

# 2nd Asia Insurance Brokers' Summit

25-27 February 2014, Mandarin Orchard Singapore

Theme: "Growing Profitably in a Softening Market – The Independent Broker's Path to Success"  
Finding Your Niche in an Ever Changing World of Risks

AIG Broker Academy – 28 February 2014

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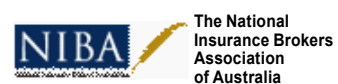
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*The world of risk is evolving rapidly, in a market as competitive as ever, how can you find new opportunities to grow your business?*

How can Brokers of today and tomorrow, combine collective expertise, experience and capabilities to find the best risk management solutions for clients?

This summit is committed to match the changed environment Brokers face and will be a great platform for serious Professional Discussions and of course, growing that Network, for vital success!

Our Panel Discussions and Expert Presentations are organized along the sub themes:

Day 1 is **'What you can do to grow in the market?'**

Day 2 is **'How to deliver growth?'**

**What you will gain from participating?** We have **8 Interactive Panel Sessions** to start you off to

- Get advice from experts from Insurance world and beyond on implementing a growth strategy
- Hear from Insurers about how to improve yield and profitability
- Learn how Clients see Brokers and how they make decisions about staying, leaving and buying
- Understand how to De-Risk your own business

**The Summit will be for all three stake holders – risk managers, brokers and insurers:**

## For Risk Managers/Business Owners

You can discuss current and future risks as well as your expectations in working with insurance brokers and getting the best solutions. You can interact first hand with brokers and be heard while learning more of regional Asia business and risk activities from local brokers who have niche knowledge. You can expand your network and look at new possibilities to enhance and save. Find out the new products available and network with our experts to see best solutions possible.

## For Brokers

The Summit will provide a meaningful platform for the brokers in Asia to come together to look at critical issues affecting them in the changing risk profile of Asia. There are tremendous opportunities for the brokers who can rise to the occasion while the intense competition, technology and dynamics changes in the market do threaten the survival of many. This Brokers' Summit will look at cutting edge strategies and ideas for the insurance brokers to reinforce their role as a valued partner of the industry as well as corporate risk managers. Brokers can network as well as find partners and business too.

## For Insurers

Insurers can add value to the Summit while taking advantage of the Summit to dialogue with brokers professionally in raising standards across the board and launch new products to brokers.

## Who Should Attend

- Insurance Brokers
- CEOs and Senior Management of Insurance Companies
- Regulators & Supervisory Authorities
- Service Providers including Management Consultants, Lawyers, Technology Companies and Loss Adjusters
- Risk Managers

## Speakers include:



**Gerald Lim**  
President,  
Singapore  
Insurance Brokers'  
Association (SIBA)



**Rudi H Spaan**  
Head of Brokerage  
Distribution and  
Client Management,  
AIG APAC Holdings  
Pte Ltd



**David Fried**  
CEO,  
QBE Insurance  
Group Asia Pacific



**Alex Low**  
Chairman,  
The Malaysian  
Insurance and  
Takaful Brokers  
Association  
(MITBA)



**Maren A  
Hüffmeier**  
Chairman &  
Executive Director,  
UNIBA Partners



**Satoru Hiraga**  
President & CEO,  
Japan Insurance  
Brokers  
Association



**Wolfgang  
Mercier**  
Chairman,  
President & CEO,  
unisonBrokers AG



**Duncan  
Howorth**  
CEO,  
JLT Asia



**Mark Searles**  
CEO & Managing  
Director,  
Austbrokers  
Holdings Ltd



**Jeffrey Chen**  
Founder and CEO,  
Insupro,  
China



**Simon Sloane**  
Partner,  
ReedSmith



**Puneet Bharal**  
Director of Global  
Development,  
ACORD



**Robin Johnson**  
Head of Broker and  
Client Management,  
Asia,  
AIG



**Steve Tunstall**  
Vice President,  
Risk Management,  
Genting Singapore  
PLC



**Manan Sagar**  
CEO,  
Lockton Companies  
(Singapore) Pte Ltd



**Kay Jackson**  
Director,  
Simplex Insurance  
Solutions



**Dr Michael  
Goodwin**  
Advisor,  
Steadfast Group  
Ltd



**Angel Kuan**  
Development Director,  
Global Technology &  
Privacy Practice,  
Lockton Companies  
(Singapore) Pte Ltd



