

12th
Asia Insurance Industry Awards

THE GRAND HYATT, HONG KONG

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12th Asia Insurance Industry Awards



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Saluting *the* Stars



The stars continue to shine on Asia, even at the time of a raging financial crisis and amid impending fears of a global recession.

The number of entries and fierce competition at the 12th Asia Insurance Industry Awards show that there is much for the industry to be proud of at present. In some categories, it was even hotter due to a new dynamism in the market, increased innovation and a greater appreciation of the meaning of the Awards. The entries showed repeatedly that Asia has many unsung success stories and market heroes.

The Judging Panel, led by Insurance Commissioner of Hong Kong, Mr Clement Cheung, was faced with the tough job of picking the winner amidst many worthy entrants – each of which had a compelling story of excellence to tell.

Asia Insurance Review and The Review congratulate all entrants for wanting to share their feats with their peers to help boost greater professionalism in the industry.

The Process

The distinguished Panel of 25 judges including regulators, industry leaders and practitioners and association heads, did the judging in two stages. The first round was based on scoring each shortlisted submission with the top three for each category emerging based on the total scores received.

In the second stage, the Panel of Judges met in Singapore to have a free and open discussion on the top-three finalists in each of the 14 categories and proceeded to rank their choices by secret ballot. The process and results were then meticulously audited by our independent auditor, Mr Jeremy Hoon of KPMG.

The Gratitude

We would like to express our appreciation and gratitude to all those who have worked so hard to ensure the continued success of the Awards. These include:

- (i) The distinguished Panel of Judges who executed their difficult task with the greatest of dignity and pride;
- (ii) The sponsors of the Awards for their ready and enthusiastic support;
- (iii) The industry and related associations in the region for throwing their support behind the Awards;
- (iv) The candidates who took the time and effort to take part in the Awards; and
- (v) The independent auditor, Mr Jeremy Hoon.

Congratulations

Lastly, we congratulate all the winners. They are now charged with the responsibility to shine the torch for the rest to follow. More importantly, they have to draw the public's attention to the excellence in the insurance industry at a time when the world is still reeling from the effects of the crisis of confidence in the financial services sector.

Shine On!



Greg Dobie
Editor



Sivam Subramaniam
Editor-in-Chief





The Judging Panel



Clement Cheung



Anuar Mohd Hassan



Richard Austen

Clement Cheung - Presiding Judge *Commissioner of Insurance, Hong Kong*

Mr Cheung started his career in the Hong Kong Civil Service as an Administrative Officer in 1983 and was closely involved with formulation of government policies on hospital services, public housing as well as trade and investment promotion. Before joining the former Works Bureau which has evolved into the Environment, Transport and Works Bureau, Mr Cheung was Director of the Hong Kong Economic and Trade Office in Singapore responsible for ASEAN regional affairs. He assumed duty as Deputy Secretary for Environment, Transport and Works in 2001 and was initially assigned with the task of implementing recommendations made by the Construction Industry Review Committee. His portfolio has since been expanded to cover management of the Public Works Programme with an average annual expenditure of \$29 billion, greening strategies and initiatives, as well as organisational reforms and resource planning for the Works Departments. He took up his present appointment as Commissioner of Insurance in July 2006.

Anuar Mohd Hassan *President & Group Chief Executive Officer, MNRB Holdings Bhd*

Mr Anuar, a Chartered Insurer with over 30 years of experience in the insurance and reinsurance industries in the United Kingdom and in Malaysia, is the President and Group CEO of MNRB Holdings Bhd. He obtained his Associateship in The Chartered Insurance Institute (UK) in 1979 and is also an Associate Member of The Malaysian Insurance Institute. He also attended the Advanced Management Program at Harvard Business School in 2004. He has served The General Insurance Association of Malaysia in his capacity as Chairman/Deputy Chairman from 1994–2006. Mr Anuar has also served as director in Malaysian Reinsurance Bhd, Labuan Reinsurance (L) Ltd, Takaful Ikhlas Sdn Bhd, MNRB Retakaful Bhd, Malaysian Re (Dubai) Ltd, Motordata Research Consortium Sdn Bhd, The Malaysian Insurance Institute and International Centre for Leadership in Finance (ICLIF).

Richard N C Austen *Chairman, Reinsurance Brokers' Association (Singapore)*

Mr Austen started his insurance and reinsurance career in Lloyds of London in 1972, working for the Lloyds broker Thompson Graham Ltd which later became Jardine Thompson Graham. He became actively involved in Asian reinsurance business in 1974. His love for the region led him to move to Singapore in 1982 where he incorporated Singapore's first regional specialist reinsurance broking business.

Adopting Singapore and Asia as his home, over the years, Mr Austen has travelled extensively in Asia in pursuit of delivering reinsurance solution to clients. He has served on many Industry committees and spoken at numerous reinsurance conferences.

After 30 years of insurance and reinsurance broking services in Asia with Jardines, in 2003 he joined A J Gallagher to develop their broking business in Asia.

Subsequently, with the global sale of Gallagher's reinsurance operations, Mr Austen led the local management team to complete a management buy-out and rebrand the company Asia Reinsurance Brokers Pte Ltd (ARB).

Mr Austen is also Chairman of the Reinsurance Brokers Association (Singapore) and a member of the organising committee of the Singapore International Reinsurance Conference.



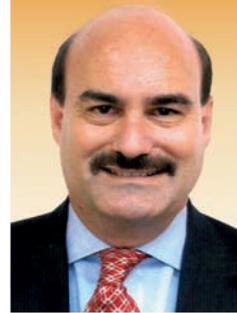
The Judging Panel



Stephen Collins



Hiroshi Endo



David L Fried



Hiroshi Fukushima

Stephen Collins

Managing Director, ReMark International B.V.

Mr Collins is the Group CEO of ReMark International, a global direct distribution consultancy offering end-to-end insurance marketing and technology solutions to financial services institutions and affinity partners.

He has over 20 years' experience in the financial services industry, providing consulting services to clients on bancassurance, marketing, product development and direct distribution strategies across the Asia, Europe and the Americas.

A long-time advocate of knowledge sharing within the industry, Mr Collins has chaired several Asian Conferences on Bancassurance and Alternative Distribution Channels, and is a regular contributor to Asia Insurance Review.

From 1998 to 2004, he held several senior positions within ReMark, including CEO of the company's Asia Pacific business unit where he established business partnerships with leading regional players including Development Bank of Singapore, Standard Chartered Bank, Citibank, OUB Bank, Bank of Commerce, Land Bank of Taiwan, Aviva, John Hancock, Pacific Century, Great Eastern Life, ING, ICICI, Royal & Sun Alliance, AML, Winterthur Life, Gen Re, Swiss Re, Gerling and Hannover Re.

Following a two-year sabbatical to pursue private interests, he was enticed to rejoin ReMark in 2007 as the Group CEO based in the Netherlands.

Hiroshi Endo

Chief Executive Officer, Tokio Marine Asia Pte Ltd

Mr Endo is the Chief Executive Officer of Tokio Marine Asia, with 33 years of working experience in Millea Group. Since graduating from The University of Tokyo, he joined The Tokio Marine and Fire Insurance Co, Ltd (Japan) in 1975 where his portfolio was mainly in corporate accounting, overseas operations and automobile insurance. Believing in actively contributing to the sound development of the insurance industry in the Asia-Pacific region, he has continually committed Tokio Marine Asia as the main sponsor of the "Broker of the Year" award consecutively for six years since 2003 at the Asia Insurance Industry Awards. In his leisure time, he enjoys a game of social tennis and golf as well as listening to music.

David L Fried

Group General Manager, Regional Head of Insurance, Asia Pacific, The HongKong and Shanghai Banking Corporation Limited

Mr Fried has been the Regional Head of Insurance, Asia Pacific and Chief Executive Officer of HSBC Insurance (Asia-Pacific) Holdings Limited since 1 October 2006. In these capacities, he oversees the overall strategy in insurance, retirement businesses as well as the responsibilities for the insurance broking business throughout Asia Pacific. He is also a Director of HSBC Insurance (Asia-Pacific) Holdings Limited; HSBC Insurance (Asia) Limited; HSBC Life (International) Limited; HSBC Insurance Holdings Limited (UK); HSBC Amanah Takaful (Malaysia) Sdn Bhd; and HSBC Investments (Hong Kong) Limited. Mr Fried, who joined HSBC in 1984, was previously based in the UK, holding the posts of Executive Director of HSBC Insurance Holdings Limited and Head of Business Development at Group Insurance Head Office. During his tenure with HSBC, he has served in numerous businesses in Europe and North America, involving agency, life and non-life, underwriting and reinsurance, broking, pensions and captive management.

