

Greater China Life Insurance Symposium

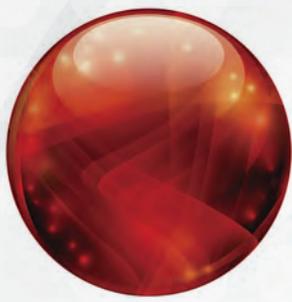
23 – 24 SEPTEMBER, 2015 • MARRIOTT SHANGHAI HONGQIAO • SHANGHAI, CHINA



Profitability Through Innovation

Attend case study presentations with a global perspective on:

- Customer-centric brand differentiation
- Mobile sales and digital distribution
- Recruiting top sales candidates through social media
- Reimagining organizational structures and roles



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THE CONFERENCE ORGANIZING COMMITTEE

Committee President

KE ZHANG, Director & General Manager, Taiping Life Insurance Company Ltd.

Committee Members

YONGSHENG HE, Chairman of the Board, Aeon Life Insurance Company, Ltd.

JOHN CAI, CEO, AIA Company Limited

ZHONGHUA QIAN, Vice President & Senior Certified Accountant, China Pacific Life Insurance Company Ltd.

ERIC CHANG, President & CEO, ICBC AXA Life Assurance Co.

HONG YU, Deputy General Manager, Ping An Life Insurance Co. Ltd

PAUL LOW, President & CEO, Prudential Life Ins. Co. of Taiwan Inc.

GEORGE TAN, President & CEO, Sino-US United MetLife Insurance Company

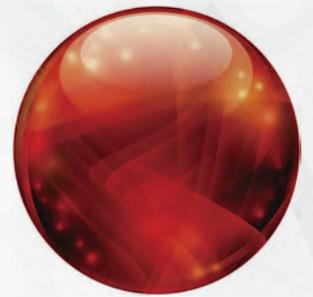
YIFEI FEI, President & CEO, Sunshine Insurance Group Corporation Limited

JOHN MOK, Head of Life and Health Client Markets, Swiss Re China

Regional Advisor

TIMOTHY TAY HUEY EN, Industry Advisor, Insurance (Asia Pacific), Fuji Xerox Global Services

2015 Greater China Life Insurance Symposium



Wednesday, 23 September

REGISTRATION DESK OPENS — 7:30 A.M.

Grand Ballroom Foyer

WELCOME AND OPENING REMARKS — 8:45 to 9:00 A.M.

Grand Ballroom



BAOLIANG SHENG, LLIF
*Corporate Vice President
& Managing Director, Asia
LIMRA and LOMA*



KE ZHANG, Ph.D.
*Director & General Manager
Taiping Life Insurance Company Ltd.*

OPENING SESSION — 9:00 to 10:00 A.M.

Transformational Choices of Traditional Chinese Life Insurers in the Internet Age



XIAORONG HUANG, Ph.D.
*Partner, Advisory, PwC China/Hong Kong
PricewaterhouseCoopers Management
Consulting (Shanghai) Limited*

Xiaorong will discuss recent, significant changes to China's life insurance market and business models, including: the insurance responsibility shifting from the government to the market; how bank interest rate liberalization is impacting wealth-management products, leading insurers to return their focus to protection products; product and fee liberalization; the digital revolution and disruptive penetration from Internet companies, which are having a more profound impact in China than in many other global markets.

NETWORKING BREAK — 10:00 to 10:30 A.M.

GENERAL SESSION — 10:30 to 11:30 A.M.

Improving Profitability By Changing Consumer Behavior



JOHN MOK
*Head of Life & Health Client Markets
Swiss Re China*

Protection products are becoming more comprehensive and complex in Greater China as the market develops. And consumer behaviors are becoming more diverse. Is traditional underwriting the only way to assess risk? How can we leverage the data we collect to better select risk? And how can we actively change consumer behaviors by using more sophisticated approaches, such as behavioral economics?

GENERAL SESSION — 11:30 A.M. to 12:30 P.M.

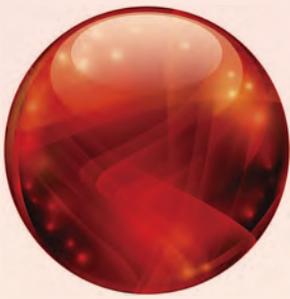
The Advisor of the Future: How to Stay Relevant in the Digital Age



JASON SUEN
*Managing Director, APAC
Hearsay Social*

The world has gone digital. Social and mobile technology have changed how we live and what we expect as consumers. As wealth continues to change hands from demographic to demographic, how are your advisors adapting to this shifting landscape? How can we supercharge their productivity with big data and relationship building tools even as they face the threat of robo-advisors and other channels?

LUNCH — 12:30 to 1:30 P.M.



2015 Greater China Life Insurance Symposium

BREAKOUT SESSIONS — 1:30 to 2:30 P.M.

Session 1A — Grand Ballroom

Transforming Agent Recruitment Programs for Gen Y



ANDY KHOO, ACS, AIAA, CFP, FLMI, LLIF, MBA
Managing Director, The Centre for
International Assessment and Development
LIMRA

Insurers around the world are facing the same troubling problem: they are struggling to attract today's young sales talent. Members of Generation Y are being wooed by new industries and seeking out jobs with high-profile consumer brands. They seem indifferent to our industry at a time when so many of our best agents are nearing retirement. Andy Khoo will share key LIMRA research findings about today's recruits and the best practices for recruiting, developing, and retaining them.

