A**
- 10.45 am **Token Presentation to Sponsors and Day One Speakers**
- 11.00 am **Tea Break**

### Overview of the Life Insurance Business

- 11.30 am **Asia as the Global Powerhouse of Growth for Life Insurance - Opportunities and Risks**  
*Paul Melody, Director & Head of Life Insurance Consulting Greater China, Towers Watson, Hong Kong*
- 11.55 am **Disability Insurance in Asia – Affordable for Customers and Profitable for Insurers**  
*John Harrison, Director, Reed Group Asia Pacific, Australia*
- 12.20 pm **Life Reinsurance Products: New Developments in an Era of Changes and Challenges**  
*Karen Chau, Head of Pricing, Southeast Asia, Life & Health Products, Swiss Reinsurance Company Ltd, Hong Kong*
- 12.45 pm **Q&A**
- 12.55 pm **Lunch**

### New Business Trends

- 2.30 pm **Product Innovation in the Changing Socio-Economy**  
*Paul Nguyen, Vice President, Manulife (Vietnam) Ltd*
- 3.00 pm **From Riders to Main: Imperatives in Health Insurance**  
*Laurent Pochat-Cottilloux, Regional Managing Director, Asia Pacific Health Reinsurance Markets, AXA, Singapore*

### Country Spotlight Roundtable: Vietnam Life Market

- 3.30 pm **Vietnam's life insurance market has experienced tremendous growth in recent years with upcoming regulatory changes paving the way for further growth opportunities. In this roundtable, panellists will discuss:**
- Overview of Vietnam Life Market – Hot Issues, Opportunities and Key Challenges
  - Latest Regulatory and Legal Updates to Support Further Development of the Market
  - Shifting Trend in the Market
  - Optimising Bancassurance as a Key Growth Channel
- Panellists:**
- *Do Van Dong, Director, BaoViet Life Corporation, Vietnam*
  - *Robert Burr, Managing Director & Head of Life & Health Asia, Swiss Reinsurance Company Ltd, Hong Kong*
  - *Paul Nguyen, Vice President, Manulife (Vietnam) Ltd*
  - *Dustin Ball, Country Manager, MetLife Vietnam*

4.15 pm Close of Day One with **Tea Break**

### Day Two: 16 May 2014, Friday

### Issues Affecting Life Business Today

- 9.00 am **Capitalizing on the Untapped Potential Within In-Force Customer Databases**  
*Bruce Lundeen, Chief Pricing Actuary & Head of Direct Marketing Solutions, SCOR Global Life SE, Singapore*
- 9.30 am **Profiteering Life Policies in The Netherlands: From a 'Profit Multiplier' Policy to a Multi-Billion Euros Claim – Lesson for Asia**  
*Léon Zijlmans, CEO, Syntaxyz Asia Ltd, Hong Kong*
- 10.00 am **Digital Life Insurance – Evolving Trends and Their Impact on Life Business**  
*Mangesh Vaitla, Co-Founder & Executive Director, C2L BIZ Solutions Pvt Ltd, India*
- 10.30 am **Q&A**
- 10.40 am **Token Presentation to Day Two Speakers**
- 10.50 am **Tea Break**

### Strategic Drivers of the Life Market

- 11.15 am **Impact of Increased Risk Retention on Direct Insurers**  
*Jill Hoffman, Deputy Managing Director & Chief Operating Officer, Munich Re – Singapore Branch – Life*
- 11.45 am **Using Innovative Distribution Channels to Attract the Next Generation of Customer**  
*Jerome Matrundola, Head of Strategic Initiatives, Hong Kong and Southeast Asia, RGA Reinsurance Company, Hong Kong*
- 12.15 pm **How Life Insurers Can Exploit the ASEAN Economic Community (AEC) and Derive Maximum Benefits**  
*Sivam Subramaniam, Editor-in-Chief, Asia Insurance Review & Middle East Insurance Review*
- 12.45 pm **Q&A**
- 1.30 pm **Lunch**

### Dynamic Leaders Panel: Competing Successfully in the New Business Environment

- 2.30 pm **The dynamic growth of the Asian life market has been the envy of the world with more competitors entering the fray. Adopting innovation and technology may no longer be a choice but the basis of competition. This expert panel will provide insights into how the life companies can compete successfully to grab a larger slice of the market and stay ahead of the competition.**
- Panellists:**
- *Jill Hoffman, Deputy Managing Director & Chief Operating Officer, Munich Re - Singapore Branch – Life*
  - *Mangesh Vaitla, Co-Founder & Executive Director, C2L BIZ Solutions Pvt Ltd, India*
  - *Léon Zijlmans, CEO, Syntaxyz Asia Ltd, Hong Kong*
  - *Bill Johnston, Director, Insurance Management Consultancy - Asia Pacific, Towers Watson, Singapore*