Hiroshi Fukushima

Managing Director, Toa Re

Mr Fukushima joined Toa Re in 1971, starting his career in the investment field, where he worked for over 20 years. Throughout his years with the company, he has also gained experience in the other professional areas such as marketing and underwriting Japanese reinsurance business at the Fire & Casualty and the Underwriting & Planning Departments. He also spent two years as its representative in the Toa Re's London Office.

He was appointed as a Board Member in 1999 when he was General Manager of Management Planning Department and in 2000, he was made the Managing Director. He is currently supervising the Underwriting & Planning Overseas Marketing and Investment Departments.



The Judging Panel



Dr Bassel Hindawi



Christopher Ho



Dr Huang Tien-Mu

Dr Bassel Hindawi

Director General, Insurance Commission of Jordan

HE Dr Hindawi serves as the Director General and Vice Chairman of the Board of the Insurance Commission of Jordan. He led a major modernisation effort for the insurance sector in Jordan that included the establishment of the Insurance Commission in early 2000 as an independent regulatory authority.

HE Dr Hindawi previously worked as an advisor to the Minister of Industry and Trade on Jordan's accession to the World Trade Organization, as a lecturer at the George Washington University, and at the International Monetary Fund in Washington. He is also President of the International Association of Insurance Fraud Agencies (IAIFA), Chair of the Arab Forum of Insurance Regulatory Commissions and Chairman of the Board of Governors of the International Insurance Society.

Christopher Ho

Chairman, Singapore Reinsurers' Association

Mr Ho is the Chairman of the Singapore Reinsurers' Association, and Chairman & Chief Executive Officer of PARIS RE Asia Pte Ltd. With more than 30 years' experience in the insurance and reinsurance industry, he has extensive knowledge of the Asia-Pacific market and has worked in both the reinsurance hubs in Hong Kong and Singapore.

Mr Ho started AXA Reinsurance Asia in 1990 and has successfully built the company to be one of the market benchmarks in the industry today. Following the acquisition of the entire reinsurance activities of AXA Re by PARIS RE Holdings, the company was renamed PARIS RE Asia Pacific.

Engaging only experienced local managers, Mr Ho has been able to take advantage of the empathy with the market to become a significant player in the region, especially in the areas of excess of loss treaties. Mr Ho was appointed Chairman of Singapore Reinsurers' Association in 2004. He also sits on the Board of Governors of the Singapore College of Insurance and is a Council Member of the Singapore Institute of Banking & Finance.

Dr Huang Tien-Mu

Director General, Insurance Bureau, Financial Supervisory Commission, Taiwan

Dr Huang took office as Director General of the Insurance Bureau under the Financial Supervisory Commission (FSC) in March 2005. He has more than 20 years' experience in regulating the banking industry. He previously served in such posts as Acting Director General of the Bureau of Examination, Secretary General of the FSC and Deputy Director General of the Bureau of Monetary Affairs (currently the Banking Bureau under the FSC).

As a regulator, Dr Huang is concerned with maintaining confidence in insurance markets and protecting the interests of consumers. He has spearheaded several measures to review the industry's solvency capability and improve financial literacy.

Dr Huang holds a Bachelor of Commerce Degree (Major in Banking) from National Chengchi University, a Master's Degree of Law (Major in Public-Policy) from National Sun Yat-sen University and a Doctor Degree in Public Administration from the University of Southern California. He is also a member of the board of directors of Taiwan Tobacco and Liquor Company and Taiwan Insurance Institute. Dr Huang has been a part-time associate professor (teaching management of public organisation and financial regulatory policy) in the Soochow University since 1993.



The Judging Panel



Michael Huddart



Kua Ka Hin



Sara Lamsam

Michael Huddart

Past Chairman, The Hong Kong Federation of Insurers

Mr Huddart is Executive Vice President and General Manager, Hong Kong, Manulife (International) Limited and Chief Executive of Manulife Asset Management (Hong Kong) Limited, responsible for the overall development of Manulife's business operation in Hong Kong, which includes individual insurance, employee benefits and wealth management. Mr Huddart also sits on the Board of Directors of both these companies.

Mr Huddart is very active in the Hong Kong insurance industry, serving as the 2007/2008 Chairman of the Hong Kong Federation of Insurers (HKFI). He has also previously been Chairman of the Life Insurance Council, and continues to be Deputy Chairman of the Task Force on Healthcare Reform.

From 2000 to 2003, Mr Huddart was General Manager of Manulife Taiwan, where he successfully led the business to new heights with a premium growth of more than 1,000% during his four-year tenure. He also established Manulife Taiwan's leadership position by introducing the first investment-linked as well as the first universal variable life products in the market.

Before moving to Taiwan, Mr Huddart was Vice President for Business Development in Asia, based in Hong Kong. He was a key member for some Manulife's acquisitions (including the Japan acquisition) and potential market entries in Asia. Mr Huddart was also the Chief Actuary for Manulife in Indonesia as well as the President Director of Manulife's former pension consulting business there.

Mr Huddart holds a Bachelor of Science (honours) degree in Actuarial Science from City University in London, is a Fellow of the Institute of Actuaries of Australia and an Associate degree of the Society of Actuaries (USA). He has 29 years of practical experience in the life insurance and pension consulting fields, and has held many leadership positions.

Kua Ka Hin

CEO & Principal Officer, Munich Reinsurance Company, Singapore Branch

Mr Kua started his career as an engineer before joining the insurance industry as a loss adjuster. He joined Munich Re Singapore Branch 15 years ago and in 1996 established and headed the Munich Re Branch Office in Kuala Lumpur. Since 2003, for slightly more than four years, he was the General Manager of Munich Re Taipei. In 1 August 2007, Mr Kua returned to Munich Re Singapore as its CEO and Principal Officer to take over the overall responsibility for Munich Re's operation in Southeast Asia.

While in Malaysia, Mr Kua was nominated as Deputy Convenor of the Professional Reinsurers Subcommittee of the General Insurance Association of Malaysia for two terms, 2001/2002 and 2002/2003. Mr Kua holds a Bachelor of Engineering degree from National University of Singapore and also Master of Business Administration (Euro-Asian Management) degrees from the University of Aix-Marseille, France and the University of Putra Malaysia.

Sara Lamsam

Chairman, Asean Insurance Council

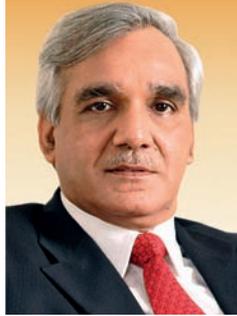
Mr Sara is currently the President of Muang Thai Life Assurance Co Ltd. He has also been the President of the Thai Life Insurance Association since 2006. He has over 15 years of experience in the insurance industry.

In 2005, he won the inaugural "ASEAN Insurance Young Managers Award" given at the 31st ASEAN Insurance Council meeting. In 2006, he led Muang Thai Life to win the first prize of "Life Insurance Company with Outstanding Management" awarded by the Department of Insurance, Ministry of Commerce. In 2007, he was awarded the Thailand Top 100 HR Award, as a successful top executive who concentrates on human resources development.

Other social positions include Executive Committee of Young President's Organization (Thailand), Executive Committee and Country Chairperson of Pacific Insurance Conference (PIC), and Director of Narcotics Control Foundation.



The Judging Panel



Yogesh Lohiya



Katsuo Matsushita



Leslie Mouat



Peter Newall

Yogesh Lohiya

Chairman-cum-Managing Director, General Insurance Corporation of India

Mr Lohiya is a mechanical engineering graduate and an Associate of the Insurance Institute of India. He also holds a post-graduate Diploma in Management from the All India Management Association (AIMA). He had a short stint in the manufacturing industry before joining the insurance industry as a direct recruit officer in The Oriental Insurance Company in 1977. During his stay in Oriental which spanned over three decades, he handled various technical departments including fire, engineering, reinsurance treaty and foreign operations. He has served as member on various professional committees and is the Co-chairman of Insurance Committee of Indian Merchants Chamber, Mumbai. Mr Lohiya is also a visiting faculty at several institutes of higher learning. A prolific writer, he has authored several books on various issues related to the insurance sector. He has also presented papers on a variety of subjects, ranging from risk management in chemical industry, customer service in insurance industry and Indian public sector. Several of these have also been awarded.

Katsuo Matsushita

General Manager, International Department, The General Insurance Association of Japan

Mr Matsushita has over 30 years in the non-life insurance industry in Japan and has an excellent knowledge of the insurance business. He also is a frequent contributor to international insurance journals. Mr Matsushita joined The General Insurance Association of Japan in 2002. He was appointed General Manager of the International Department at the Association responsible for the international public communications, subjects on the WTO and FTA negotiations as well as issues on supervisory standards of the global insurance industry promulgated by the IAIS.

