13th Asia CEO Insurance Summit
20 – 21 March 2013
Grand Millennium Sukhumvit Bangkok, Thailand

Theme: “Turning Threats to Profits”
Doing business in a crisis-ridden world

Register by 20 Feb 2013 for Early Bird Discounts!

Official & Keynote Addresses by:

Pravej Ongartsittigul
Secretary General,
Office of Insurance Commission, Thailand

Bob Thomas
Chief Operating Officer,
Global Commercial Insurance,
AIG

John H Fitzpatrick
Secretary General,
The Geneva Association

Michael Morrissey
President & CEO,
International Insurance Society

Organised by:

Gold Sponsor:

Sponsor:

Teabreak Sponsor:

Supported by:

Media Partner:

Register online at www.asiainsurancereview.com

Follow us on:
The business environment gets tougher and there is always a new crisis brewing. Hence the smart CEO has to be prepared to face these threats on a daily basis to get ahead of the tough challenges of the day. His job is to turn threats into profits in a sustainable fashion as a leader here to stay.

Hence, our theme for the next CEO Summit takes on the theme of: Turning Threats to Profits, with the subtext to unleash the power of ERM.

The CEO Summit series, launched in 2001 by Asia Insurance Review together with the global think-tank of the insurance industry, the Geneva Association, and with the support of the International Insurance Society, was aimed at giving CEOs in Asia a much needed platform to meet and discuss hot issues of the day in the pursuit to become World Class players. Over the 12 years, this need has become more critical and with the CEOs coming into their own, the Summit has also become a forum for very open discussions as well.

The 13th Summit is a must-attend, for all CEOs looking to soar to ride out the doomsday scenario, as well as to build insurance on an even keel in society, whilst learning the vital lessons from the past crises and the red flags.

Must attend!

About the Asia CEO Insurance Summit

The Asia CEO Insurance Summit has come to be regarded as the leading insurance event in the AIR series of conferences bringing together leaders in the market including regulators and CEOs from regional as well as domestic and global companies.

Some of the past themes handled have included Priority Issues for Survival; Strategic Positioning for Success in a Liberalising Market; Eyeing World Class Standards in Asia; Delivering on the Promise of Growth and Profitability in Asia; Creating a World Class Management Culture For Growth and Success in Asia; A Renewed Focus on the Market and the Customer; Managing the Potential of Profits in Risks; Achieving Regional Synergies & Partnerships To Boost Competitiveness; The Coming Integration of Marketing and Sales; Doing Business in a Post Crisis World; Repositioning for the new competitive era; and the Dashboard for Insurance CEOs.

Who Should Attend

- CEOs & Senior Management of Insurance & Reinsurance Companies (Life & Non-Life)
- Insurance & Reinsurance Brokers
- Management Consultants
- Supervisors & Regulators
- Risk Managers
- Lawyers, Technology Experts, Loss Adjusters & Other Service Providers to the Insurance Industry
- Banks & Financial Institutions Serving the Insurance Industry

Key Topics

- Crisis Management – The CEO’s role
- Year No. 5 of the Global Economic Crisis: What is Next?
- Defying the economics of price logic – The new Back to Basics
- Niche Growth Avenues for Insurers: Are there hidden Hot Spots for Growth in Asia
- The World of ERM

Strategic Panels

- The Crisis Dialogue: CEOs and Regulators
- Panel on Most Critical Need of the Day – Talent shortage in Asia

with
A Half Day Separate Seminar on Critical Lessons Learnt from the Thai Floods
# 13th Asia CEO Insurance Summit

