

10th Asian Conference on Bancassurance & Alternative Distribution Channels

14 - 15 May 2009, Novotel Singapore Clarke Quay, Singapore

Theme: Distribution as the Driver to Maximising Returns in the Crisis

Special 10th Anniversary Event

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Financial crisis notwithstanding, insurers continue to rely on banks as an important force to distribute their products and grow the business in Asia. The reputation of banks and financial institutions has been severely tarnished in the current financial turmoil. With so many casualties, how can the bancassurance model across Asia weather the global financial storm? What can banks and insurance companies do to boost confidence and regain trust from customers at a time when alleged cases of mis-selling of financial products over bank counters abound?

Asia Insurance Review proudly marks the **10th Anniversary of its Bancassurance series of Conferences**, by drawing from the various success stories around the region. This milestone event with the theme “*Distribution as the Driver to Maximising Returns in the Crisis*” will look at how bancassurance has evolved in the last decade and evaluate what needs to be done for bancassurance to survive the crisis and prosper in the next 10 years. Critical concerns and challenges in the current bancassurance scene faced by insurers and banks will also be discussed, including risk management issues as well as the operational, and practical aspects of bancassurance from actual case studies and success experiences across the region, relationship management, integration process, innovative product portfolios, creative ways of reaching out to different market segments and improving distribution channels.

Aside from drawing from global trends and lessons in bancassurance and looking at challenges facing banks, insurers, regulators and intermediaries, the regional two-day Conference will provide strategic tips on surviving the crisis and building a sustainable and profitable bancassurance business.

Make sure you book your space TODAY!

Who Should Attend

- CEOs and Marketing Managers of Life and General Insurance Companies Interested in Bancassurance or Improving Their Distribution Channels Including Looking at New Alternative Channels
- Regional Heads of Bancassurance
- Banks & Banking Officials Dealing with Insurance Who are Looking for Strategic Partners for Bancassurance
- Insurers, Reinsurers, Brokers, Banks & Service Providers around the region, and those Looking at Bancassurance Opportunities
- Reinsurers Keen to Provide Support to Their Clients in this Area
- Regulators Keen to Learn About Issues Concerned in the Overlap of Bancassurance Between Insurance and Banking
- IT Companies and Service Providers to the Insurance/ Banking Fraternities
- Management Consultants, Lawyers, Financial Planners & Advisors, Direct Marketing Companies and Professionals Serving the Banking and Insurance Industries

Key Topics

- Bancassurance & Alternative Distribution Channels Globally & How it Applies to Asia
- Bancassurance Coping With the Financial Crisis
- Virtual World Insurance and Banks
- Future Outlook: Integration of Banks and Insurers for Strategic Success
- The Paradigm Shift in Distribution- The New Face of Bancassurance
- Bancassurance Global Update: Lessons from Around the World in China, India, Europe, and US
- Special Focus on the Middle East Market and BancaTakaful

PLUS Special 10th Anniversary Panel Discussion on The Evolution of Bancassurance in the Last Decade

Do not miss this valuable chance to hear from experts on how bancassurance has evolved over the last 10 years, what are the implications to bancassurance models now, which models have succeeded and what needs to be done to survive and prosper!

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PROGRAMME

Day One: 14 May 2009, Thursday

- 8.00 am Registration & Coffee
- 9.00 am **Welcome Address**
- 9.15 am **Overview & Development of Bancassurance & Alternative Distribution Channels Globally & How it Applies to Asia**
Greg Gravlin, Director, Partnership Distribution, ReMark
- 10.00 am **Bancassurance Today: Changes, Challenges & Opportunities – How it is Affecting the Industry**
Henri Guedeney, Associate Partner; Nigel Andrade, Partner, Mckinsey & Company
- 10.30 am Tea Break

Future Outlook & Shifts in Market Conditions

- 11.00 am **Best Practice in Practice in Asian Bancassurance**
Stephen Cotham, Director - Distribution Consulting Practice, Watson Wyatt
- 11.30 am **Future Outlook: Integration of Banks and Insurers for Strategic Success**
Walter de Oude, Chief Actuary and Head of Products & Marketing, HSBC Insurance Singapore
- 12.00 nn **Bancassurance Global Update: Lessons from Around the World in China, India, Europe, and US**
Wenli Yuan, Senior Analyst, Celent
- 12.30 pm **Shifts in Market Conditions and Customers' Expectations-Market Transformations**
Graeme Pearson, Regional Bancassurance Director, Aviva
- 1.00 pm Lunch