Prior to his current appointment, Mr Matsushita was with Tokio Marine & Fire Insurance Company, Tokyo, Japan for more than 30 years. He was General Manager in their International Sections, Corporate Planning Section and International Accounting Department. He was also engaged in insurance accounting, corporate finance and investor relations at their New York office for five years. He is also a Member of the Executive Board of the East Asian Insurance Congress since 2002 and a member of the Asia Insurance Industry Awards Judging Panel since 2004. Mr Matsushita holds a Bachelor of Arts (Law) degree from Tokyo University of Japan.

Leslie Mouat

Regional President, AIG SE Asia Pte Ltd

Mr Mouat is a 26 year veteran of AIG and has held Country Manager positions in the Philippines, Hong Kong and Papua New Guinea for AIU during his tenure. He started as Country Manager with American Home Association Co in Papua New Guinea in 1982 before he moved on to AIU Hong Kong as an Executive VP in 1986. Within a short span of three years, he was promoted to President of Philam Insurance Company Limited in Manila, Philippines.

In 1992, Mr Mouat was made AIU Senior Country Executive of New Hampshire Insurance Company Limited in Bangkok, Thailand. He was further promoted to his current position of Regional President, Southeast Asia in 2003. As Regional President of AIG SE Asia Pte Ltd, Mr Mouat is responsible for the insurance operations in Vietnam, Indonesia, Malaysia, the Philippines, Guam, Singapore, Hong Kong, Thailand and Taiwan.

Peter Newall

Managing Director & Head of Claims & Liability Management for Asia, Swiss Re

Mr Newall joined Swiss Re Regional office in Hong Kong in September 2002 as Head of Claims and Liability Management (CLM) for Asia, which extends from India to New Zealand. He is responsible for the management of the CLM reinsurance and direct insurance claims teams in four business units. Mr Newall has spent most of his working career in Asia as an international loss adjuster, having first been posted to Singapore in March 1980. Since then, he has been based alternately in Hong Kong and Singapore, handling major losses for the insurance and reinsurance industries throughout Asia.

During his loss adjusting career, he also spent three years as an international executive loss adjuster with the Cigna Group of Companies based in Singapore.

Mr Newall holds an honours degree in law, is a Fellow of the Chartered Insurance Institute, a Fellow of the Chartered Institute of Loss Adjusters and a recognised European Union loss adjusting expert (FEUDI).



The Judging Panel



Evelina Pietruschka



Patrick Poon



Chai Sophonpanich



Simon Wilson

Evelina Pietruschka

Chairman, Indonesia Life Insurance Association

Mrs Pietruschka has been the President Director of PT AJ Adisarana Wanaartha since June 1999. Her principal responsibility is to direct the development of annual and long-range plans and strategies for marketing, sales and profits; including research and development and regularly review with the board progress on such plans.

Her responsibilities also include setting company-wide goals, performance objectives and measuring performance on a regular basis; and reviewing and approving plans for capital investments, resources allocation, company-wide operating plans and budgets.

Currently the Chairperson of Indonesia Life Insurance Association (AAJI) and past Chairman of the Federation of Indonesian Insurance Associations (FAPI), Mrs Pietruschka is also the President Commissioner of PT Fadent Consolidated Company. She holds a Bachelor of Science and a Master of Business Administration, both from Pepperdine University, California, USA.

Patrick Poon

Chairman of Operation Committee & Director, China Pacific Life Insurance Company Limited

Mr Poon has been in the senior management of various domestic and international insurance companies. His outstanding leadership has brought him a number of recognitions, namely "HK Ten Outstanding Youth Award" in 1985, the "K T Li Medal of Management" in 1997, "the 16th Outstanding Manager Award (CEO and President Category)" in 1998, and "the Order of Brilliant Star" Medal in 1999, the "Best Insurance Leadership Award" at the "Insurance – Belief, Hope & Love Award" in 2000, and the "Personality of the Year" award at the Asia Insurance Industry. While he was CEO for ING Taiwan, the company won the Life Insurance Company of the Year at the Asia Insurance Industry Awards twice.

Mr Poon is now the Chairman of Operation Committee of China Pacific Life Insurance Co Ltd responsible for the daily operational management of CPL.

Chai Sophonpanich

Chairman & President, Bangkok Insurance Public Co Ltd

Mr Chai, Chairman of the Federation of Thai Insurance Organization, and past President of the East Asian Insurance Congress (1985-1986, and 2004-2005) is the leading and most revered elder in the Thai insurance market. As the head of the non-life body, he has spearheaded several moves to nurture the image of the industry as being more responsive to the needs of the people and the economy.

A science graduate from the University of Colorado, Mr Chai has been with Bangkok Insurance for about 39 years. Since 1978, he has been the Chairman and President, during which time the company has grown to be a big player with a staff strength of more than 1,200. Under his stewardship, the company received the ISO 9002 certification in 1997 and ISO 9001 2002. It was named the best non-life insurer for three consecutive years since 2002 by the Thai regulator.

A dependable and selfless industry leader, he has also served several terms as Vice Chairman and Chairman of the Asean Insurance Council which he helped pioneer.

He was named Personality of the Year in the inaugural Asia Insurance Industry Awards in 1996.

Simon Wilson

Managing Director, Lloyd's Asia (Pte) Ltd

Mr Wilson was appointed Lloyd's General Manager for Singapore in January 2007. He is also Managing Director of Lloyd's Asia (Pte) Ltd, and General Representative of Lloyd's underwriters in Singapore. Before his appointment, Mr Wilson spent three years developing and leading the International market intelligence team for Lloyd's in London. In addition to this responsibility, he was involved in the development of the business model and plan for the new Lloyd's China Reinsurance platform, based in Shanghai. Prior to joining Lloyd's, Mr Wilson worked as a management consultant for Deloitte.



International Panel



Dave Matcham



Gregory A Maciag



Patrick Kenny



Patrick M Liedtke

Dave Matcham FCII

Chief Executive, International Underwriting Association of London (IUA)

IUA is the trade association representing insurance and reinsurance companies writing international business centred on London. Prior to joining IUA at its formation on 31 December 1998, Mr Matcham worked for 18 years, mainly in a senior managerial position, for the Institute of London Underwriters (ILU) – a long established trade association for marine and aviation insurers in London. ILU merged with LIRMA to form IUA on 31 December 1998 with Mr Matcham, being appointed Director of Operations. Mr Matcham obtained his Associateship of the Chartered Insurance Institute (CII) in 1986 and his Fellowship (specialising in Aviation) in 1989. He still takes an active role in the CII, having served twice as president of one of its regional local institutes.

Gregory A Maciag

President & Chief Executive Officer, ACORD

With more than 30 years of industry experience—28 at ACORD, Mr Maciag has developed a broad knowledge and understanding of the role technology plays in the global insurance marketplace today. Since taking over as President and CEO in 1994, his vision has positioned ACORD as a leader in standards development and enterprise solution support, and a strong proponent of interoperability of data standards for sharing insurance information across disparate platforms. Mr Maciag is a nationally recognised expert on insurance technology, speaking at numerous industry events each year. A past columnist for the National Underwriter Magazine, Mr Maciag authored more than 100 columns spanning a decade of technology advancements. Prior to joining ACORD, he held positions with the National Council on Compensation Insurance and the Chubb Group of Insurance Companies.

Patrick Kenny

President & Chief Executive Officer, International Insurance Society

Mr Kenny has been the President and Chief Executive Officer of the International Insurance Society since June 2001. He is responsible for the overall management of the IIS, a non-profit organisation of insurance executives and academics, whose mission is to facilitate the worldwide transfer of ideas and innovations and to foster the development of personal networks across national and international insurance markets. The IIS, which was formed in 1964, today has over 900 members from 90 countries representing key insurance companies around the globe.

Prior to joining the IIS, Mr Kenny was the Executive Vice President of Frontier Insurance Group Inc in Rock Hill, NY, from August 1998 to March 2001. From 1995 to 1998, he served as Senior Vice President of SS&C Technologies, a technology corporation located in Windsor, CT.

Mr Kenny served as Group Executive, Finance and Administration, and Chief Financial Officer at AETNA Life and Casualty from January 1988 to December 1994, where he was responsible for corporate finance, services and communications, as well as technology, investor relations and internal audit. Management responsibilities included overseeing 6,000 employees. Before joining AETNA, Mr Kenny was the Partner in Charge of the Insurance Audit Practice and a member of the International Insurance Practice Committee at KPMG Peat Marwick from 1981 to 1987.