**20 – 21 March 2013, Grand Millennium Sukhumvit Bangkok, Thailand**

## Programme

### 19 March 2013, Tuesday

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<tr>
<th>Time</th>
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| 9.00 am | **Golf** Sponsored by Bangkok Insurance  
The Ayodhya Links golf course  
www.ayodhyalinks.co.th  
(limited to 40 guests on a first come first serve basis)  
Followed by Lunch hosted by Bangkok Insurance |
| 9.30 am | **Welcome Address**  
Jiraphant Avatananakul, President, Thai General Insurance Association |
| 10.00 am | **Keynote Address**  
Pravej Ongartsittigul, Secretary General, Office of Insurance Commission, Thailand |
| 10.45 am | **Industry Keynote Address**  
The CEO’s Role in Turning Threats Into Profits  
Bob Thomas, Chief Operating Officer, Global Commercial Insurance, AIG |
| 11.45 am | **Panel on Nurturing Talent in the Asian Insurance Industry**  
Julien Parasie, Senior Manager – Head of Asia Pacific Insurance Desk, Mazars Asia Pacific |
| 12.00 noon | Lunch Hosted by AIG |
| 12.45 pm | Lunch Hosted by AIG |
| 2.00 pm | **Managing Across Asia in These Halcyon Days – How Corporate Boards of Western Multinationals Can Build and Manage Successful Operations Across Asia**  
Gordon Perchtold, Senior Advisor, Managing Across Asia |
| 2.30 pm | **Dialogue: Regulators & CEOs**  
An interactive discussion on how regulators and CEOs can cooperate more actively and informally to ride out the doomsday scenario as well as build insurance on an even keel in society; the vital lessons from the past crises and the red flags against complacency to be sustainable.  
Plus hot issues of the day for CEOs and what should be on their daily dashboard for management  
Panel Chairman: Sivam Subramaniam, Editor-in-Chief, Asia Insurance Review & Middle East Insurance Review  
Panelists include:  
- Ms Joanna Tseng-Yu-Chuang, Director General, Insurance Bureau, Financial Supervisory Commission, Taiwan  
- Mrs Indrani Sugathadasa, Chairperson, Insurance Board of Sri Lanka  
- Pravej Ongartsittigul, Secretary General, Office of Insurance Commission, Thailand  
- Chai Sophonpanich, Chairman & CEO, Bangkok Insurance  
- Kent Chaplin, Head of Asia Pacific, Managing Director, Lloyd’s Asia  
- Marcus Haverdeder, CEO, Munich Re, Malaysia  
- Praveen Gupta, Managing Director & CEO, Rahahe QBE General Insurance Co Ltd |
| 3.45 pm | Tea Break |
| 4.15 pm | **Innovation as a Driver: A Case Study of Success in Innovation – Direct Asia**  
Anthony Hobrow, Group Chief Executive, Direct Asia Management Services Pte Ltd |
| 4.45 pm | **The World of ERM: Why is ERM Such a Sure Play?**  
Boning Tong, Chief Risk Officer, Asia Pacific, Metlife Risk Manager of the Year, Asia Insurance Industry Awards 2012 |
| 5.15 pm | End of Day One |

### 20 March 2013, Wednesday

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<th>Time</th>
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<tr>
<td>7.30 am</td>
<td>Registration &amp; Coffee</td>
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| 8.15 am | **Welcome Address**  
Jiraphant Avatananakul, President, Thai General Insurance Association |
| 8.25 am | **Keynote Address**  
Pravej Ongartsittigul, Secretary General, Office of Insurance Commission, Thailand |
| 9.00 am | **Industry Keynote Address**  
High Level Official, Ministry of Finance, Thailand |
| 9.30 am | **Panel on Nurturing Talent in the Asian Insurance Industry**  
Julien Parasie, Senior Manager – Head of Asia Pacific Insurance Desk, Mazars Asia Pacific |
| 10.00 am | Tea Break |
| 10.30 am | Year No. 5 of the Global Economic Crisis: What is Next?  
Luca Silipo, Managing Director, Chief Economist, Asia Pacific, NATIXIS Asia Limited |
| 11.15 am | **Panel on Nurturing Talent in the Asian Insurance Industry**  
Julien Parasie, Senior Manager – Head of Asia Pacific Insurance Desk, Mazars Asia Pacific |

