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Kuala Lumpur, Malaysia

Asia Insurance Distribution Channels Excellence Forum 2027

The Future of Insurance Distribution:
Scaling Performance in a Digital-First Asia

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For speaking, sponsorship and partnership opportunities:

Ms Ritu Sharma

Email: ritu@asiainsurancereview.com

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Introduction

Insurance distribution in Asia is at a crossroads. Rapidly evolving consumer expectations, digital innovation, and intensifying competition are reshaping how insurance products are bought, sold, and experienced.

Today's insurers face a strategic imperative: how to stay ahead in a landscape where AI, advanced analytics, and new technologies are transforming customer engagement, while consumers remain one step ahead of the market.

The Asia Insurance Distribution Channels Excellence Forum 2027 brings this conversation back to the forefront. After decades of exploring bancassurance and agency models, it is clear that the industry must now rethink distribution in a holistic and forward-looking way.

This forum addresses the critical question: how can insurers leapfrog competitors, adapt to shifting consumer behavior, and prepare for the future of distribution in a hyper-competitive, technology-driven world?

Across Asia, distribution models are becoming more sophisticated, spanning bancassurance partnerships, agency networks, digital intermediaries, embedded insurance, and insurtech collaborations. Leaders must balance efficiency with personalization, leverage data for trust and insight, and deliver seamless omnichannel experiences that combine digital convenience with human touch.

Channel leaders are being called to balance efficiency with personalization, leverage data to build customer trust, and create seamless omnichannel journeys that combine digital convenience with human touch. Meanwhile, the rise of super-apps, embedded insurance, insurtech partnerships, and value-added services is reshaping the distribution landscape, requiring agility, foresight, and innovative collaboration.

In this era of change, traditional channel structures are pressured to modernize, while new models aim to stay relevant and expand in scale. Leaders must address talent shortages, regulatory expectations around fairness and transparency, and the need to achieve profitable growth without sacrificing customer value.

The Asia Insurance Distribution Channels Excellence Forum 2027 is a must-attend event for those shaping distribution strategies across life, health, general, and digital insurance in Asia. Over two days of high-level plenaries, interactive case discussions, and peer-to-peer exchanges, delegates will explore emerging trends, benchmark best practices, and develop actionable strategies to build distribution excellence across markets and customer segments.

Join us in Kuala Lumpur to engage with visionary speakers, challenge conventional thinking, and co-create the future of insurance distribution in Asia.



1. Opening Keynote Address

Navigating Asia's Insurance Distribution Frontier in an Era of Change

Asia's insurance sector is entering a period of profound transformation. Economic volatility, demographic shifts, rapid digital adoption, and evolving customer expectations are converging to redefine how insurance is distributed and consumed. For CEOs and senior leaders, the challenge is no longer just optimising existing channels — it is about strategically orchestrating distribution ecosystems that are resilient, profitable, and future-ready.

This keynote will provide a macroeconomic lens on the forces shaping insurance distribution across Asia and frame the strategic priorities for the next decade. Leaders will gain insights into how regional market dynamics, regulatory evolution, and technological disruption are driving new imperatives for growth, customer engagement, and capital efficiency.

- Understanding the impact of Asia's economic, demographic, and regulatory trends on distribution strategy
- Transforming channel structures into integrated, intelligent, and customer-centric ecosystems
- Leveraging partnerships, data, and innovation to drive sustainable growth and competitive advantage
- Aligning organisational culture, talent, and leadership for agility and future-readiness
- Defining new performance metrics that link distribution effectiveness to long-term enterprise value

2. Accelerating Profitable Growth Through Hybrid Distribution Models

- Blending agency, bancassurance, and digital for maximum reach
- Reducing channel conflict while improving conversion
- Optimising channel economics and productivity

3. The Untapped Market: Closing Asia's Insurance Protection Gap

- Exploring how agency, bancassurance, digital, and embedded channels can bring insurance to underserved segments
- Leveraging behavioural insights, demographics, and product innovation to deliver affordable and trusted coverage
- Scaling protection solutions using data, AI, and innovative models while maintaining profitability, capital efficiency, and social impact

4. Enhancing Customer Lifetime Value Through Data-Driven Personalisation

- Leveraging analytics for targeted engagement
- Improving retention and cross-sell ratios
- Turning behavioural data into revenue growth

5. Strengthening Agency Productivity Through Smarter Talent Strategies

- Modern recruitment and retention frameworks
- Upskilling agents for advisory excellence
- Incentive redesign for sustainable performance