Patrick M Liedtke

Secretary General & Managing Director, The Geneva Association

Born in Frankfurt/Main (Germany), Mr Liedtke finished his schooling in 1985 in Madrid (Spain), then studied Electrical Engineering and Economics in Germany and England. He has worked in capital markets analysis and economic research in England, Germany and Switzerland. He has been with The Geneva Association since 1998 where he assumed the role of Secretary General and Managing Director in January 2001.

Mr Liedtke is a Surveillance Board Member of IT Future AG, Frankfurt; Surveillance Board Member of Zwiessel Kristallglas AG, Zwiessel; Director of the Applied Services Economic Centre (ASEC) and Chairman of the Silver Workers Institute (SWI). He is also Executive Board Member of the Club of Rome; Editor of the Insurance and Finance Newsletter, published in Geneva; and Editor-in-Chief of the Geneva Papers on Risk and Insurance – Issues and Practice, published in London. He is a Member of the Advisory Committee of the Wharton School's Center for Risk Management and Decision Processes (WCRMDP) in Pennsylvania, and of the International Advisory Board of the China Center for Insurance and Social Security in Beijing, as well as several other expert groups.



LIFE INSURANCE COMPANY OF THE YEAR

ICICI Prudential Life Insurance Co Ltd

ICICI Prudential Life's innovative and effective products and services have made it a preferred life insurance brand in India.

ICICI Prudential Life's keen understanding of its customers and the business environment, coupled with its strong organisational framework, has enabled it to achieve and sustain its position as a dominant life, health and pensions player in the highly competitive Indian market.

The insurer has its finger on its customers' pulse with various measures such as organising an annual customer satisfaction survey, capturing customer interactions through CRM and developing models to gauge the scale and nature of expected transactions. ICICI Prudential has made every effort to ensure understand and predict customer behaviour, and transmit the right information to all concerned through MIS and dashboards.

Such knowledge has gone into developing innovative products and unique services. For example, it has pioneered health plans to cover specific diseases; these include first-of-its-kind Diabetes Care and Cancer Care products. To increase consumer convenience, the company significantly expanded its distribution network in the last financial year, and now has the highest number of touch points – more than 3,000 – in the industry.

Realising the importance of the rural base, the company has invested significantly to ramp up its infrastructure in these areas. ICICI Prudential operates a physical presence with more than 1,000 rural offices in 12 key states, staffed with dedicated advisors. It is the first life insurance company in the country to ink a public-private partnership with established government bodies such as the Indian Postal Department, which are recognised by rural consumers. It also provides call centre services, marketing literature and policy documents in regional languages, thereby building trust with its clients.

ICICI Prudential has also implemented a corporate governance framework, risk management framework and robust internal policies to strengthen its organisational structure. Despite being unlisted, the company follows a disclosure process similar to those for listed entities. It also follows the requirements of the Sarbanes Oxley Act pertaining to the adequacy of internal controls. A strong people philosophy, built on the cornerstones of a fair and meritocratic work culture and a supportive learning environment, has been another key differentiator for the company.

Through these initiatives, the company has become the preferred life insurance brand in India, amassing over seven million policies and assets of more than Rs285 billion (US\$5.8 billion). Furthermore, renewal premium income increased from 24% in FY 2004 to 41% in FY 2008, and new business premium recorded a CAGR of 86% during the same period. With a total capital of Rs37.72 billion, ICICI Prudential is one of the most strongly capitalised Indian life insurers, underscoring its ability to be there for its customers at all times.

ABOUT THE SPONSOR

HSBC Insurance

HSBC Insurance (Asia-Pacific) Holdings Limited is a wholly owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited, which is owned by HSBC Holdings plc, the London-based holding company of the HSBC Group.

HSBC Insurance (Asia-Pacific) Holdings Limited is the parent company of four insurance underwriting companies, collectively known as HSBC Insurance – HSBC (Asia) Limited, HSBC Life (International) Limited, HSBC Insurance (Singapore) Pte Limited and HSBC Amanah Takaful (Malaysia) Sdn Bhd (49% held).

HSBC Insurance offers customers the security, confidence and convenience of doing business with one financial services organization. It has offices in the Hong Kong Special Administrative Region (SAR), the Macau SAR, Singapore, Malaysia and Taiwan. In mainland China, it has representative offices in Beijing, Shanghai and Guangzhou. In Vietnam, it operates a representative office in Hanoi. Through joint ventures and partnerships, HSBC Insurance furthermore has a presence in South Korea (a 50% less one share interest in Hana HSBC Life Insurance Company Limited), India (a 26% stake in Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited) and Vietnam (a 10% interest in BaoViet Holdings).

HSBC Insurance and HSBC were joint winners in the Excellence in Bancassurances under The Asian Banker Excellence in Retail Financial Services Awards 2007. In 2006, HSBC Life (International) Limited was awarded 'Life Insurance Company of the Year' and HSBC Insurance (Asia) Limited was named 'General Insurance Company of the Year' in 2000. HSBC Insurance Brokers (Asia-Pacific) Limited received 'Broker of the Year' in 1997, 2000 and 2006.

www.insurance.asiapacific.hsbc.com



GENERAL INSURANCE COMPANY OF THE YEAR Tokio Marine & Nichido Fire Insurance Co Ltd

Tokio Marine & Nichido Fire Insurance Co (TMNF) has maintained its leading position through its continuous efforts to renew itself to meet market challenges, while at the same time, fulfilling its corporate social responsibility.

Since its formation more than a century ago, TMNF has strived for excellence and leadership in the Japanese non-life insurance market. It has maintained its current top position through continuous efforts to renew itself to meet the challenges of the market.

Its "Business Renovation Project" is one of the largest reform projects in its history, revamping areas from product design and business processes to agency systems and claims services. Following the revamp of its automobile insurance line, it embarked on changes to its fire portfolio and will soon be doing the same for other products.

TMNF has demonstrated innovation and responsiveness to customers' needs by designing products which are flexible and easily understood by both customers and agencies, and allowing clients to choose the coverage they desire after filing a claim. TMNF has also pursued straight-through processing to reduce the workload for both agencies and the company, and 100% cashless payments to cut down the risk of fraud, theft or delay in payments.

Such changes have helped TMNF tackle the threats facing the non-life insurance industry in Japan. In FY 2007, its net profit after tax increased 17% to ¥108.7 billion, and net written premiums rose 4.5% to ¥2.2 trillion. The company remains financially robust, thanks to its sophisticated quantitative financial risk management structures to maintain an adequate amount of risk capital while investing surplus assets in more profitable projects. Regulatory compliance is also its priority, as it prepares to submit its first report to the Japanese SOX in March 2009 for better transparency in financial reporting.

TMNF is actively expanding its global footprint as well, with contributions from its international operations growing over 200% between FY2004 and FY2007. Last year, it organised its global operations by establishing Tokio Marine Americas, Tokio Marine Europe and Tokio Marine Asia. It also set up Tokio Marine Middle East in Dubai to develop the takaful business in the region. In March 2008, TMNF acquired UK-based Kiln Ltd to strengthen its global operations through the Lloyd's market.

Despite its business expansions, TMNF has not neglected its corporate social responsibility. It has participated in various projects to protect the environment, such as mangrove reforestation in Asia, and developing environmentally-conscious products and business processes. Last December, TMNF formed a "Risk Laboratory – Mangrove World" in Second Life, the first insurance company in Japan to leverage on this new technology.

With these achievements, TMNF has demonstrated that it is a worthy winner of the General Insurance Company of the Year.

ABOUT THE SPONSOR

HSBC Insurance 

A member of the HSBC Group and three-time winner of the Asia Insurance Review's Insurance Broker of the Year Award, HSBC Insurance Brokers has expanded strategically to become a major force in the provision of broking and risk management services throughout the Asia-Pacific region.

We pride ourselves on having the resources and expertise to develop imaginative solutions to our clients' problems and have achieved an enviable reputation for innovation in risk management, insurance broking and consulting.

We recognise that the world is changing and, with it, the risks to which our clients are exposed. As part of one of the world's biggest financial services organizations, our international network enables us to adapt successfully to these changes. Through our network, we are able to access the global insurance and reinsurance markets and develop comprehensive customised risk management programmes to meet the individual needs of our clients in the Asia-Pacific region and beyond.

www.insurancebrokers.hsbc.com.hk



LOSS ADJUSTER OF THE YEAR Insight Loss Adjusters

Insight Loss Adjusters' experience in handling large and complex claims, as well as its commitment to high standards of professionalism, has been recognised not only by international underwriters, but also from the judges for this award.

Insight Loss Adjusters was one of the first international loss adjusting firms on the scene following the snowstorms and earthquake in China and cyclone in Myanmar. Thanks to its close relationships around the region and support from local associates, Insight's adjusters could gain entry into Myanmar soon after the disaster. The company's growing network in China meant it was able to work on cases speedily and give maximum support to its principals despite difficult circumstances.

