

# 16th Asia Conference on Bancassurance & Alternative Distribution Channels

6-7 May 2015, New World Makati Hotel, Manila, Philippines

*Theme: "The Race to Find the Right Strategic Partner to be A Leader/Winner in Bancassurance"*

Register by  
**22 Apr 2015** for  
Early Bird Discounts!



## Keynote Address



**Hon. Vida T. Chiong**  
Deputy Commissioner,  
Insurance Commission Philippines

## Welcome Address



**Rebecca Dela Cruz**  
Corporate Secretary & Board of  
Trustee, Philippine Insurers and  
Reinsurers Association (PIRA);  
President, Alliedbankers Insurance  
Corporation

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**B**ancassurance is making waves everywhere and often the race is decided even before the flag is waved. Both banks and insurers are actively courting strategic partners for the long term. There is intense competition as Bancassurance has been a strategically important growth area for both insurers and banks. How do banks and insurers cooperate and strike a win-win partnership in the long run?

With the proliferation of new channels, products, services, mobile and social media, there is a need to revisit distribution strategies in order to utilise digital opportunities in closing the gap on customer expectations. What are the strategies to get the best combination of distribution channels and reach out to customers quickly and translate the outreach to profits? For high value complex products distributed by the traditional means, how then should banks/insurers engage these segments of their business?

New partnerships are being formed with the biggest banks in the market. What is the impact of M&As on bancassurance deals? What are the components of successful bancassurance companies?

This 16th year of Bancassurance Conferences, organized by *Asia Insurance Review*, will look at the critical success factors of powerful bancassurance partnerships, technology, regulations, customer centricity, and sustainable benefits for all.

**Sign Up Now!**

## Who Should Attend

- CEOs, CMOs, Directors, and Marketing Managers of life and general insurance companies dealing with bancassurance or looking at expanding bancassurance opportunities and improving distribution network as well as new alternative channels and strategic partners.
- Regional Heads of Bancassurance
- Regulators, Bankers, Insurers, Reinsurers, Brokers, Banks, Financial Institutions & Service Providers across the region and around the world
- Global corporations, regional players, partners of insurers and banks on affinity marketing and branding
- Management consultants, Technology experts, Lawyers, Advisors and Professionals serving the banking and insurance fraternities

## Key Speakers include:



**Sean Rowley**  
Managing Director - Asia,  
ReMark Hong Kong



**Peter van Ratingen**  
Regional Head of Bancassurance, Asia Pacific,  
ACE



**Pritesh Modi**  
Chief Actuary,  
LeapFrog Investments



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



**Foo, Soo Meng, FSA**, Head of Thailand,  
Philippines and Vietnam,  
RGA Reinsurance Company



**Jimmy Loro**  
GIZ Remote Sensing-Based Information and  
Insurance for Crops in Emerging Economies  
(RIICE), Senior Adviser - Lead Expert, Deutsche  
Gesellschaft für Internationale Zusammenarbeit  
(GIZ) GmbH German Development Cooperation



**Steve Kean**  
Director, Insurance and Wealth  
Management Consultancy, Asia Pacific,  
Towers Watson



**Anand Pejavar**  
Executive Director – Marketing,  
SBI Life Insurance Company Ltd



**Bill Johnston**  
Head of Insurance Distribution  
Performance Improvement, Insurance  
Management Consultancy, Asia Pacific,  
Towers Watson



**Suzy Nicholas**  
Alternative Distribution Solutions Manager,  
Asia & Vice President, Reinsurance,  
Swiss Reinsurance Company Ltd, Hong Kong