6. Unlocking Bancassurance Potential Through Strategic Alignment

- Deepening insurer-bank collaboration
- Embedding insurance into digital banking journeys
- Improving joint value creation metrics

7. Driving Digital Channel Performance Without Eroding Margins

- Managing acquisition costs effectively
- Enhancing digital conversion rates
- Building scalable online engagement models

8. Expanding Market Reach Through Embedded Insurance Partnerships

- Leveraging ecosystems and super-app platforms
- Structuring win-win commercial arrangements
- Managing operational and compliance risks

9. Boosting Cross-Border Distribution Capabilities Across Asia Efficiency

- Navigating regulatory diversity
- Standardising processes while localising execution
- Managing multi-market channel governance

10. Improving Customer Trust Through Transparent Distribution Practices

- Meeting evolving conduct expectations
- Enhancing disclosure and suitability standards
- Turning compliance into competitive advantage

11. Optimising Cost-to-Acquire While Scaling Channel Expansion

- Redesigning cost structures
- Leveraging automation for efficiency
- Balancing growth investment with ROI discipline

12. Building Omnichannel Experiences That Convert and Retain

- Integrating digital and human touchpoints
- Creating seamless end-to-end journeys
- Using journey analytics to reduce drop-offs

13. Monetising Customer Ecosystems Beyond Traditional Insurance Products

- Value-added services and subscription models
- Partnerships for lifestyle integration
- Expanding wallet share through ecosystem thinking

14. Future-Proofing Distribution Through AI-Enabled Insights

- Predictive lead scoring and targeting
- Intelligent sales support tools
- Enhancing decision-making speed and accuracy

15. Elevating Channel Governance While Maintaining Agility

- Strengthening oversight without stifling growth
- Managing third-party and partner risk
- Implementing scalable compliance frameworks

16. Securing Sustainable Growth Through Next-Generation Distribution Leadership

- Developing future-ready distribution heads
- Embedding performance culture
- Aligning strategy, talent, and technology

17. Panel Discussion

The Future of Distribution: Are Traditional Channels Obsolete?

- Evaluating the relevance of agencies, bancassurance, and direct channels in the digital age
- Identifying opportunities for hybrid and ecosystem-based models
- Preparing distribution strategies that balance legacy strengths with innovation

18. Panel Discussion

Asia-Pacific in Focus: How Markets Are Shaping the Future of Insurance Distribution

Insurance distribution is evolving at different speeds across the Asia-Pacific, driven by regulatory environments, customer expectations, technology adoption, and competitive pressures. This panel brings together leaders from key markets to share real-world strategies, successes, and lessons learned, providing a comparative view of how insurers are innovating to reach new customers, close protection gaps, and deliver sustainable growth.

- **Market-Specific Innovation:** Explore how different countries are deploying digital platforms, agency networks, bancassurance, and embedded insurance to meet local consumer needs
- **Case Studies of Success:** Examine standout initiatives, from AI-driven underwriting, ecosystem partnerships, to microinsurance penetration in various countries
- **Lessons for the Region:** Identify replicable strategies, common challenges, and emerging trends that insurers can apply across markets to strengthen distribution and customer engagement

Who Should Attend:

- CEOs, CMOs, Directors, Heads of Distribution and Marketing Managers of Life and General insurance companies dealing with various distribution channels, bancassurance or looking at expanding bancassurance opportunities and improving distribution network as well as new channels and strategic partners
- 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

Candid Moments and Connections - Highlights from a Related Event





Get involved

For speaking, sponsorship and partnership opportunities:

Ms. Ritu Sharma

Conference Producer

Asia Insurance Review and Middle East Insurance Review

Amoy St, 103A, Singapore 069923

Email: ritu@asiainsurancereview.com

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Asia Insurance Distribution Channels Excellence Forum 2027

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Registration Email: loga@asiainsurancereview.com

REGISTRATION

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Normal Registration

Subscribers ☐ S\$2,200

Non-Subscribers ☐ S\$2,500*

(*Free One Year Subscription to Digital Edition of Asia Insurance Review & AIR eDaily)

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 2027

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: April 2027

For cancellation in writing made before April 2027, 50% of the conference fee will be refunded.

No refunds will be made for cancellations after April 2027. However, substitution or replacement of delegates will be allowed.

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I undertake to indemnify the organisers for all bank charges

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