**Damien Honan**  
CEO  
Honan Insurance  
Group Pty Ltd



**Jonathan Rake**  
CEO,  
Zurich Insurance  
Singapore



**Juliette Gelpi**  
Group Insurance  
Risk Manager,  
Schneider Electric,  
Singapore



**Justin Coss**  
General Counsel,  
Company Secretary,  
InterRISK Australia  
Pty Ltd



**Dr Roy  
Rimington**  
1st Vice President,  
Risk and Insurance  
Management  
Association of  
Singapore (RIMAS)



**Bruce Basso**  
CEO  
Worldwide Broker  
Network (WBN)



**Thomas Fernandez**  
Chairman and CEO,  
PestBusters Pte  
Ltd & Executive  
Council Member,  
The Association of  
Small and Medium  
Enterprises (ASME)



**James Yung-In  
Shin**  
CEO,  
NCRM Insurance  
Service Co

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## PROGRAMME

### Day One: Tuesday, 25 February 2014

- 6.00 pm Early Registration of Speakers & Delegates  
6.30 pm **Welcome Cocktail Hosted by AIG**  
8.00 pm

### Day Two: Wednesday, 26 February 2014 What you can do to grow in the market?

#### Chairman of Conference

*David Piesse, Managing Director & Head, Asia Pacific, Ultimate Risk Solutions, Hong Kong*

- 8.00 am Registration & Coffee

#### 9.00 am Welcome Speech

*Gerald Lim, President, Singapore Insurance Brokers' Association (SIBA)*

#### 9.10 am Keynote

*Rudi H Spaan, Head of Broker & Client Management, AIG APAC Holdings Pte Ltd*

#### 9.45 am Managing Change in an Independent Broker

- Ability to respond to change will become ever more important
- Hear from leaders from global broker community about how they have navigated change
- Success stories and failures / improvement opportunities

#### Panelists include:

- **Bruce Basso**, CEO, Worldwide Broker Network (WBN)
- **Duncan Howorth**, CEO, Asia, Jardine Lloyd Thompson Ltd
- **Manan Sagar**, CEO, Lockton Companies (Singapore) Pte Ltd

- 10.30 am Tea Break

#### 11.00 am ASEAN Economic Community (AEC) Exclusive!

- Opportunities and threats arising
- Future trends and predictions
- What will it take to thrive?

*Sivam Subramaniam, Editor-in-Chief, Asia Insurance Review & Middle East Insurance Review*

#### 11.15 am What Your Customers Expect from You?

- How customers decide to stay with a broker – and why they choose to leave?
- What's important to a customer in the insurance purchase process?

#### Chairman of Panel:

- **Gerald Lim**, President, Singapore Insurance Brokers' Association (SIBA)

#### Panelists include:

- **Juliette Gelpi**, Group Insurance Risk Manager, Asia Pacific, Schneider Electric
- **Steve Tunstall**, Vice President, Risk Management, Genting Singapore PLC
- **Thomas Fernandez**, Chairman and CEO, PestBusters Pte Ltd & Executive Council Member, The Association of Small and Medium Enterprises (ASME)

- 12.00 nn Lunch Hosted by AIG

#### 1.30 pm Regional Brokers Updates:

- **Germany & Europe** – **Wolfgang Mercier**, President & CEO, unisonBrokers AG
- **Malaysia** – **Alex Low**, Chairman, The Malaysian Insurance and Takaful Brokers Association (MITBA)
- **UAE & Middle East** – **Jawaid Tabassum**, General Manager, General Insurance & Employee Benefits, Globaleye Insurance Brokerage LLC

#### 2.30 pm Growth in a Commoditized Market

*Pek Hak Bin, Partner and Head of Energy and Natural Resources, KPMG*

- 3.00 pm Tea Break

#### 3.30 pm Mitigating and Managing the Risks in Your Own Business

- How to navigate PI exposures, compliance requirements, regulatory changes, customer and staff retention
- Panel comprising lawyer with compliance and PI experience, broker association leaders

#### Chairman of Panel:

- **Dr Roy Rimington**, 1st Vice President, Risk and Insurance Management Association of Singapore (RIMAS)