**Marie B. Raymundo**  
Chief Bancassurance Officer, AXA  
Philippines



**Dr Neil Katkov**  
Senior Vice President,  
Celent

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## PROGRAMME

### Day One: 6 May 2015, Wednesday

- 8.00 am Registration
- 9.00 am **Opening Address by Day One Conference Chairman**  
*Sean Rowley, Managing Director - Asia, ReMark Hong Kong*
- 9.10 am **Welcome Address**  
*Rebecca dela Cruz, Corporate Secretary & Board of Trustee, Philippine Insurers and Reinsurers Association (PIRA); President, Alliedbankers Insurance Corporation*
- 9.20 am **Keynote Address**  
*Hon. Vida T. Chiong, Deputy Commissioner, Insurance Commission Philippines*
- 9.40 am **Special Address I: Understanding Customers to Drive Social Media Strategies**  
*Sean Rowley, Managing Director - Asia, ReMark Hong Kong*
- 10.15 am Q&A and Token Presentation to Sponsors & Day One Speakers
- 10.30 am **Tea Break Hosted by ACE**
- 11.00 am **General Insurance – An Emerging Opportunity in Bancassurance**  
*Peter van Ratingen, Regional Head of Bancassurance, Asia Pacific, ACE*
- 11.40 am **Special Debate: Disruptive Innovations in Bancassurance**
- Are Banks Ready?
  - Is Technology taking over?
  - Impact of M&As on Bancassurance Deals
- *Steve Kean, Director, Insurance and Wealth Management Consultancy, Asia Pacific, Towers Watson;*
  - *Bill Johnston, Head of Insurance Distribution Performance Improvement, Insurance Management Consultancy, Asia Pacific, Towers Watson*
- 12.20 pm Q&A
- 12.30 pm Lunch
- 2.00 pm **Selling Protection Through Banks - Economics and Ease of Issue**
- Underwriting as a competitive advantage
  - Selling protection through banks
  - How to improve trade-off
  - Examples of underwriting innovations around the region
- Foo Soo Meng, Head of Thailand, Philippines and Vietnam, RGA Reinsurance Company*
- 2.30 pm **Alternative Distribution and Bancassurance to Reach the Emerging Consumer**  
*Pritesh Modi, Chief Actuary, LeapFrog Investments*
- 3.00 pm **Time off for Good Behaviour**  
This session will explore Swiss Re's research in to Behavioural Economics and how we can apply these lessons in the insurance world.  
*Suzy Nicholas, Alternative Distribution Solutions Manager, Asia & Vice President, Reinsurance, Swiss Re, Hong Kong*
- 3.30 pm Q&A
- 3.40 pm Tea Break
- 4.00 pm **Panel Discussion: The Race to Find the Right Strategic Partner to be A Leader/Winner in Bancassurance!**
- Panellists:
- *Marie B. Raymundo, Chief Bancassurance Officer, AXA Philippines*
  - *Amy Cheung, Distribution Business Development China, Vice President, Asia, Swiss Re Hong Kong*
  - *Foo Soo Meng, Head of Thailand, Philippines and Vietnam, RGA Reinsurance Company*
- 4.45 pm-7.00 pm **Cocktail Hosted by ReMark**

### Day Two: 7 May 2015, Thursday

- Day Two Conference Chairman**  
*Dr Neil Katkov, Senior Vice President, Celent*
- 9.00 am **Special Address II: How Will Health Insurance Fit Into The New Insurance Landscape?**  
*Na Jia, Managing Director, ReMark China & Senior Partner, ReMark International*
- 9.40 am **Digital Selling and Sales Effectiveness in Bancassurance & Alternate Channels**  
*Amit Naik, Regional Sales Head – Asia Pacific, C2L BIZ*
- 10.20 am Q&A & Token Presentation to Day Two Speakers
- 10.30 am Tea Break
- 11.00 am **The Philippine Market: Micro Bancassurance & Alternative Distribution Channels for the Rural Areas**  
*Jimmy Loro, GIZ Remote Sensing-Based Information and Insurance for Crops in Emerging Economies (RIICE); Senior Adviser - Lead Expert, Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ) GmbH German Development Cooperation*
- 11.20 am **Latest Trends & Changes in the Life Insurance Industry in India And Its Impact on Bancassurance**  
*Anand Pejaware, Executive Director – Marketing, SBI Life Insurance Company Ltd*
- 11.50 am **Redefining Bancassurance with Digital**  
*Ekhlaque Bari, Executive Vice President - IT, Max Life Insurance Co Ltd*
- 12.20 pm Q&A
- 12.30 pm Lunch
- 2.00 pm **Innovative Platform to Sell Group and Voluntary Bundled Wellness Programmes to SMEs via Bancassurance and Worksite Channels**  
*Rosaline Koo, Founder & CEO, CXA*
- 2.30 pm **Disruptive Innovations & New Opportunities in Bancassurance & Alternate Channels**  
*Kamal Deep Chhabra, President – Life, Bancassurance and Personal Lines, Union Insurance Company; & Board Member, Takaful Emarat, Dubai*
- 3.00 pm **Panel Discussion: Technological, Regulatory, Distribution & Products Challenges in Bancassurance – Marketing, Innovation and Profitability**
- Panellists:
- *Rosaline Koo, Founder & CEO, CXA*
  - *Anand Pejaware, Executive Director – Marketing, SBI Life Insurance Company Ltd*
  - *Amit Naik, Regional Sales Head – Asia Pacific, C2L BIZ*
  - *Ekhlaque Bari, Executive Vice President - IT, Max Life Insurance Co Ltd*
  - *Kamal Deep Chhabra, President – Life, Bancassurance and Personal Lines, Union Insurance Company; & Board Member, Takaful Emarat, Dubai*
- 3.45 pm Close of Conference & Tea Break