Apart from China, the pan-Asian loss adjusting group has also strengthened its network in the Malaysian and Philippine markets. It has been appointed to handle a few large claims, including catastrophes, and has also augmented its staff and resources in these countries.

Insight's high standards of professionalism, honesty, transparency and integrity have won trust from the international underwriting community. It was appointed Lead Adjuster by leading London market underwriters on two mega-infrastructure projects in Singapore. Insight also successfully worked to conclude the Nicoll Highway Mass Rapid Transit claim -- Southeast Asia's largest and most complex construction claim which took almost four years to complete. The settlement required a great deal of expertise and involved many different parties across the world.

Insight is the Board Secretary and the Asia Regional Office for VRS Adjusters, a leading global adjusting house based in the US, handling catastrophic losses and claims for global insurance programmes. As a Lloyd's agent in Singapore and Malaysia, Insight actively partners Lloyd's Marine Intelligence Unit in providing shipping intelligence to the international maritime and insurance markets. Such crucial information is relied upon by the global community in its fight against terrorism.

Insight has also improved its processes for the benefit of its customers. Its e-Notification of claims system has made it easier for claimants to submit notifications on a 24/7 basis. This has been especially useful for mega construction projects and multinational operational insurance programmes, where early alerts of all interested parties are essential in rendering excellent service.

Such achievements have helped Insight enjoy significant growth and made last year one of the most successful in the firm's 16-year history.

ABOUT THE SPONSOR



Munich Re is one of the world's largest reinsurers and characterised by diversification, client focus and financial stability. With its integrated business model of reinsurance, primary insurance and international health, the Group has over 43,000 staff in more than 50 locations.

Five thousand insurance companies in 150 countries rely on Munich Re's know-how and financial strength. Risk expertise and risk management are its core competences, and its activities cover the whole value chain in the industry - from traditional reinsurance in life and non-life to alternative risk financing.

Munich Re's experts from over 80 disciplines carry out research of significance far beyond the immediate world of insurance. We help to fashion solutions to create the basis for identifying and mastering emerging risks. Munich Re was the first company in the industry to address global warming in 1973 and analyse the potential effects on frequencies and intensities of natural catastrophes.

Soon after its establishment, in 1880, Munich Re expanded its activities abroad. In Asia, the company signed its first contract in Japan in 1912 and opened the first office in 1967 in Tokyo. Hong Kong followed in 1962. In 2003, the Group became the first international reinsurer to receive a composite reinsurance operating licence in China. Munich Re continues to show commitment to the Asia-Pacific region through organic growth, joint ventures and acquisitions.

www.munichre.com



EDUCATIONAL SERVICE PROVIDER OF THE YEAR

Australian & New Zealand Institute of Insurance and Finance

The Australian and New Zealand Institute of Insurance and Finance (ANZIIF)'s commitment to providing insurance education and professional services to the Asia-Pacific region has won it the Educational Service Provider of the Year for the fifth time.

In 2007, ANZIIF performed a considerable amount of work towards boosting the educational standards of the insurance industry in Asia. It developed special programmes, established new relationships and built business ties with insurance organisations and representative bodies in China, Singapore, New Zealand, Vietnam, Thailand and Indonesia. ANZIIF believes strongly in the importance of having significant representation on the ground to ensure the best knowledge and understanding of local markets. In addition to ANZIIF's full time staff in Hong Kong and Beijing, the CEO, General Managers and more than 20 training and education staff spent more than 40 weeks working in China, Vietnam, Indonesia, Thailand and Singapore in 2007.

The Institute developed an innovative staff accreditation scheme for one of the largest Chinese general insurers. This project required the assessment of existing knowledge and capability across a wide range of staff and skills and the creation of purpose-designed courseware to suit the needs of staff. This featured multimodal delivery in Mandarin, including online study materials, an independent study focus and classroom tutorials and a level of student support that had not been possible before. More than 300 participants across 15 sites in China undertook online supervised examinations in Mandarin at the close of this programme.

ANZIIF's Diploma of General Insurance has been adopted as the benchmark industry programme by the local insurance institutes in Thailand and Indonesia. ANZIIF was also chosen as the partner and key education provider for the development of the Vietnam Insurance Institute. Staff from Australia were mobilised to deliver 48 individual training programmes developed in Vietnamese for the Vietnam insurance market, resulting in more than 1,600 enrolments over six months.

ANZIIF also significantly enhanced its online professional development and learning management tool, InSITE, last year. The upgrades mean that it not only has significantly more educational content, it is also easier to use and to track and maintain records of professional development activities. The new InSITE makes it even easier for users in disparate geographical locations to access quality learning and development materials.

More than 2,500 ANZIIF members in Asia committed to 25 hours of professional development in 2007 as part of their ANZIIF membership. Ninety-eight percent of members who made this change stated that they would renew their membership in 2008.

ABOUT THE SPONSOR



China Pacific Life Insurance Co., Ltd. (CPIC Life), a nationwide joint-stock life insurance company specializing at life insurance business of all types, was established on November 9, 2001 with its headquarters in Shanghai, China.

The holding company of CPIC Life, China Pacific Insurance (Group) Co., Ltd (CPIC Group) was established in 1991. Capitalizing on the CPIC Group's strengths, CPIC Life adheres to the operational guideline of "Sound and Profitable Operation", strives to promote and develop its core values of "Commitment to Business Integrity and Sustainable Growth". The company currently has over 150 insurance products covering various fields of life, annuity, health, accidental injury, etc. The product ranges promoted by the company are warmly welcomed by the clients and have gained recognition from the market. In 2005, CPIC Life was awarded "Customer-Satisfying Company throughout China" by China Association for Quality.

CPIC Life has established a sale and service network covering most parts of the whole country. Distribution channels including individuals, group, bancassurance, and other intermediary business have been growing steadily.

By the end of 2007, the company has established 510 regional offices, branches and sub-branches, and more than 3,000 sales offices across the country. The company has an e-commerce network in China with domestic and overseas connection. Total company assets as of December 31, 2007 reached RMB 231 billion and the premium income of the year amounted to RMB 50.7 billion, realizing an operation profit of RMB 4.55 billion.

www.cpic.com.cn



INNOVATION OF THE YEAR

Agriculture Insurance Company of India Ltd

The Agriculture Insurance Company of India (AIC)'s introduction of a pilot Weather Based Crop Insurance Scheme (WBCIS) availed the highest level of scientific expertise and propelled it to become a leading player in the global agricultural insurance sector.

AIC has acquired in-depth knowledge of crop insurance since 1979. It administers the world's largest area yield crop insurance programme, the National Agricultural Insurance Scheme, which covers about 20 million farmers.

Although area yield insurance is comprehensive, it suffers from a few shortcomings, such as delayed settlement of claims, the lack of reliable historical data and the huge cost of crop cutting experiments. Since about 90% of claims under the area yield index programme are attributed to vagaries of weather, AIC asked whether weather index insurance could be introduced instead. This resulted in four years of work, leading to the introduction of WBCIS as a pilot during 2007-08.

The new product was made available in about 200 locations for about 20 different crops. It was not only first of its kind, it also used the highest level of scientific and technical inputs available anywhere in the world. The product was designed using cleaning and simulation of historical weather data, a crop growth simulation model to capture yield-weather relationship and a dense network of automatic weather stations to measure current weather.

Service was made highly flexible under WBCIS. While the product is available only to the cultivators growing the crop, opportunities were equally extended to all growers – borrowing farmers, non-borrowing farmers, owner cultivators, tenant farmers and share-croppers. The product was marketed through the network of rural financial institutions so as to reach out to the maximum number of cultivators, as well as through intermediaries and micro-insurance agents.

In the first year of the pilot, WBCIS insured 671,000 farmers growing crops on over a million hectares. The weather insurance portfolio of AIC that year was almost 10 times the combined share of other insurers. With WBCIS, AIC became the leader of not just the agricultural sector in India, but across the world.

WBCIS was a success, mainly because claims could be paid within 45 days from the end of the contract. This was a huge improvement from the six to nine months for area yield insurance. Other gains were product transparency and a larger scope in terms of new crops and areas.

The product also received excellent response from the international reinsurance, with three reinsurers participating on 'quota share' basis, taking 50% of the portfolio. Further improvements to the product will be made in the year ahead.

ABOUT THE SPONSOR



Manulife Financial is a leading Canadian-based financial services group operating in 19 countries and territories worldwide. At Manulife Financial, our vision is to be the most professional life insurance company in the world: providing the very best financial protection and wealth management services tailored to the millions of customers in every market where we do business. Our PRIDE values – Professionalism, Real Value to Customers, Integrity, Demonstrated Financial Strength, and Employer of Choice – guide everything we do, from strategic planning to day-to-day decision-making, to the manner in which we treat our customers and other stakeholders.

