

Addressing the Latest Developments,
Market Trends and Opportunities from the Emerging Insurance Market

MALAYSIA INSURANCE

5 - 6 November 2008 • Istana Hotel, Kuala Lumpur, Malaysia

KEY ISSUES TO BE ADDRESSED:

- Updates of growth and market share of general and life insurance industry in Malaysia
- Using best practice financial management techniques to maximise growth and shareholder value
- Adapting and moving forward with the opportunities and challenges (change) in the insurance industry
- Measuring and improving the key financial drivers within an agency sales force
- The management of participating business for life insurance industry
- Common areas of confusion and/or dispute, including appropriate means of resolving them
- Islamic insurance – Potential operational mechanism for Takaful and Re-takaful windows and best practices across globally competitive companies (GCC)
- Capitalising and leveraging on strategic marketing and distribution channels for insurance
- Reassessing the role, support and future challenges of a life agent
- Market and regulatory development for insurance markets

SAVE
RM200

Register & Pay by
3 October 2008!

OUR PANEL OF EXPERTS:

Carol Yip, *Founder & CEO, ABACUS FOR MONEY*
(Author of "Money Rules & Smart Money-User")

Patrick Cheah, *Vice President, ACTUARIAL SOCIETY OF MALAYSIA* and *General Manager, ACTUARIAL DEPARTMENT, AMASSURANCE*

YK Leong, *Vice President, GREAT EASTERN*

C.T. Lim, *Senior Partner, IPP WEALTH PLANNERS*

Carl Rajendram, *Chief Executive Officer, ISM INSURANCE SERVICE MALAYSIA*

Tan Lee Cheng, *Partner, RAJAH & TANN LLP*

Hassan Scott P. Odierno, *Principal & Actuary, MERCER ZAINAL CONSULTING*

Lee Leok Soon, *Head, Client Services, MINORITY SHAREHOLDER WATCHDOG GROUP*

Khaeruddin Sudharmin, *Managing Director/Chief Executive, MOTORDATA RESEARCH CONSORTIUM MALAYSIA* (Partnership with THATCHAM, UK)

Ben Ng, *Principal Trainer, TOTAL FINANCIAL PLANNING ADVISORY*

Teoh Kok Lin, *Founder & Chief Investment Officer, SINGULAR ASSET MANAGEMENT*

Megat Hizaini Hassan, *Partner, ZAID IBRAHIM & CO*



ORGANISED BY:

The Asia
BUSINESS
FORUM

DAY ONE | 5 NOVEMBER 2008 | WEDNESDAY

8.00 REGISTRATION AND MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING REMARKS**

Dr Anusuya Yogarajah

Vice President - Legal Compliance Counsel, Asia Marsh, Singapore

9.10 **TRENDS IN LIFE INSURANCE PRODUCTS**

- Overview of life insurance product development issues
- Insight on the emerging trends in life insurance product design and development
- The ongoing issues that each company will face in the future

Patrick Cheah

Vice President

ACTUARIAL SOCIETY OF MALAYSIA

and General Manager

ACTUARIAL DEPARTMENT, AMASSURANCE

10.00 MORNING REFRESHMENT

10.20 **USING INSURANCE AND TAKAFUL ANALYTICS TO ENHANCE PROFITABILITY**

- Understanding analytics
- The need to stay one-step ahead
- Application of analytics in a Tariff market
- Using analytics to drive competitiveness

Carl Rajendram

Chief Executive Officer

ISM INSURANCE SERVICE MALAYSIA

11.10 **THE ROLE OF AN INSURANCE ADVISOR IN FINANCIAL PLANNING**

- What is financial planning
- Why financial planning?
- What are the challenges?
- Why people fail?
- Why people succeed?
- How do I get started?
- Who can I depend on for assistance?
- Case examples

C.T. Lim

Senior Partner

IPP WEALTH PLANNERS

12.00 Lunch

1.30



CLAIM MANAGEMENT: A PROMISING OASIS OR A TREACHEROUS MIRAGE? – EVOLUTION OF CLAIMS MANAGEMENT, AN OVERVIEW AND A MALAYSIA CASE STUDY