### 21 March 2013, Thursday

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<th>Time</th>
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| 8.45 am | **Keynote Address III: The New World Insurance Order**  
Michael Morrissey, President & CEO, International Insurance Society |
| 9.15 am | **Treating Customers Fairly – What CEOs Must Know**  
Stephen Rodling, Co-founder & Director, TCF Matters |
| 9.45 am | **Are There Hidden Hot Spots for Growth in Asia: Health Insurance – Are You Missing Out?**  
Laurent Pochat-Cottouillage, Regional Managing Director, Asia Pacific Health Reinsurance Markets, AXA |
| 10.30 am | Lunch Hosted by Aon Benfield |
| 10.45 am | Jumping the Talent Curve: A Regional White Paper on the Insurance Industry Talent Needs & Challenges in Asia  
Bob Aubrey, Partner & Practice Leader, People Development Consulting, Mazars Consulting Asia Pte Ltd |
| 11.15 am | Getting the right mix of HR and technical people to drive the organization; hiring and retaining talent; wage competition; cross cultural management; being local, regional and international, What should be done to improve talent management for the insurance industry in Asia  
Panel Chairman: Julien Parasie, Senior Manager – Head of Asia Pacific Insurance Desk, Mazars Asia Pacific |
| 12.15 pm | Lunch Hosted by Aon Benfield |

### Half Day Seminar on Critical Lessons Learnt from the Thai Floods: “Impact of Thai Floods on Future of Insurance & Reinsurance in Asia”

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<th>Time</th>
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<tr>
<td>1.00 pm</td>
<td>Lunch &amp; Coffee</td>
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| 2.00 pm | **Keynote Address**  
Heather McFarland, Head of Research, Asian Disaster Preparedness Center |
| 3.00 pm | **Panel on Lessons Learnt and Forgotten from 2011 Asian Catastrophes**  
Vichai Santimahakullert, VICE Executive President, General Insurance Association of Thailand;  
Marc Hannebert, Executive Vice President, Asia – Lessons Learnt  
Mitsui Somutim Insurance Co., Ltd., Thailand  
Branch & Chairman, Property Insurance Committee, General Insurance Association of Thailand |
| 4.00 pm | **Risk Transfer: Insurance and Reinsurance Lessons Learnt**  
Marc Hannebert, Executive Vice President, CCR |
| 5.00 pm | **Anchor Address: The Pros & Cons of Various Approaches to Modeling the Thai Flood Risks – The Way Forward**  
Brian Whitemore, Managing Director, Asia, BELFOR (Asia) Pte Ltd |
| 6.00 pm | **Special Address on Risk Management Lessons on Supply Chain Management**  
Gabrielle Iglesias, Senior Project Officer, Asian Disaster Preparedness Center |

Programme is subject to change
Fax to: (65) 6512 5335

Conference Registration Form
To: Ms Wee Ling, Asia Insurance Review
69 Amoy Street, Singapore 069 888 • Tel: (65) 6224 5883
DID: (65) 6372 3671 • email: weeling@asiainsurancereview.com
or register online at www.asiainsurancerreview.com
Co. Regn no: 199 003 888 H • GST Regn no: M2-904 466 93

PERSONAL PARTICULARS

Name: Mr/Mrs/Ms/Dr/Prof
First Name: ___________________________ Last Name / Surname: ___________________________
Job Title: __________________________________________________________________________
Company: __________________________________________________________________________
Address: ____________________________________________ __________________________________________
Tel: ( ) _______________________________ Fax: ( ) _______________________________
Mobile: ( ) ___________________________ Email: __________________________________________

REGISTRATION FOR FULL TWO-DAY CONFERENCE

Early Bird (valid till 20 Feb 2013) Normal Registration

Subscribers US$980 US$1,480
Non-Subscribers US$1,280* US$1,680*  
*(Free One Year Subscription to Print edition of Asia Insurance Review & AIR e-Daily)

Registration for Half-Day Thai Floods Seminar only

❑ I would like to register for the Half-Day Thai Floods Seminar on 21 March 2013 (12.15 – 5.30pm; inclusive of lunch) only at US$500

Full registration fees MUST be paid before the valid dates for admittance at conference.

Only registrations FULLY PAID FOR by the early-bird deadline will be eligible for the discount.

I came to know about this conference through:
❑ AIR/MIR magazine ❑ AIR/MIR Website ❑ Brochure ❑ Email ❑ Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

Group registration:
Special Offer for Year 2013 Register two delegates from the same company, and send the third delegate to attend the conference free of charge! (Valid only for delegates from the same company in the same country)

Registration fee includes participation at Conference plus tea breaks and lunches.