Manulife Financial has operated in Asia for more than 110 years and has one of the most extensive operations of any life insurance company. Manulife's businesses in Asia are located in Hong Kong, Indonesia, Japan, the Philippines, China, Singapore, Vietnam, Taiwan, Thailand and Malaysia.

Manulife Financial is one of two publicly traded life insurance companies in the world whose rated life insurance subsidiaries hold Standard & Poor's Rating Services' highest "AAA" rating.

Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '0945' on the SEHK.

www.manulife.com



SERVICE PROVIDER OF THE YEAR John Foord (Asia) Pte Ltd

With 18 years of experience operating in the region, John Foord (Asia) stands out for its professionalism, speed and effectiveness in assessing risks and handling valuations.

John Foord (Asia), a professional advisor to international clients and insurers on what to value their assets at, serves the complete spectrum of the insurance industry, from brokers and loss adjusters to insurers and reinsurers. This, together with its long experience in Asia, has helped it to acquire superior in-depth knowledge of insurance valuations.

The company invests in techniques to improve customer and market insight, and to use its acquired knowledge to heighten its client offerings. It has a 96% on-time delivery of final valuation reports, and provides Project Gantt charts to clients so that all parties are aware of the project milestones. Leaving nothing incomplete or missing, it ensures that every expectation of the contract has been satisfactorily delivered upon.

Not merely focussing on the deliverables, John Foord has cultivated trust and respect by working openly, allowing clients to ask questions and see how the valuation programmes are developing. At the same time, it prices evenly by service, not by the client, to ensure consistent fees and to avoid arbitrary fluctuations. Eighty-five percent of its yearly business is gained through existing relationships and the remaining growth comes from new business. In 2007, it recorded more than 140% growth in sales.

Each of its senior team members has over 25 years of experience in their specialised profession, and 50% are Fellows of the Royal Institute of Chartered Surveyors – the highest accolade of the valuation profession – which reflects the high level of professionalism at John Foord.

John Foord has demonstrated its ability to see past difficult issues and look at the bigger picture, and still deliver on-time valuation reports in a professional and expert manner. This has earned it respect, an ever-increasing international client base and the Service Provider of the Year award.

ABOUT THE SPONSOR



Aviva is the world's fifth-largest insurance group and the biggest in the UK with 57,000 employees serving more than 45 million customers worldwide. With a history dating back over 300 years, we are one of the leading providers of life and pensions products in Europe and are actively growing our long-term savings businesses in Asia Pacific and the USA. Our main activities are long-term savings, fund management and general insurance.

Aviva is a progressive company with a reputation for creating better ways to understand and meet people's needs. It is this insight and ability to think beyond the immediate and the everyday that makes us who we are. In 2007, we set out our vision for "One Aviva, twice the value", focusing on new growth and efficiency targets designed to unlock value, drive growth and accelerate the pace of the Aviva's development in an increasingly global market.

In Asia Pacific, Aviva operates in Australia, China, India, Korea, Sri Lanka, Hong Kong, Singapore, Malaysia, Taiwan and the Middle East. Our long-term savings products and services are distributed through a multi-channel network, which includes a direct sales force, insurance intermediaries and bancassurance partners.

www.aviva.com



RISK MANAGER OF THE YEAR

Tom Cohen
Swire Pacific Ltd

Mr Tom Cohen's active promotion of risk management in Swire Pacific, and his focus on developing close relationships with the company's key insurers, has helped him to clinch this coveted award.

Group Risk Manager Tom Cohen plays a leading role in promoting and monitoring risk management across Swire Pacific -- one of the leading companies in Hong Kong. He assists in tailoring risk management and risk transfer solutions for each of the five operating divisions. His recent achievements include the transition from construction to operational insurance for a million-dollar retail and hotel development in Beijing, a complex aviation liability renewal and an employee compensation insurance claims root cause analyses.

In 2007 and 2008, Mr Cohen joined the human resource risk management working group, enhancing the coverage of the group life programme and arranging D&O insurance training for the company secretary's department. After consolidating Swire's Employee Benefits (EB) insurance programmes in Hong Kong and setting up an international pool for EB insurance, his constructive dialogue with the provider, AXA China, resulted in tailored wordings and the company's multi-year programme. He also led a project to consolidate the EB programme in China, where the Group's operations are predominantly based.

When dealing with insurers, Mr Cohen focuses on ensuring maximum group leverage on pricing and coverage terms. However, he also aims to develop close relationships with key insurers, an approach which has resulted in cross-class pricing and the ability to escalate issues to senior management.

Mr Cohen has played an active role in promoting risk management as a philosophy and business discipline. This year, he was closely involved in redesigning the group's risk governance structure. This led to the establishment of a board level risk committee and reorganisation of the group's specialist risk committees to ensure formal oversight of the full risk spectrum. He is also the Chairman of the new Enterprise Risk Management (ERM) committee, which is now developing an ERM process to be applied across the group from next year.

Demonstrating his innovative edge, Mr Cohen incorporated claims data reviews in control surveys to help determine the root causes for high frequency losses. He also helped to develop an enhanced premium allocation model which includes weighting for claims, thus enhancing divisional loss prevention activity.

For his contributions to Swire Group's risk management process, Mr Cohen is a worthy winner of the Risk Manager of the Year award.

ABOUT THE SPONSOR



Member companies of American International Group, Inc. (AIG) in Southeast Asia offer a broad array of innovative insurance solutions, superior service and responsive claims handling to both commercial and consumer clients.

AIG member companies have been providing general insurance services in Asia for over 85 years. The general insurance operations of AIG in Asia are located in Hong Kong, China, Macau, Thailand, Malaysia, Singapore, Indonesia, Philippines, Taiwan, Guam, Micronesia, Vietnam and Saipan. Our local expertise coupled with our global strength gives us a unique advantage to capitalize on opportunities on behalf of our customers, throughout the international marketplace.

While products and services of AIG member companies have changed over the years to meet the evolving needs of their customers, the AIG core values of integrity, quality service, financial strength and responsive leadership will never change.

AIG's global businesses also include financial services, retirement services and asset management.

AIG reaches out to the community as Principal Sponsor of Manchester United.

www.aig.com



BROKER OF THE YEAR Marsh Asia

Winning this title for the third time is Marsh, who impressed judges with its commitment to client service and a series of industry firsts.

Marsh demonstrated its strong commitment to the Asian market in several ways. It launched the region's first local benchmarking capability as part of its global benchmarking services. In Japan and Korea, Marsh now offers local benchmarking data by industry on limits of liability, deductibles and premiums.

Last year, Marsh expanded its global Forensic Accounting and Claims Services (FACS) into Asia to support companies with complex claims. It also streamlined its regional placement approach, establishing a dedicated team and structured servicing phases.

Marsh's Enterprise Risk Practice helped clients to develop a formal Enterprise Risk Management (ERM) framework, in response to a ruling from the China Insurance Regulatory Commission (CIRC) that insurance companies must develop and implement such guidelines. Earlier this year, the CIRC ranked Marsh as the number one international broker in China based on annual invoiced revenue.

Marsh developed a free risk assessment tool, Risk Explorer, for Asia's small to medium-sized enterprises. It also developed the region's first individual professional liability protection schemes for fitness professionals and swimming coaches in Singapore, and plans to roll these out throughout the region.

The firm was also the first to establish a specialist Environmental Risk practice in Asia. Marsh worked with local insurers in Asia on locally-admitted environmental risk policy wordings for US clients to buy where non-admitted insurance is prohibited, helped to bring certainty to these companies seeking to do business in the region.

To retain business in soft market conditions, Marsh launched a dedicated team for client retention and development to improve its 'win-rate', as well as a dedicated client retention programme. Its business retention rates remained healthy and new business growth has been at double-digit rates, year-on-year. In Asia last year, new business was 27% of client service revenue and in the first quarter of 2008, new business grew more than 50% year-on-year.

Marsh provided outstanding support to clients during losses. When a client in Thailand suffered a major fire loss in 2007, one of its largest claims in 20 years, Marsh worked tirelessly for a year managing the claims process. In China, an aluminium cold-rolling operation suffered a significant loss initially valued at US\$3 million. Following an FACS policy review, detailed analysis and client advocacy, Marsh finalised a claim settlement 286% above the client's expectation and 31.4% above the loss adjuster and insurer's offer to settle.

Marsh continued its industry-leading commitment to professional standards, helping to ensure it met local market conditions, delivered a professional level of service and reduced the risk of errors.