Khaeruddin Sudharmin

Managing Director/Chief Executive

MOTORDATA RESEARCH CONSORTIUM MALAYSIA

(Partnership with THATCHAM, UK)

2.20

LIFE REINSURANCE ARBITRATION ISSUES - LEGAL PERSPECTIVE

- Policy and key areas of dispute
- Latest development in reinsurance litigation
- Differences from property/casualty reinsurance from the legal view
- Arbitration selection in life and health dispute
- Attempts by non-parties to reach proceeds of the reinsurance agreement
- The impacts on business

Tan Lee Cheng

Partner

RAJAH & TANN LLP

3.10

MAKING CLIENTS COMFORTABLE WITH YOU: THE PSYCHOLOGY OF FINANCIAL PLANNING

- How to understand your client empathetically when your client is unique?
- How to have interviewing skills and listening ability to understand your client's money belief, behaviours and habits?
- How to help your client to assess emotions towards creating wealth?
- More than just a financial planner - What motivates you?

Carol Yip

Founder & CEO

ABACUS FOR MONEY

(Author of "Money Rules & Smart Money-User")

3.50

AFTERNOON REFRESHMENT

4.10

PANEL DISCUSSION:

CLIMATE CHANGE – FROM RISK TO OPPORTUNITIES

- Understanding the climate change problem
- Promoting loss prevention
- Aligning terms and conditions with risk-reducing behaviour

ELEVATE MARKET LEADERSHIP

- Crafting innovative insurance products
- Financing climate-friendly customer-side improvements
- Investment in climate change solutions
- Building awareness and participation in the formulation of public policy

Moderator:

Carl Rajendram

Chief Executive Officer

ISM INSURANCE SERVICE MALAYSIA

5.00 **END OF DAY ONE**

DAY TWO | **6 NOVEMBER 2008** | THURSDAY

8.30 MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING REMARKS**

Mohamad Abdullah

Managing Director/CEO

AAO GLOBAL INSURANCE BROKERS

9.10 **GLOBAL ECONOMIC MEGA TREND – HOW CHINA IS CHANGING THE STRUCTURE OF GLOBAL ECONOMIC TRENDS?**

This mega trend presentation will focus on the well known facts of China's emergence as an economic powerhouse (the world's second largest economy and growing); and how it is changing global economic trends and structures, creating opportunities as well as changing the risk dynamics of businesses.

- How is the emergence of China changing the structure and trends of global currencies?
- How the shifts in Chinese government's policies are starting to affect global businesses in a big way?
- How to position oneself to cope and benefit from the shift in mega trends?

Teoh Kok Lin

Founder & Chief Investment Officer

SINGULAR ASSET MANAGEMENT

10.00 MORNING REFRESHMENT

10.20 **LIFE REINSURANCE ARBITRATION ISSUES – INSURER PERSPECTIVE**

- Key areas of dispute
 - ❖ Rejection of claims/fulfilment of definitions and/or conditions/scope of coverage
 - ❖ The proposal/renewal declarations
 - ❖ Materiality: To underwriting the proposal/renewal

- Different types of application
 - ❖ Life insurance policies
 - ❖ Personal accident policies
 - ❖ Medical insurance: Scope of treatment/reasonable and customary charges
 - ❖ Critical illnesses cover/definitions interpretation
 - ❖ Total and permanent disability interpretation
- Clauses and processes
 - ❖ UNCITRAL model law
 - ❖ KLRCA clause
 - ❖ Forum shopping
 - ❖ Evidential/representation/submission procedures
 - ❖ Why use arbitration - Privacy, confidentiality, subject matter expertise
- Appointment of arbitrators
 - ❖ Expert resolution vs decision
 - ❖ Binding force of decision
 - ❖ Criteria of further appeal/review by the courts
 - ❖ Other issues to consider
- Financial mediation bureau

YK Leong

Vice President

GREAT EASTERN

11.20 **BANKASSURANCE AND TAKAFUL – ARE THERE REAL DISTRIBUTION SYNERGIES FOR LEVERAGING YOUR CLIENT BASE?**

- Tapping into client bases and distribution channels via bancatakaful
- Takaful products - How good a strategic fit with banking products?
- Designing bancatakaful products: Innovation and risk based capital
- Case studies