#### Panelists include:

- **Alex Low**, Chairman, The Malaysian Insurance and Takaful Brokers Association (MITBA)
- **Justin Coss**, General Counsel and Company Secretary, InterRISK Australia Pty Ltd
- **Simon Sloane**, Partner, ReedSmith
- **Ibu Sri Hadiyah Watie**, SH, BSc, AAIK (HC), QIP, Vice Chairman, Division III, The Association of Indonesian Insurance and Re-Insurance Brokers (APPARINDO)

- 4.30 pm End of Day Two

### Day Three: Thursday, 27 February 2014

#### How to deliver growth?

#### 9.00am Keynote

*David Fried, CEO, QBE Insurance Asia Pacific*

#### 9.30 am How can Broker Networks Help Drive Growth in Your Businesses?

- Broker networks present interesting capabilities for independent brokers to extend reach
- Key is to learn how to exploit them and make use of their capabilities in service of your clients
- USP of networks, how and when to engage, best practice examples

#### Panelists include:

- **Wolfgang Mercier**, President & CEO, unisonBrokers AG
- **Mareen A. Hüffmeier**, Chairman & Executive Director, UNiBA Partners
- **Bruce Basso**, CEO, Worldwide Broker Network (WBN)
- **Mark Searles**, CEO & Managing Director, Austbrokers Holdings Ltd
- **James Yung-In Shin**, CEO, NCRM Insurance Service Co, Korean Insurance Brokers Association (KIBA)

- 10.30 am Tea Break

#### 11.00 am How Can Brokers Compete with Proliferation of New Channels?

- New Channels Exploding – supermarkets, credit cards, mobile phones, shops, post offices, travel agents, direct agents, etc.
- Are the new channels competition or an opportunity for new routes to market?

#### Chairman of Panel:

*Dr Michael Goodwin, Advisor, Steadfast Group*

#### Panelists include:

- **Angel Kuan**, Development Director, Lockton Companies (Singapore) Pte Ltd
- **Kay Jackson**, Director, Simplex Insurance Solutions, Australia
- **Rahul Aggarwal**, Director & CEO, Optima Insurance Brokers, India

#### 11.30 am Special Panel on Life Brokers

- Changing Trends in Life Insurance Agent/Broker Distribution
- The unique role of life brokers in the value chain
- The value add they bring to product innovation
- Critical Success Factors for Life Brokers
- Empowerment Tools for Brokers
- Benefits and Challenges of Leveraging Collaborative Solutions

#### Panelists include:

- **Vincent Ee**, President, Association of Financial Advisers (Singapore) and Managing Director, Financial Alliance Pte Ltd
- **Patrick Lim**, FA, Director and Managing Partner, Promiseland Independent Pte Ltd
- **Mark Paine**, Managing Director Singapore, Meyado Private Wealth Management Pte Ltd
- **Pavan Virmani**, Group Business Director, Aviva Ltd

- 12.00 nn Lunch Hosted by QBE

- 1.30 pm

#### How to Work with Carriers to Grow Your Business?

- Working more closely with brokers, and understanding how their appetites best fit with the needs of their clients, is an easy route to success
- Many opportunities exist to improve the connectivity and collaboration between broker and carrier to the benefit of customer

#### Chairman of Panel:

- **Damien Honan**, CEO, Honan Insurance Group Pty Ltd

#### Panelists include:

- **Robin Johnson**, Head of Broker and Client Management, Asia, AIG
- **Jonathan Rake**, CEO, Zurich Insurance Company Ltd, Singapore Branch
- **Andy Minckler**, Managing Director, InsurExcellence Insurance Brokers Ltd, Thailand

#### 2.00 pm Regional Brokers Updates:

- **China** – **Jeffrey Chen**, Founder and CEO, Insupro, China
- **Japan** – **Satoru Hiraga**, President & CEO, Japan Insurance Brokers Association (JIBA)
- **Korea** – **James Yung-In Shin**, CEO, NCRM Insurance Service Co, Korean Insurance Brokers Association (KIBA)