All meals are prepared without pork, lard and beef.

Special Dietary Requirements
❑ I would like to have vegetarian meals during the Conference.

Closing date for registration: 13 Mar 2013

For cancellation in writing made before 20 Feb 2013, 50% of the conference fee will be refunded. No refunds will be made for cancellations after 20 Feb 2013. However, substitution or replacement of delegates will be allowed.

PAYMENT

I undertake to indemnify the organisers for all bank charges
❑ I enclose a cheque / bankdraft in US Dollars made payable to “ASIA INSURANCE REVIEW”
❑ Telegraphic / Wire Transfer to the following account:
The Development Bank Of Singapore, 6 Shenton Way,
DBS Building, Singapore 068 809
• US$ (Account No.: 0001 - 004838-01-9-022)
• Swift Code: DBSSSGSG*
❑ Please debit the sum of US Dollars US$ __________ for Conference Registration fee from my
❑ Mastercard ❑ VISA ❑ American Express
Card Holder’s Name: ________________________________________________________________
Card No.: ____________________________________________
Expiry Date: _____ - _____ (mm-yy) Total Amount: US$
Signature: ____________________________________________ Date: ___________________________

(Conference fee is zero-rated for GST)

Fax to: (+66) 2 204 4188 Please fax Room Reservation Form direct to Hotel

Hotel Reservation Form
Attn: Mrs Solasa Rodcharoen, Reservation Manager
Email: solasa@grandmillenniumskv.com
Grand Millennium Sukhumvit Bangkok
30 Sukhumvit, 21 Asoke Road, Bangkok, 10110 Thailand
Tel: +66 2 204 4000, Fax: +66 2 204 4188
www.grandmillenniumskv.com

Please fill in Guest particulars on Registration Form

ARRIVAL DATE
Check in date: ____________________________
Flight: ____________________________ ETA: ____________________________

DEPARTURE DATE
Check out date: ____________________________
Flight: ____________________________ ETD: ____________________________

ROOM

Deluxe Room
❑ Single THB4,500++ ❑ Double THB4,900++
Room Preferences (subject to availability)
❑ Smoking ❑ Non-smoking
❑ King bedded ❑ Twin bedded
• Room rates inclusive of Breakfast and Internet
• Room rates are subject to 10% service charge and 7% applicable government tax. The hotel reserves the right to adjust the applicable VAT and/or tax according to any change in the government tax law or tax structure.
• Check-in time is at 1200hrs. Check-out time is at 1200hrs. Early check-in and late check-out charges will apply.
• A one(n) night charge will be levied to pre-block the room for a confirmed early arrival before 1400hrs. Check-out after 1200hrs but not before 1800hrs will be charged at 50% of the applicable room rate. A full day charge will apply for a check-out after 1800hrs.
• For No-Show, a full duration of the confirmed booking will be imposed.
• All reservations require credit card guarantee

AIRPORT TRANSFER (Suvarnabhumi Airport)
❑ Not required
❑ Airport to Hotel by BMW Series 5, THB2,100 net/car/day (maximum 3 passengers)
❑ Hotel to Airport by BMW Series 5, THB2,100 net/car/day (maximum 3 passengers)
❑ Airport to Hotel by Toyota Commuter Van, THB2,500 net/car/day (maximum 8 passengers)
❑ Hotel to Airport by Toyota Commuter Van, THB2,500 net/car/day (maximum 8 passengers)

Additional comments/ special requirements:

RESERVATION GUARANTEE

Credit Card
❑ Visa ❑ Mastercard ❑ Amex
❑ Diners ❑ JCB

Credit Card Number:

__________________________________________________________

Expiry Date: __________ month __________ year
Cardholder’s name: __________________________________________
Signature of Cardholder:

__________________________________________________________

For Golf Registration, please contact:
Ms Boontisa Techasongkun
Tel: +662 285 8500-1, mobile: +6685 933 5222
Email: Boontisa.t@bangkokinsurance.com
Registration & misc. fees: Baht5,000 (US$170) nett
For information on the golf club, visit www.ayodhyalinks.co.th