Hassan Scott P. Odierno

Principal & Actuary

MERCER ZAINAL CONSULTING

12.10 LUNCH

1.40 **SCOOPING THE REGULATORY AND LEGAL ENVIRONMENT FOR A SUCCESSFUL INTERNATIONAL TAKAFUL INDUSTRY**

- Reviewing the regulatory landscape: What are the key directions of regulation in the Takaful industry?
- Developing a suitable legal and supervision structure to facilitate the growth of Takaful
- What are the perspectives of major Takaful operators on key regulatory initiatives?

- Assessing the legal and government issues impacting the industry

Megat Hizaini Hassan

Partner

ZAID IBRAHIM & CO

2.30 **STRATEGIC TALENT ACQUISITION – TALENT MANAGEMENT**

- Latest and most effective ways to increase the effectiveness of recruiting programme
- Producer recruiting trends in the financial services industry
- How to connect with candidates from different generations
- Partnership between government and business, industry associations and higher education for tracking the important skills needed by the industry
- Identifying the 'talent gaps' and working together to fill those gaps

Ben Ng

Principal Trainer

TOTAL FINANCIAL PLANNING ADVISORY

3.20 AFTERNOON REFRESHMENT

3.40 **FAIR VALUE ACCOUNTING & REPORTING**

- What does it entail and imply – Relevance and reliability?
- What are practical considerations and business implications?
- How will it work with a true and fair view?
- How do insurers see financial instruments for fair value reporting?
- Conclusions

Lee Leok Soon

Head, Client Services

MINORITY SHAREHOLDER WATCHDOG GROUP

4.30 **PANEL DISCUSSION: THE SUB-PRIME CREDIT CRISIS: WILL IT AFFECT YOUR D&O INSURANCE?**

- Important insight into how the credit crisis evolved
- Developments in securities litigation trends and the broader impact on company's directors and officers liability renewal
- Macro economic fallout from the recent 'credit crisis'
- Effects on the D&O (Directors and Officers Liability Insurance) marketplace
- D&O liability that arises out of M&A activity
- Shoring up policy language: The words matter

Moderator:

Mohamad Abdullah

Managing Director/CEO

AAO GLOBAL INSURANCE BROKERS

5.00 **END OF CONFERENCE**

KEY BENEFITS OF ATTENDING

- ✔ **KEEP ABREAST** of the latest developments and outlook for the insurance industry globally and in Malaysia
- ✔ **IMPROVE** alternative marketing channels and innovate your insurance products to achieve successful sales results
- ✔ **IDENTIFY** best practices and tactics towards operational excellence in life insurance
- ✔ **COMPREHEND** the needs and expectations of your customers and making them the heart of the business
- ✔ **EXAMINE** and gain better understanding of regulations and its impact for insurance market in Malaysia
- ✔ **INCREASE** sales and revenue by gaining vital tips on how to manage a highly effective sales force
- ✔ **LEARN** and implement best practices and strategies of successful Takaful operators
- ✔ **GRASP** insights and find out how to implement successful operations for bancassurance
- ✔ **DISCOVER** the latest challenges, trends and opportunities for impact for insurance market in Malaysia

WHO SHOULD ATTEND

- ◆ CEOs / CIOs / COOs / CFOs / CROs of Life and General Insurance Companies, Reinsurers and Brokers
- ◆ Country Managers & Chief Representatives
- ◆ Heads of Finance, Operations and Underwriting
- ◆ Senior Managers of Marketing, Business Development, Sales, Corporate Marketing, Commercial/Enterprise Marketing, Marketing Operations, Advertising and Public Relations
- ◆ Management Consultants
- ◆ Supervisors and Regulators
- ◆ Lawyers, Technology Experts, Loss Adjusters and other Service Providers to the Insurance Industry

Market Opportunities and Overcoming the Challenges Faced by the Insurance Sector in Malaysia

"... there is a need to build an investment portfolio that grows over time and meets the rising cost of inflation"

The Star Newspaper, Manulife Malaysia President/CEO, Peter Robertson

"The increased cost of doing business will immediately impact all types of industries, and the insurance industry will be of no exception"

The Star Newspaper, Kurnia Insurans (M), Managing Director & CEO, Captain KH Chia

The insurance industry in Malaysia is undergoing vital and dramatic changes. Significant driving forces such as globalisation, market liberalisation, new technologies, uncertain economic conditions, terrorism and climate change have made this a tremendously challenging industry.