- 3.00 pm Tea Break

#### 3.30 pm How Can Brokers use Technology to Deliver Service, Drive Efficiency and Create Growth?

*Dr Michael Goodwin, Advisor, Steadfast Group*

#### 4.00 pm Greater Efficiency, Faster Payments, Elimination of Unreconciled Cash AND better Client Service?

*Trevor Maddison, Director, Membership, ACORD*

- 4.30 pm End of Conference

# 2nd Asia Insurance Brokers' Summit

25-27 February 2014, Mandarin Orchard Singapore

Fax to: (65) 6512 5335

Registered by \_\_\_\_\_

## Conference Registration Form

To: Ms Michelle, Asia Insurance Review  
69 Amoy Street, Singapore 069 888 • Tel: (65) 6224 5583  
DID: (65) 6372 3178 • email: michelle@asiainsurancereview.com  
or register online at www.asiainsurancereview.com  
Co. Regn no.: 199 003 818 H • GST Regn no.: M2-009 466 93

### PERSONAL PARTICULARS

Name: Mr/Mrs/Ms/Dr/Prof  
First Name: \_\_\_\_\_ Last Name / Surname: \_\_\_\_\_  
Job Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
Tel: ( ) \_\_\_\_\_  
Mobile: ( ) \_\_\_\_\_  
Fax: ( ) \_\_\_\_\_  
email: \_\_\_\_\_

### REGISTRATION

Brokers Special Registration via  
michelle@asiainsurancereview.com

#### Early Bird (valid till 28 Jan 2014)

#### Normal Registration

Subscribers  US\$980  
Non-Subscribers  US\$1,280\*

Subscribers  US\$1,480  
Non-Subscribers  US\$1,680\*

(\*Free One Year Subscription to Print Edition of Asia Insurance Review & AIR e-Daily)

**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)

Remarks: \_\_\_\_\_

### Group registration:

**Special Offer for Year 2014** 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: 19 February 2014

For cancellation in writing made before **28 Jan 2014**, 50% of the conference fee will be refunded. No refunds will be made for cancellations after **28 Jan 2014**. 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:  
DBS Bank Ltd, 12 Marina Boulevard,  
Marina Bay Financial Centre Tower 3, Singapore 018982  
• US\$ (Account No.: 0001 - 004838-01-9-022)  
• Swift Code: DBS SSGSG
- 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 inclusive of prevailing GST)

Fax to: (+65) 6738 2382

Please fax Room Reservation  
Form direct to Hotel

## Hotel Reservation Form

Attn: Ms Charlotte Chew,  
Assistant Director of Business Development  
Email: charlotte.chew@meritushotels.com

**Mandarin Orchard Singapore, by Meritus**  
333 Orchard Road, Singapore 238867  
Tel: (65) 6737 4411 • Fax: (65) 6738 2382  
www.meritushotels.com

Please fill in Guest particulars  
on Registration Form

Meritus  
Connect:  
M01633

### ARRIVAL DATE

Check in date: \_\_\_\_\_

Flight: \_\_\_\_\_ ETA: \_\_\_\_\_

### DEPARTURE DATE

Check out date: \_\_\_\_\_

Flight: \_\_\_\_\_ ETD: \_\_\_\_\_

### ROOM TYPE / ROOM RATE

#### Deluxe Room

- Single S\$300++ per night  Double S\$320++ per night

Room rate inclusive of daily Buffet Breakfast served in Triple Three at Level 5 and in-room Internet access

#### Room Preferences (subject to availability)

- Smoking  Non-smoking  
 King bedded  Twin bedded

- All room rates are subject to 10% service charge; and 7% Goods Service Tax.
- Check-in time is at 14:00 hours; check-out time is at 11:00 hours
- All reservations require credit card guarantee and will receive a confirmation number from the hotel via fax or email.
- Guarantee policy: Should there be a no-show or cancellation for confirmed reservation, the full duration of room charge will be imposed
- All reservations are to be guaranteed upon credit card details received.

### LIMOUSINE ARRANGEMENT

- Require  Not require

One (1) way limousine transfer from Airport to Hotel at S\$100.00 subject to 7% GST

One (1) way limousine transfer from Hotel to Airport at S\$100.00 subject to 7% GST

Return limousine transfer at S\$200.00 subject to 7% GST

Car pick up between 2300hr - 0700hr, a surcharge of S\$10 + 7% will be levied.

All pick-ups can be guaranteed upon credit card details received.

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: \_\_\_\_\_