3.30 pm Close of Conference with **Tea Break**



# 5th Asia Life Insurance Summit

15-16 May 2014 • Novotel Saigon Centre, Ho Chi Minh City, Vietnam

Fax to: (65) 6512 5335

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

## Conference Registration Form

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

### PERSONAL PARTICULARS

Name: Mr/Mrs/Ms/Dr/Prof

First Name: \_\_\_\_\_ Last Name/ Surname: \_\_\_\_\_

Nationality \_\_\_\_\_

Passport No \_\_\_\_\_

Job Title \_\_\_\_\_  
Company \_\_\_\_\_

Address \_\_\_\_\_

Country \_\_\_\_\_

Tel: ( ) \_\_\_\_\_

Cellular: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

email: \_\_\_\_\_

### REGISTRATION

#### Early Bird (valid till 28 Apr 2014)

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

#### Normal Registration

Subscribers ☐ US\$1,480  
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 2014:** Register two delegates, 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: 8 May 2014

For cancellation in writing made before **28 April 2014**, 50% of the conference fee will be refunded. No refunds will be made for cancellations after **28 April 2014**.

### PAYMENT

☐ I enclose a cheque / bankdraft in US Dollars made payable to "ASIA INSURANCE REVIEW"

☐ Telegraphic / Wire Transfer to the following account:  
DBS Bank Ltd, 12 Marina Boulevard,  
Marina Bay Financial Centre Tower 3, Singapore 018982  
• US\$ (Account No.: 0001 - 004838-01-9-022)  
• Swift Code: DBS SSGSG

☐ Please debit the sum of US Dollars US\$ \_\_\_\_\_ for  
Conference Registration fee from my

☐ Mastercard ☐ VISA ☐ American Express

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

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

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

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

(Conference fee is zero-rated for GST)

Fax to: +848 3822 1698

Please fax Room Reservation  
Form direct to Hotel

## Room Reservation Form

Attn: Ms Nguyen Thi Truc Nhu  
Sales Corporate Manager  
Tel: +848 3822 4866 • Fax: +848 3822 1698  
Email: h7965@accor.com

**Novotel Saigon Centre**  
167 Hai Ba Trung Street, District 3  
Ho Chi Minh City, Vietnam  
Tel: +848 3822 4866  
**www.novotel-saigon-centre.com**

Please fill in Guest particulars  
on Registration Form

### ARRIVAL

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

Flight: \_\_\_\_\_ Time: \_\_\_\_\_

### DEPARTURE

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

Flight: \_\_\_\_\_ Time: \_\_\_\_\_

No. of Rooms: \_\_\_\_\_ No. of Persons: \_\_\_\_\_

### ROOM TYPE

**Superior Room** ☐ **Single** US\$100++ ☐ **Double** US\$100++

- Room Rate is subject to 5% service charge and 10% VAT
- Inclusive of daily International buffet breakfast at the Square restaurant
- Complimentary wireless and cable internet; wireless is available in all rooms and public areas
- Check-out is at 1200 hours. Check-in is at 1400 hours.
- Any cancellation notice given less than 3 days prior to arrival date or No Show or No Show on arrival date will be subject to a cancellation penalty equivalent to full stay room charges.
- Rooms and rates are subject to availability so please make your booking early
- Complimentary laundry package of 3 pieces/day/room (except dry cleaning and express service)

### TRANSPORTATION

☐ Not required

☐ Airport to Hotel: US\$38++/way (Toyota 4-7 seater car)

☐ Hotel to Airport: US\$38++/way (Toyota 4-7 seater car)

### NO SHOW

Rooms which are not cancelled by the guest will be charged for the full number of nights booked.

### CREDIT CARD DETAILS

**Kindly provide credit card details to guarantee your booking.**

☐ Visa ☐ MasterCard ☐ Diners

☐ JCB ☐ Others \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiry Date : \_\_\_\_\_ month \_\_\_\_\_ year

Cardholder's name: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

### Hotel Confirmation:

Confirmation # : \_\_\_\_\_

Booking confirmed by: \_\_\_\_\_

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