Globalisation combined with gradual liberalisation of the insurance industry creates new market opportunities on one hand, but also increase competition for both life and non-life insurers on the other hand. Hence, it is imperative for insurers to maximise the use of resources, provide faster and more reliable transaction processing, and improve the ability to identify and manage the risk and financial activity in order to meet the challenges of today's business.

It is clear that all these changes will pose significant impact to the insurance companies. To remain competitive, it is important for insurance companies to keep abreast of the latest development and opportunities faced by the industry to maintain on-going growth and development.

In view of the above, the *Asia Business Forum* is pleased to present you this timely 2-day Conference on **MALAYSIA INSURANCE** featuring a panel of distinguished speakers comprising top consultants and leading industry practitioners from Malaysia and Singapore. They will share with you the current developments and market updates, new regulations and opportunities faced the insurance industry in Malaysia.

Don't miss out this unique opportunity to gain practical advice and valuable information that will help you overcome challenges faced and to optimise the current insurance market for your organisation. This conference is a must for all industry players to take the best advantage of the insurance market.

DON'T MISS THIS IMPORTANT EVENT!

**HURRY! REGISTER BEFORE 3 OCTOBER 2008
TO RECEIVE THE BEST CONFERENCE RATE**

Call us at (603) 2070 3299 or fax your registration to (603) 2070 3369
or email to puvanes@abf-asia.com to reserve your place today

REGISTRATION FORM

MALAYSIA INSURANCE

5-6 November 2008 * Istana Hotel, Kuala Lumpur, Malaysia

- Yes! Please register the following delegate(s) for this Conference (**Please photocopy for more delegates**)
- I am unable to attend but please put me on your mailing list
- I am interested in Sponsorship/Exhibition Opportunities

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CONFERENCE VENUE AND ACCOMMODATION INFORMATION

Istana Hotel, Kuala Lumpur, Malaysia

73 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia

Tel: (603)2141 9988 Fax: (603) 2141 0111

Website: www.hotelistana.com.my

Attn: Room Reservation Department

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's Conference on "Malaysia Insurance". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that rooms are available on a first-come-first-served basis.

INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

IMPORTANT NOTICE: Due to the provisions of the DIRECT SALES ACT 1993, the registration form herein shall only be used by body corporate. Since Asia Business Forum Sdn Bhd is unable to accept registration by mail from any individual, all individuals and applicants who are not body corporate and who wish to attend are requested to register themselves at Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia or call (603) 2070 3299 for registration procedure.

5 EASY WAYS TO REGISTER



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Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia**



Email: **noor@abf-asia.com**



WEB: **http://www.abf-asia.com**

Your investment for attending this Conference is:

	Regular Fee <small>(Payment after 3 October 2008)</small>	Early Bird Fee <small>(If payment & registration are received by 3 October 2008)</small>
Conference Only	RM3,995	RM3,795

The fee includes lunch, refreshments and conference documentation.

Note: For payment by Local Order, early bird fee will only apply if the local order is executed and **payment fully released to us on or before the early bird deadline.**

Group Discount: Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organisation and of the same billing source.

PAYMENT METHODS

Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM SDN BHD** and mail your payment together with this registration to **Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia.** Enclosed is our cheque/draft for RM _____

Credit Card (AMEX ONLY) Please debit my Amex Card Number:

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Important Notice: Payment is required with registration and must be received prior to the conference to guarantee your place. Walk-in delegates with payment will only be admitted on the basis of space availability at the conference and with immediate full payment.

CANCELLATIONS AND TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less RM400 administration charge will be made for cancellation received in writing on or before **16 October 2008**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

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