ABOUT THE SPONSOR



TOKIO MARINE

Tokio Marine Asia Pte Ltd is the Asia-Pacific Regional Headquarters of the Tokio Marine Group, which is the largest non-life insurance group in Japan with its flagship company The Tokio Marine and Nichido Fire Insurance Co Ltd (Japan). Tokio Marine Asia has a vision to become one of the top-tier insurance groups in Asia-Pacific with "Sustainable and Profitable Growth".

Tokio Marine Asia is also the intermediate holding company as well as the management company of 16 group companies within Asia-Pacific - in Hong Kong, Philippines, Thailand, Malaysia, Singapore, Taiwan, China, Indonesia, Vietnam, India and Australia. It manages 11 non-life insurance companies, four life insurance companies and one reinsurance company.

Tokio Marine Asia has 70 staff, a paid-up capital of S\$71 million, and total assets worth S\$604 million.

In its commitment to expand the insurance business in the region, Tokio Marine Asia continues to be the exclusive sponsor in its sixth consecutive year running for the "2008 Broker of the Year" category at the Asia Insurance Industry Awards 2008.

www.tokiomarineasia.com



REINSURANCE BROKER OF THE YEAR

Guy Carpenter & Company, LLC

Guy Carpenter & Company has provided unparalleled service to clients in the Asia Pacific for over a century, recognising and meeting the demands for professional services and analytical resources.

As the first reinsurance broker to establish its regional headquarters in Asia Pacific, Guy Carpenter's roots run deep. Its localised platform and the significant investments it has made in developing analytical resources in the region have allowed it to understand and share knowledge about the different characteristics of each territory in the Asia Pacific.

In 2007-8, Guy Carpenter offered groundbreaking solutions to enhance portfolio management and help clients better understand and manage their exposures. One of these was i-aXs®, its award-winning data management platform, introduced to clients in Australia, Japan, Korea, Taiwan, Singapore and China in the past year. The platform allows insurers to convert their data quickly into clear and concise information, resulting in faster and better-informed decision-making.

Guy Carpenter is at the forefront of the industry in implementing advanced research and providing modelling expertise. In June this year, it opened the Guy Carpenter Asia Pacific Climate Impact Centre, which aims to serve as the leading hub for climate research, enhance the understanding of climate-related perils in the region and improve the ability to predict their rate of occurrence. In early 2008, the company released a pioneering Thailand flood model to help clients manage flood exposures.

In addition, Guy Carpenter tripled the number of regional professionals in its InStrat® unit, which uses quantitative skills and modelling tools to optimise reinsurance solutions for its clients.

In 2007, Guy Carpenter's Asia Pacific book of business grew by 10% despite intense competition, and its Greater China and Australia businesses increased by more than 20%. It remains the market leader in China, Korea, Taiwan and Malaysia. It maintained a 95% retention rate in the region and retained its position as lead broker for the Taiwan Residential Earthquake Insurance Fund through 2009. It was also appointed by the Australian Reinsurance Pool Corporation as the sole broker of record for its terrorism pool scheme.

As a result of its exceptional client servicing, Guy Carpenter has established strong and enduring business relationships with insurers in the region. Last year, the firm celebrated 100-year anniversaries with two clients in Japan. Such achievements have made Guy Carpenter a deserving winner of the Reinsurance Broker of the Year award.

ABOUT THE SPONSOR



The Toa Reinsurance Company, Limited (Toa Re) has been going through steady growth for more than 60 years since its establishment in 1940. With the insurance market evolving and customers' needs expanding, Toa Re has been providing diverse line of both life and non-life reinsurance products to its clients over the world as Japan's primary professional reinsurer.

Toa Re has successfully developed business, and maintained a strong market position in Asia through three branches in Singapore, Kuala Lumpur and Hong Kong and through a liaison office in Taipei. During the years of the engagement in Asian regions, Toa Re has been strengthening the relationship with its clients in the regions by overcoming many hardships.

Having built its overseas network including subsidiaries in USA and Switzerland, whole Toa Re group, with its head office in Tokyo playing a central role, has been contributing to the insurance and reinsurance markets over the world.

In acknowledgment of its outstanding financial profile, Toa Re has been assigned credit ratings of "A+", "A+(Superior)" by Standard & Poor's and AM Best respectively, which enables Toa Re to be a long term and stable provider of quality reinsurance products and services.

www.toare.co.jp



GENERAL REINSURER OF THE YEAR Swiss Re

Swiss Re takes the honour for its customer focus, innovation in the area of parametric covers and claims, and contribution towards India's medical insurance market.

With 11 offices across the region, Swiss Re has continued to understand and stay close to client and market needs. Late last year, it launched a web-based service quality study among 1,000 clients and brokers in Asia, achieving a high average response rate of 55%. The resulting "Net Promoter Score" is a new client service benchmark tracked annually to monitor service improvements.

To address the challenges of products, pricing and underwriting facing the Indian medical insurance market, Swiss Re worked with the regulator and P&C companies to design long-term covers, which are better aligned to customer needs. In 2007, Swiss Re answered the needs of Japanese corporates by bringing simple and unambiguous products that use parametric triggers to cover financial losses.

The reinsurer offers one of the most client-centric claims processes in Asia. It streamlined its teams and processes by case size and complexity, to ensure faster responses on all claims. In 2008, it transformed more than three entities into one global, centralised process and support system which tracks claims documents throughout their "lifespan" within Swiss Re. Swiss Re has also used technology to enhance employee engagement. Early this year, it harnessed the Internet to engage its 10,000 employees around the world in a three-day, online "ideas sharing" marathon. Close to 75% of staff provided solutions and seized the opportunity to partake in building the company's future. The best ideas are already being implemented.

As a demonstration of its industry leadership, Swiss Re partnered with Vietnam's VinaRe, enabling the firm to transfer best practice and technical skills to advance the market. Swiss Re also continued holding regular dialogue with opinion leaders and regulators in other countries. In 2007, for example, the Swiss Re Centre for Global Dialogue in Rueschlikon, Switzerland hosted a workshop with the China Insurance Regulatory Commission on supporting market development and social benefits for the world's second-largest economy.

Committed to professional development, Swiss Re Academy Asia trained more than 1,000 people last year, on topics ranging from introduction to re/insurance to corporate finance and technical subjects such as marine, engineering and property risk management.

Going beyond the business, Swiss Re has spread the word on earthquake safety among hospitals in India, sponsored an art exhibition by the intellectually disabled in Japan, and helped to build and equip a pre-school cum emergency shelter in the Philippines.

ABOUT THE SPONSOR



MSIG is the recently launched brand name of the Mitsui Sumitomo Insurance Group, a leading Asia-based insurer with a rich heritage of over 100 years.

With an extensive range of tailored insurance solutions for both retail and corporate clients, MSIG has 16 businesses throughout Asia and operates in over 40 markets around the globe.

The Group significantly increased its footprint in Asia when it acquired the Asian general insurance operations of Aviva plc in 2004 and Mingtai Fire & Marine Insurance, the second largest general insurer in Taiwan, in 2005.

As a result of this dramatic growth, MSIG has strengthened the services provided by its regional headquarters based in Singapore.

At MSIG, our commitment to society embodies our responsibility to our seven key stakeholders, namely customers, shareholders, agents, business partners, employees, community and environment.

MSIG in Japan has received sterling financial ratings, including an AA financial strength rating from Standard & Poor's.

MSIG is proud to be the sponsor for the General Reinsurer of the Year Award at the Asia Insurance Industry Awards 2008 in Hong Kong.

www.msig-asia.com



LIFE REINSURER OF THE YEAR RGA

Despite being a recent entrant in Asia, RGA has made significant contributions to helping the regional life insurance industry grow and innovate.

RGA Asia Pacific's revenue reached US\$908.6 million in 2007, an increase of 28% over 2006, with pre-tax net income of US\$60.1 million. This development attests to its market-leading approach to developing reinsurance business relationships.

RGA has helped grow its customers' business by developing and facilitating tailored workshops focusing on client acquisition and retention. In Australia, it has contributed to the successful retention and growth of 11 major industry funds totalling over \$250 million in gross premium, with projected growth of 50%-60% over their next contract periods.

With the use of CRM and the RGA Focus quarterly client relationship scorecards, the company has stayed close to its clients. In Japan, it provides a technical product development service for clients, and in Hong Kong, it offers training to clients in all Southeast Asian markets. RGA also regularly conducts full client process reviews to help clients become more efficient and benchmark their internal processes against local and global best practices.

RGA has been recognised for its product innovation and adaptability to industry changes. For example, it designed a critical illness product with its Malaysian joint venture partner, MLRE, and helped one of its clients launch a new comprehensive critical illness plan for cancer in Hong Kong. It also partnered with Allianz Australia to help deliver a new Internet-based, direct-to-consumer business model. The fully underwritten product is the first of its kind Down Under and helps tackle the underinsurance issue.

