

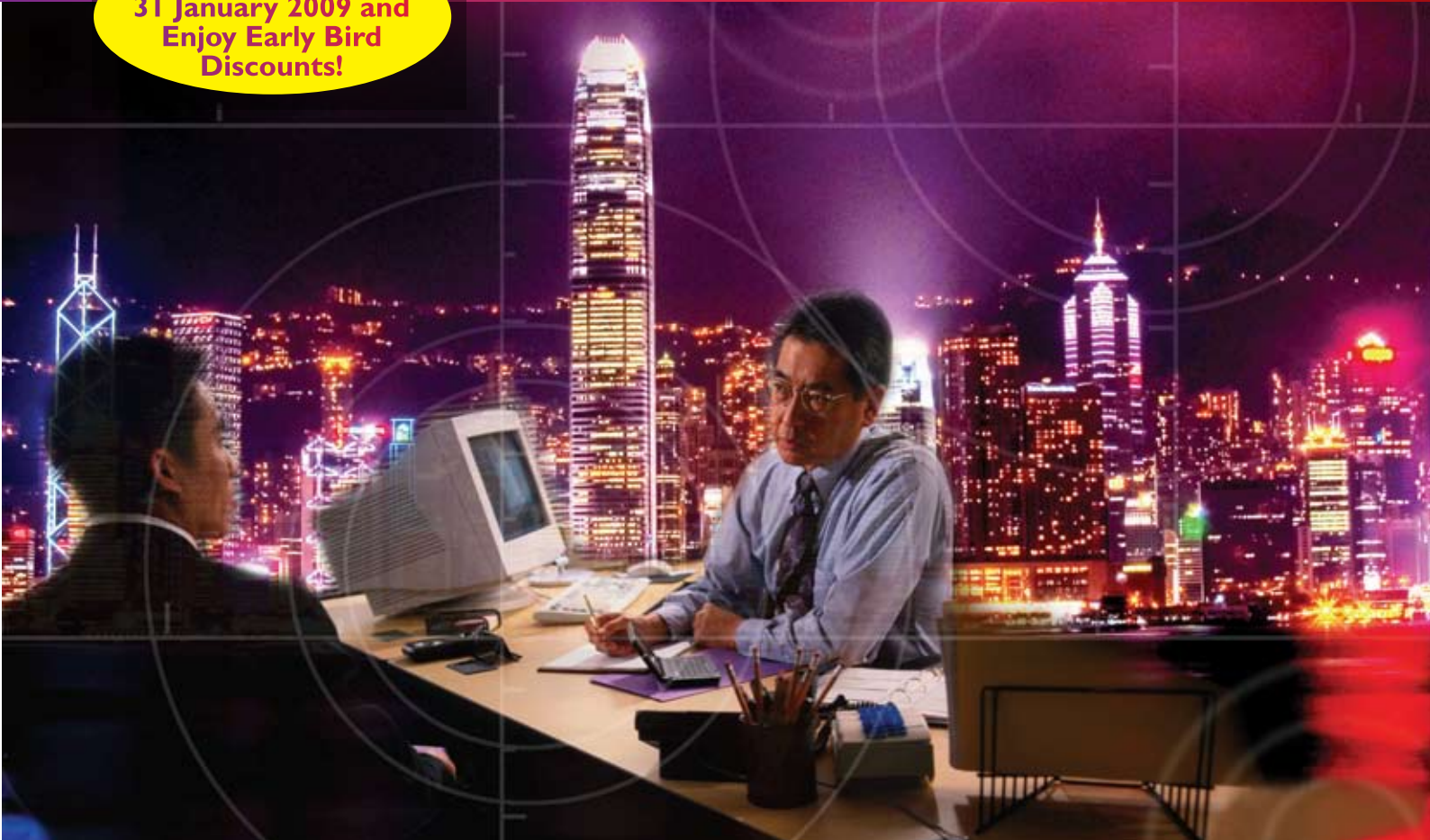
9th CEO Insurance Summit in Asia

24 - 26 March 2009, Four Seasons Hotel, Hong Kong

Theme: Getting CEOs to Harness the Power of Integrated Marketing

**A MUST ATTEND
for CEOs and Leaders**

**Hurry! Register by
31 January 2009 and
Enjoy Early Bird
Discounts!**



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Register online at <http://conference.aarkstore.com>

9th CEO Insurance Summit in Asia

24 - 26 March 2009

“Insurance is sold, not bought”. Such is the 19th/20th century industry folklore based on historical marketing approaches where actuaries define products while agent or bancassurance silos push products onto the financially uneducated consumer. After many years of high premium growth in Asia driven in large part by investment-linked products in emergent markets, the recent economic volatility coupled with an intensively competitive landscape has created significant challenges for CEOs to sustain corporate premium expectations using products with adequate profit signatures.