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Email: [weeling@asiainsurancereview.com](mailto:weeling@asiainsurancereview.com)

Email: [cecil.ocampo@newworldhotels.com](mailto:cecil.ocampo@newworldhotels.com)

## Conference Registration

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

To: Ms Wee Ling, Asia Insurance Review  
 69 Amoy Street, Singapore 069 888 • Tel: (65) 6224 5583  
 DID: +65 6372 3167 • Fax: +65 6224 1091 • [www.asiainsurancereview.com](http://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: \_\_\_\_\_  
 Nationality \_\_\_\_\_  
 Passport No \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 Tel: ( ) \_\_\_\_\_  
 Mobile: ( ) \_\_\_\_\_  
 Fax: ( ) \_\_\_\_\_  
 email: \_\_\_\_\_

### REGISTRATION

#### Early Bird (valid till 22 Apr 2015)

Subscribers  US\$1,280  
 Non-Subscribers  US\$1,580\*

#### Normal Registration

Subscribers  US\$1,780  
 Non-Subscribers  US\$1,980\*

(\*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  Brochure  Email  
 Referral by \_\_\_\_\_

(Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

#### Group registration:

**Special Offer for Year 2015** Register three delegates from the same company, and send the fourth 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 2015

For cancellation in writing made before **22 Apr 2015**, 50% of the conference fee will be refunded. No refunds will be made for cancellations after **22 Apr 2015**.

### 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:  
 DBS Bank, Marina Financial Centre, 12 Marina Boulevard, #03-00  
 MBFC Tower 3, Singapore 018982  
 Branch : Marina Financial Centre Branch  
 Account Name: Ins Communications Pte Ltd  
 US dollars: Ac 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)

## Hotel Reservation Form

Attn: Ms Cecil Ocampo, Director of Sales  
 Email: [cecil.ocampo@newworldhotels.com](mailto:cecil.ocampo@newworldhotels.com)

### New World Makati Hotel, Manila, Philippines

Esperanza Street corner Makati Avenue, Ayala Center,  
 Makati City, 1228 Philippines  
 Tel: +632 8116888 Fax: +632 8116777  
[www.newworldhotels.com](http://www.newworldhotels.com)

Please fill in Guest particulars on Registration Form

### Arrival Date

Check in date: \_\_\_\_\_

Flight: \_\_\_\_\_ ETA: \_\_\_\_\_

### Departure Date

Check out date: \_\_\_\_\_

Flight: \_\_\_\_\_ ETD: \_\_\_\_\_

### ROOMS

#### Deluxe room – Newly renovated @ PHP7,600 nett

- Single  Double (Additional PHP800 nett)  
 Triple (Bed and Extra bed @ Additional PHP1,700 nett)

#### Inclusions:

Daily Buffet Breakfast, In-Room Broadband Internet Access.

Rates include VAT, local tax and 10% service charge. Government taxes subject to change

- Smoking  Non-smoking

#### Please READ carefully

- All room reservations are automatically guaranteed upon signing the form.
- Please email the completed registration form for all room reservation. Form should be submitted on or before **7 April 2015**. Room reservation forms submitted after **7 April 2015** will be subject to room availability.
- The above mentioned credit card will serve as guarantee for the room reservation for the entire stay and authorizes the hotel, New World Makati Hotel to charge the Cancellation or No Show charges accordingly.
- Bed type and room preference is subject to availability
- Check in time is at 2:00 pm and Check out time is at 12 nn. Early check in and Late check out is subject to additional charge.

### AIRPORT TRANSPORT

Not required

#### Cefiro (capacity: 3 pax) @ PHP2,800.00 nett / way / car

- Airport to Hotel  Hotel to Airport  Round Trip

#### Grandia / Estate (capacity: 8 pax) @ PHP2,800.00 nett / way / car

- Airport to Hotel  Hotel to Airport  Round Trip

#### Mercedes Benz @ PHP3,000.00 nett / way / car

- Airport to Hotel  Hotel to Airport  Round Trip

### RESERVATION GUARANTEE

Kindly provide your credit card details to guarantee your booking

- Visa  Mastercard  Amex  Diners  JCB

Others \_\_\_\_\_

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

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

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

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