Market knowledge and thought leadership is core to RGA's value proposition. Its web-based Global Underwriting Manual provides underwriters with access to market-leading information, research and tools to make assessments on cases. It was also instrumental in establishing the Underwriting Association of Japan. In addition, RGA provides annual underwriting and actuarial seminars for clients in Japan, in addition to bi-monthly seminars.

RGA has made significant contributions in the field of bancassurance. By conducting detailed research, it has helped several clients to re-address their sales processes, products and services in bancassurance. Results from qualitative research conducted by RGA Australia on the sale of bancassurance were made available throughout the industry. In 2007, RGA arranged global benchmarking study trips for key clients to research best practices in bancassurance, focusing on product and distribution trends.

RGA's commitment to helping the life insurance in Asia innovate and grow resulted in its recognition as the leading life reinsurer by NMG Financial Services Consulting in 2007.

ABOUT THE SPONSOR



Nan Shan Life Insurance Company, Ltd was established in July 1963 and later became a member company of American International Group, Inc (AIG). Over the forty-five years, Nan Shan has earned itself reputable leadership in Taiwan with its professional management, outstanding operational performance, and healthy financial systems. Its agency force has also been recognised as an unparalleled service team in Taiwan's life insurance industry.

Nan Shan not merely offers comprehensive and high quality insurance products, but also holds fast to its corporate motto - "First in Reliability, Top in Service" while moving forward to build its business. Nan Shan's unceasing efforts in striving for the highest standards in the areas of business achievements, professionalism, customer service, technology application and community service have received wide recognition from the community, which is illustrated by the honours below:

- Continually qualified for the ISO9001 Certification in Call Center Service and Claims Service.
- Recognised as Best Agents, Best Claims Service, Best Insurance Company, and Most Reputable Company in the 2008 survey conducted by the "Risk Management, Insurance and Finance Magazine".
- Honoured with "The Best Corporate Social Responsibility Award" and "Distinguished Insurance Professionalism Award" by "Insurance Faith, Love & Hope Award".
- Granted "Gold Medal Award" of "Trusted Brand" by Reader's Digest.

www.nanshanlife.com.tw



CORPORATE SOCIAL RESPONSIBILITY AWARD

Bangkok Insurance Public Company Ltd

Bangkok Insurance’s vision and continued efforts in helping communities become self-sustaining has earned it the corporate social responsibility (CSR) accolade.

Bangkok Insurance Public Company adheres strongly to management based on good corporate governance and responsibility to society. At the heart of its CSR policy is to help communities achieve long-term self-help. The company has worked towards this by engaging in activities that promote education among the young, conserve the environment and preserve the national heritage.

Bangkok Insurance made various contributions towards raising education levels. These included a total of 60 million baht (US\$1.7 million) since 2007 to the Chai Pattana Foundation to construct school buildings, and 800,000 baht to the “Graduates Go Home” project, whereby undergraduate students are granted scholarships with the hope that they will apply the knowledge gained in university to develop their hometowns.

Other than monetary donations, more than 100 employees came together to help Pathomvittayakarn School repair school buildings and help improve their landscaping after it was affected by floods. The company also constructed lavatories and nurseries in Ban Saithong School in northern Thailand to improve hygiene and educational standards for poor students.

As part of ongoing efforts to promote heritage and culture, Bangkok Insurance supported the development of an archaeological site in northern Thailand by contributing 4 million baht towards the construction of a museum to display excavated artefacts. It has also encouraged the development of the local Wiang Bua pottery work and helped to groom the village as a eco-tourism destination.

Elsewhere, Bangkok Insurance contributed 1.2 million baht to help develop an archaeological learning site in central Thailand. It is hoped that the development of this site as a tourist attraction will help the local community be more self-reliant.

For more than 20 years, Bangkok Insurance has supported efforts to combat global warming. This year, it organised the “Unplug” Bangkok Insurance Help Stop Global Warming project, which promotes the importance of saving energy.

Bangkok Insurance is the only non-life insurance company in Thailand to provide a free mobile medical service, in conjunction with Bumrungrad Hospital, to promote public hygiene and sanitation. This year, the service helped to treat the poor and underprivileged in the remote areas of the northeast. Additionally, in 2007, more than 40 employees participated in four mobile medical programmes to render a rehabilitation service to more than 6,000 people with disabilities, helping them to lead normal lives.

Between April 2007 and March 2008, the company spent a total of 44.6 million baht on CSR activities. The company is determined to continue promoting such activities that will benefit society, while stressing the importance of sustainable and measurable development.

ABOUT THE SPONSOR

Swiss Re



Swiss Re is a leading and highly diversified global reinsurer. Founded in 1863 in Zurich, Swiss Re conducts business through offices in more than 25 countries with over 10,000 employees, providing financial services and products that enable risk-taking essential to enterprise and progress. The company’s traditional reinsurance products and related services are complemented by insurance-based corporate finance solutions and supplementary services for comprehensive risk management.

In 2007, Swiss Re reported a record net income of CHF 4.2 billion and a return on equity of 13.5%, reflecting excellent performance across all businesses.

Swiss Re has been associated with Asia since 1913 and today, has more than 900 employees in offices in Seoul, Tokyo, Beijing, Shanghai, Taipei, Hong Kong, Kuala Lumpur, Singapore, Sydney, Mumbai and Bangalore, where Swiss Re operates a health insurance consulting company and a global BPO centre.

Swiss Re also provides third party administration services through its JV, TTK Healthcare Services in India, and wholly owned consulting company, Prestige Health in China. It is also in a strategic partnership with Vina Re, Vietnam’s leading reinsurance provider.

Swiss Re was among the first foreign reinsurers to enter China after the country joined the WTO. The company’s Asia Division headquarters is in Hong Kong.

www.swissre.com



PERSONALITY OF THE YEAR

Joan Fitzpatrick

Chief Executive Officer, ANZIIF

As the face and leader of the Australian and New Zealand Institute of Insurance and Finance (ANZIIF), Ms Joan Fitzpatrick's passion and determination in raising professional standards has made her a highly regarded personality in the Asian insurance industry.

Ms Fitzpatrick's tenure as CEO of ANZIIF has been marked by numerous innovations and achievements. Notable among these are her highly successful efforts to engage ANZIIF more effectively and productively with the insurance communities of the east Asian region.

In doing so, she has relentlessly pursued her goal of raising professional standards, capabilities and reputation of the industry throughout the region. She has done so through ongoing personal advocacy at regional conferences, almost every conversation with industry representatives, numerous papers and articles in the regional industry media, and not least of all, by leading, directing and applying the educational and other resources of ANZIIF.

Ms Fitzpatrick has led the development and establishment of professional competencies, capabilities and standards through ANZIIF's curricula and learning materials. She has helped to make professional education more accessible and relevant throughout the region by producing learning materials in local languages and applying computer and Internet technologies to deliver online learning, professional development and assessment.

Her passion has also been evidenced by ANZIIF's leadership and engagement in the region in the last few years. These include the establishment of the Institute as a preferred provider of certified and customised management and para-professional education for several of China's largest general insurers, cooperation with Vietnam's Ministry of Finance to establish the Vietnam Insurance Institute, and adoption of ANZIIF's Diploma in General Insurance as a core programme in Thailand and Indonesia.

Ms Fitzpatrick's determination to ensure that ANZIIF and its products and services remain relevant in a constantly-changing world is evident in the constant stream of innovations she has inspired. These include mandating continuing professional development as a requisite for continuing professional membership of ANZIIF, and producing a range of educational resources to instil the understanding of insurance among high school students and promote insurance as an attractive career option.

Through her many contributions, Ms Fitzpatrick has made her mark on the regional insurance industry and is a worthy winner of this year's Personality of the Year.

ABOUT THE SPONSOR

ReMark

ReMark has been providing end-to-end marketing, product, technology and financing solutions to banks, insurers and affinity groups since 1985.

Our direct operational experience in 44 countries and 21 languages has earned us global leadership status in direct distribution of insurance products. A worldwide team consisting of 170 marketing specialists, actuaries and campaign and channel managers, all work with one focus: maximum value creation for our partners and clients. Together they design and execute direct marketing programmes that establish and drive brand loyalty, increasing the lifetime value and profitability of each customer.

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- Multiple marketing domain experience including bancassurance, life and non-life insurance policyholders, takaful banking & insurance, and affinity partnerships

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RGA

Corporate Social Responsibility Award
Bangkok Insurance Public Company Ltd

Personality of the Year
Joan Fitzpatrick
Chief Executive Officer, ANZIIF