Accordingly, the theme of the 9th CEO Insurance Summit is focused on advancing the industry’s approach to marketing and selling their products under the title “Getting CEOs to Harness the Power of Integrated Marketing”. Relative to the 19th/20th Century, there is today significantly greater data availability, technology, and analytical approaches available to truly anticipate the needs and buying values of clusters of consumers and customers to speed the introduction of right mix of product offerings through a coordinated configuration of sales channels.

No longer are leading insurance companies sequentially introducing products that were essentially defined in reaction to new features of competitor offerings. Instead, portfolios of products are proactively developed to broaden the coverage of consumer and customer needs across both demographic lifecycles and economic cycles. No longer are agency, bancassurance, telemarketing, internet sales, etc. managed as silos of channels where customers become frustrated at the lack of sales and service flexibility.

Instead, consumers and customers can obtain sales and service based on their preferences relative to the type and stage of the buying cycle. No longer are Marketing Departments simply concerned with producing product brochures and organizing sales events. Integrated Marketing, spanning consumer/customer preferences, proactive product portfolios and multi-channel management, represents the operating model for advanced insurance companies who will be able to sustain their competitiveness in the 21st Century. Will your insurance company be among them?

- 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

- Introducing Integrated Marketing into the Insurance Operating Model
- Evolving the Traditional Marketing-Sales Model: Managerial & Technological Imperatives
- Insights from the Top on Changing Approaches to Marketing and Sales in Asia
- Being Innovative with Marketing – Sales Practices
- Regulatory Considerations in New Age Marketing
- Practical Applications: Consumer Analysis
- Product Portfolios & Multi-Channel Distribution

A Must Attend Event

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PROGRAMME

24 March 2009, Tuesday

- 5.00 pm Early Registration of Speakers and Delegates
7.00 pm -
9.00 pm **Welcome Cocktail hosted by ReMark International**

25 March 2009, Wednesday

- 8.00 am Registration & Coffee
- Introducing Integrated Marketing into the Insurance Operating Model**
- 9.00 am **Opening Remarks**
Gordon Perchthold, Principal & Co-Founder, The RFP Company
- 9.15 am **Welcome Address by Chairman of Summit**
Steve Collins, Chief Executive Officer, ReMark International BV
- 9.25 am **Special Address: The Financial Crisis & the Extraordinary Role of Insurance – Lessons for Them, Lessons for Us**
Patrick Liedtke, Secretary General & Managing Director, The Geneva Association
- 10.00 am **Keynote Address**
Clement Cheung, Commissioner of Insurance, Office of Commissioner of Insurance, Hong Kong
- 10.30am **Special Address II: "Insurance 3.0"**
Sean Rach, Managing Director, OgilvyOne Worldwide HK Limited
- 11.00 am Tea Break
- Evolving the Traditional Marketing-Sales Model: Managerial & Technological Imperatives**
- 11.30 am **The Imperative for Integrated Marketing**
Sandeep Malik, Chief Commercial Officer, Prudential Corporation Asia
- 12.00 nn **Marketing via Disruptive Channels**
David Piesse, Global Head of Insurance, Sun Microsystems
- 12.30 pm **Leveraging Information Management Technology to Optimize Marketing and Sales**
David P Carlon, Global Marketing and Solutions Development Executive, Insurance and Healthcare, Enterprise Content Management, IBM
- 1.00 pm **Lunch hosted by Gold Sponsor, IBM**

Insights from the Top on Changing Approaches to Marketing and Sales in Asia

- 2.00 pm **A CEO Panel Discussion:**
How are Regional Marketing-Sales Approaches Changing to Reflect Changing Consumer Expectations and Emergent Processes, Technologies and People Skills
Chairman: Gordon Perchthold, Principal & Co-Founder, The RFP Company
Robert A Cook, Senior Executive Vice President & General Manager, Asia, Manulife Financial
David Fried, Group General Manager & Regional Head of Insurance, Asia Pacific, The Hongkong and Shanghai Banking Corporation Limited
Jeffrey Hayman, Regional President, American International Underwriters, Far East Region
Seymour Matthews, Chairman, Reinsurance, Cooper Gay
- 3.15 pm Tea Break