Bancassurance: Coping With the Financial Crisis

- 2.00 pm **Managing Financial Risks in Bancassurance**
 - Security & Reputation of Banks Insurance companies tie up with and vice versa
 - Impact of current crisis on the banking and insurance industry and how it is affecting bancassurance relationships*Shu-Yen Liu, Partner, Actuarial Services, PricewaterhouseCoopers*
- 2.30 pm **The Dilemma and Impact of Financial Crisis on Bancassurance**
Martin Buehler, Principal Insurance Officer, IFC Global Financial Markets, International Finance Corporation, World Bank Group
- 3.00 pm **Virtual World Insurance and Banks**
David Piesse, Global Head of Insurance, Sun Microsystems
- 3.30 pm Tea Break

Special 10th Anniversary Bancassurance Panel

- 4.00 pm **The Evolution of Bancassurance in the Last Decade**
 - How have the drivers of Bancassurance changed in the last decade?
 - The balance of power in the relationship between banks & insurers today
 - Will we see a slowing down of deregulation in Asia?
 - Role of the regulatory authorities in the current environment
 - Who has succeeded in Asia?
 - What were the Predictions a Decade Ago about Bancassurance & How has it Panned Out?
 Panelists:
Leong Sze Hian, President, Society of Financial Service Professionals Representative Inter-American Economic Council
Walter de Oude, Chief Actuary and Head of Products & Marketing, HSBC Insurance Singapore
Christopher Kaye, Partner & Managing Director, The Boston Consulting Group

- 5.30 pm- 7.30 pm **Cocktail Hosted by ReMark**

Day Two: 15 May 2009, Friday

Driving Bancassurance Excellence

- 9.00 am **The Paradigm Shift in Distribution – The New Face of Bancassurance**
Derek Raper, General Manager, ReMark
- 9.45 am **Sustaining Success in the Volatile Environment Through Great Leadership**
Allen J Pathmarajah, Executive Chairman, AJP Advisers
- 10.30 am Tea Break
- 11.00 am **Making Bancassurance Work from the Start and How to Exploit the Crisis and Emerge A Winner**
Mark Saunders, Principal & Managing Director, Asia-Pacific, Towers Perrin
- 11.45 am **Driving Bancassurance Channel Improvement & Productivity**
John Higginson, Partner, Insurance and Retail Banking Practice, Oliver Wyman
- 12.30 pm Lunch

Special Focus on India, the Middle East and BancaTakaful

- 2.00 pm **Special Case Study on Bancassurance in India**
 - The Good and Not-So-Good Aspects of Bancassurance in India
 - The Financial Crisis and the Changing Landscape of Customer Needs
 - Regulatory Model and Environment
 - Learning from the Success Stories of Rural Bancassurance
 - Key Lessons from the Recent Bancassurance Mystery Shopping Exercises*R Krishnamurthy, Managing Director, Watson Wyatt Insurance Consulting*
- 2.30 pm **Middle East Market: Underwriting, Designing & Pricing of Bancassurance Products**
Ravi Shankar, Chief Executive Officer, Al Madina Gulf Insurance
- 3.00 pm **Innovating Distribution Channels in BancaTakaful**
- 3.30 pm Tea Break

Bancassurance Strategic Issues

- 3.45 pm **Understanding the Dynamic Use of Multi-Distribution Channels Maximising Returns**
Tarun Chugh, Chief, Group Sales & Alternate Channels, ICICI Prudential, India
- 4.15 pm **Niche Marketing: Product Development and Distribution Strategies for High Networth Individuals**
Deepak Khanna, Head of Bancassurance and Deposit Singapore, RBS Retail Banking, Royal Bank of Scotland
- 4.45 pm **Bancassurance Integration Process and Relationship Management**
Anup Singh Kalsy, Head - Personal Investment Products, Axis Bank
- 5.15 pm **Anchor Address: What does the Next 10 Years Hold?**
- 5.30 pm End of Conference