

6th Asia Insurance Brokers' Summit

13 – 14 March 2018, Mandarin Oriental, Kuala Lumpur, Malaysia

Theme: “The Digital Savvy Broker: Finding a Secure Sustainable Niche in the Future of Insurance”

Register Now!

In this digital era with InsurTech gaining ground, disruption is the order of the day. The role of brokers is often questioned as is doomed. Yet the insurance chain is such that brokers are indispensable even if the preference is to deal direct and discounts are given for direct deals. Brokers can entrench their role by exploiting technology and add to technology to offer more value add and ensure their indispensability and sustainability.

Tech-savvy brokers is the order of the day. They will have an upper hand as today's customers expect more than just competitive prices. They are clamouring for a convenience service and digital experience through an omnichannels. Tools such as an online platform, mobile apps, web analytics, live chat and chat bots can enhance brokers' competitive advantage. What are the right digital tools available for modern brokers? How to integrate digital

offering and blend into business? What can brokers be doing now to prepare for the massive innovation on the horizon? Hence our heralding theme: The Digital Savvy Broker: Finding a Secure Sustainable Niche in the Future of Insurance

The Summit will look at cutting-edge strategies in the insurance business and highlight the areas where brokers can rise to reinforce their role in the value chain of insurance as valued partners to both insurers and risk managers and corporate clients in the dynamic risk landscape. The Summit will bring high level prominent, thought-provoking keynote addresses and allow you to leverage on prime networking opportunities with industry leaders from Asia and across the world. It will also come with exhibition to see where technology can easily support or enhance broker services or make them more efficient.

Key Speakers include:



Y.M Raja Zailan Putra
Chairman, The Malaysian Insurance and Takaful Brokers Association (MITBA), Malaysia



Robert Kelly
Managing Director and CEO, Steadfast Group Limited, Australia



Satoru Hiraga
President & CEO, Japan Insurance Brokers Association (JIBA), Japan



José Manuel Dias da Fonseca
CEO, MDS Group & Brokerslink



Michael Hyatt
Partner, Crimson Risk & Consulting Services, Cyber Indemnity Solutions Ltd, Australia



Sanjay Kedia
Country Head and CEO, Marsh India Insurance Brokers Pvt. Ltd, India



Adjunct Professor Dr Jim Taggart (OAM, DBA, JP)
Chairman/Chancellor, Asia Pacific International College, Australia



Faisal Yahya
Head of IT, PT IBS Insurance Broking Service, Indonesia

Key Topics include:

- Keynote Address: The New World of the Smart Broker?
- Geo-politic and economic landscape impact on the industry
- The Future of Brokers: Entrenched or Marginalised?
- Secrets to Making Brokers Sustainable and Indispensable
- The World of New Risks Disrupting Business
- The Global Risks Report 2018
- The Broker in the Digital Era: Surviving an Automated Future
- Brokers Role in Serving SMEs
- Underinsurance and the Unique Value Add that Brokers Bring
- New Partnerships in Insurance: Brokers, Risk Managers and Insurers
- Driverless Car - Opportunity for brokers to grasp
- A Niche for Brokers in Employee Benefits
- Owning the Customers: KYC & Know your customers' needs
 - Personalised Coverage for Clients
- Role of Technology: Using data analytics & artificial intelligence to understand customer
- Brand Loyalty – Earn customer trust and keep it
- Panel on Asia Brokers' Association Leaders: Leading the Brokers
- Special C-Suite Panel Discussion: Brokers as Partners
 - The Key attributes to succeed in sustainable, innovative and competitive environment

Special Focus on Cyber

- New Approach to Cyber Insurance – A strategy in a digital age
- Panel Session: The State of Cybersecurity in Asia
 - Are brokers doing enough to help customer manage their risks?
 - SME to understand important of cyber cover

Ted-Style Talk on Digital Transformation

- Key Digital Trends Brokers Must Embrace
- The Obstacles of Integrating Digital and Traditional Channels into Omnichannel
- Finding the Right Digital Buying Channel
- Social Media for Insurance Brokers – Strengthen your online game
 - Reputation management
 - Tools to draw upon
- AI, Chatbot & the Rise of Automated Agent
- Blockchain and Smart Contracts to get Ahead of the Game
- Panel Discussion on Traditional vs Smart Backed Brokers
 - Is traditional brokerage model obsolete?
 - What InsurTech can help to expand

Focus on Nat CAT

- Climate Change: Why we should be worried
 - Impact of climate change on insurance
 - What brokers need to know about climate related risks
- Parametric Insurance Important Role to Insure Nat CAT Risk

Focus on Future Talent

- Future Leader – Young Insurance Brokers Panel Discussion
 - Value they can bring through innovation and technology
 - Injecting new blood into broking – Role of old brokers
- Drawing Talent through Diversity and Inclusion

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