Innovation in Marketing-Sales Practices

- 3.30 pm **Being Innovative with Marketing-Sales Practices**
Ruth E Fisk, Industry Manager, International Insurance Solutions, Hyland Software, Inc.
- 4.00 pm **A User's Perspective: How to be Innovative & What CEOs Must Know About Technology**
Tsukasa Makino, IT Planning Dept & Corporate Planning Department, Tokio Marine & Nichido Fire Insurance Co Ltd
- 4.30 pm **Event Marketing: Formula 1 & Football**
Paul Bedbrook, Regional Chief Executive Officer, ING Insurance Asia/Pacific
- 5.00 pm End of Day One

26 March 2009, Thursday

- 9.00 am **Performance Management in the Global Insurance Market**
Craig Bedell, Director, Global Cognos Insurance Services, IBM
- 9.30 am **Strategic Visions for the Insurance Industry of Tomorrow**
- 10.00 am Tea Break
- Practical Applications: Consumer Analysis**
- 10.30 am **Customer Value Management**
Tyrrell Schmidt, Chief Marketing Officer, Europe & Asia-Pacific, CIGNA International, LA&H
- 11.00 am **How Young Asians View Risk: New Insights for Insurers**
Martyn Parker, Member of Group Executive Board & Head, Client Markets, Asia Division, Swiss Re
- 11.30 am **Using Consumer/Customer Insights to Drive the Delivery Model**
Marianne Thomson, Vice President, Product Management & Innovation, Accident & Health Worldwide, AIG Life Companies Worldwide
- 12.00 nn Lunch
- Practical Applications: Product Portfolios & Multi-Channel Distribution**
- 1.00 pm **Financial Services Marketing to Generation Y**
Terry Mezger, Principal, Deloitte
- 1.30 pm **Product Alignment: Some Food for Thought through Financial Analysis**
Mark Saunders, Principal & Managing Director, Asia-Pacific, Towers Perrin
- 2.00 pm **Applying Consumer Insights to Multi-Channel Delivery Approaches**
- 2.30 pm **Multi-Channel Distribution and How CEOs Can Maximise its Application**
Stephen Collins, Chief Executive Officer, ReMark International BV
- 3.00pm Tea Break
- Concluding Perspectives from Strategic Advisors**
- 3.15 pm **The Decline of Traditional Insurance Marketing Models**
Anthony Stevens, Partner & Head of Financial Services, Asia Pacific, Oliver Wyman
- 3.40 pm **Consumer Needs in Financial Services in Asia**
Chris Ip, Partner, McKinsey & Company
- 4.05 pm **The Ultimate Question for Insurance**
Philip Leung, Partner, Bain & Company
- 4.30 pm **Strategic Advisor Panel Discussion**
Chairperson: Jenny Sutton, Principal & Co-Founder, The RFP Company
- Strategic Perspectives Moving Forward
- Imperatives to Evolve
- Challenges and Barriers in the Next Decade
- 5.00 pm Close of Conference

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FAX this form to: +912224169996

Conference Registration Form

PERSONAL PARTICULARS

Name: Mr/Mrs/Ms/Dr/Prof

First Name:

Last Name/

Surname:

Nationality _____

Passport No _____

Job Title _____

Company _____

Address _____

Country _____

Tel: () _____

Fax: () _____

email: _____

REGISTRATION

Normal Registration

Subscribers US\$ 1280

Non-Subscribers US\$ 1480*

(*Free One Year Subscription to *Asia Insurance Review* + eWeeklies)

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

I came to know about this conference through:

Brochure Email Search Engine Website

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

Remarks: _____

Group registration:

Special Offer for Year 2009: Register two delegates from the same company and send the third delegate to attend the conference free of charge! (Valid only for delegates from same company from 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: 17 Mar 2009

PAYMENT

I enclose a cheque / bankdraft in US\$ made payable to "ANJALI RUSHIKESH KALAN"

Telegraphic / Wire Transfer

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)