Session 1B — Executive Ballroom

Digital Strategies for Life and Health Insurers: Cheaper, Smarter, Faster, Better



NEIL KATKOV, Ph.D.
Senior Vice President
Celent

Life and health insurers can significantly improve their top lines, bottom lines, and brand strength through the thoughtful development and careful implementation of digital strategies. Neil will discuss how digital strategies must differ from conventional strategies, and how enablers of digital strategies are quickly changing. This session will help identify how to design and set a digital strategy to achieve your digital goals.

SESSION CHANGE — 2:30 to 2:40 P.M.

BREAKOUT SESSIONS — 2:40 to 3:40 P.M.

Session 2A — Grand Ballroom

Optimizing Customer Centricity in a Digital Age



ENDA KAVANAGH
Regional Sales Manager
XMPie Ltd.

How well do you know your customers? Can you optimize their experience in this cacophonous age of e-business, m-business, social media, and big data? Can you deliver the right message at the right time in the right format to the right person even as you grow the number and size of your communication and sales channels? It's a challenge we all face. Enda will show you how your company can effectively use technology and the data it collects to achieve consistent, measurable results across channels — and increase your ROI.

Session 2B — Executive Ballroom

The Data Revolution: Creating Consumer Value and Winning Strategies in the Digital Age

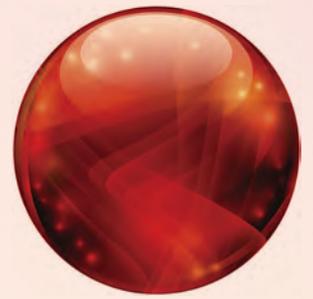


MATTHEW DING
Partner, Management Consulting, Shanghai
KPMG

In today's hyper-connected, technology-enabled world, digital is transforming consumer demands and expectations for every industry, including life insurance. Is your company able to collect, analyze, and leverage key consumer data to reap profitable growth? Is your company ready to make the complex choices caused by disruptive, game-changing technologies and surge ahead of competitors? Matthew will examine today's crucial data opportunities in China and around the world — and explore opportunities that may lie ahead.

NETWORKING BREAK — 3:40 to 4:00 P.M.

Profitability Through Innovation



CEO PANEL — 4:00 to 5:15 P.M.

Grand Ballroom

Profitability Through Innovation



CUNQIANG LI
President & CEO
Huatai Life Insurance Limited



GEORGE TAN
CEO
Sino-US United MetLife Insurance Company Limited (MetLife China)



JING HUI XU, MBA
Chairman and President
China Pacific Life Insurance Co., Ltd.



KE ZHANG, Ph.D.
Director & General Manager
Taiping Life Insurance Company Ltd.



HUA YU, LL.M., Moderator
Chief Editor
China Insurance Newspaper

In a candid panel session focused on the need to continually innovate to stay ahead of the competition, these company leaders will discuss past, current, and future strategies for running a profitable company. The discussion will focus on a variety of key areas that have proven to be critical to continued success, including channel management, operational efficiencies, the importance of customer centricity, navigating regulatory hurdles, and the shift towards a digital mindset.

COCKTAILS & NETWORKING — 5:15 P.M.

Thursday, 24 September

REGISTRATION DESK REOPENS — 8:00 A.M.

Grand Ballroom Foyer

WELCOME BACK — 8:45 to 9:00 A.M.

Grand Ballroom

GENERAL SESSION — 9:00 to 10:00 A.M.

Our Industry: Current Successes, Future Opportunities



ROBERT A. KERZNER, CLU, ChFC
President and CEO
LIMRA, LOMA and LL Global, Inc.

Bob Kerzner will share his perspective on the current state of the industry. He will provide insights on innovative strategies and practices that companies in China — and around the world — are using to grow profits. You will hear about new technologies, big data, predictive analytics, social media, and other ways companies are pursuing new and emerging business opportunities.

GENERAL SESSION — 10:00 to 11:00 A.M.

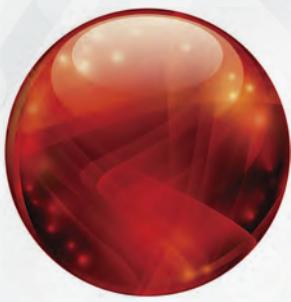
The Relationship Between Risk Control and the Use of Insurance Funds



LEI JING
Chief Investment Officer
Harvest Fund Management Co., Ltd.

Mr. Jing will discuss the evolution and methods of various types of asset allocations. He will outline the models and methods his company currently adopts when dealing with risk and budget management, and describe how to apply these models and methods to insurance funds and solvency management.

NETWORKING BREAK — 11:00 to 11:30 A.M.



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BREAKOUT SESSIONS — 11:30 A.M. to 12:30 P.M.

Session 3A — Grand Ballroom

Insurance Products and Platforms That Attract Millennials



LOUIS LEE, FIAA, MBA
Head of Greater China
& High Net Worth Solutions
SCOR Global Life

Millennials buy differently than previous generations: they utilize online and mobile sales channels for all kinds of goods and services. This is having an enormous impact on our industry. In this session, Mr. Lee will answer these questions and more:

- How can insurers combine digital platforms and social media?
- How will this impact business models, change the role of insurers, and bring additional value to the customers?
- Which products adapt to this model and appeal to millennials?
- Are there new ways of offering insurance?

Session 3B — Executive Ballroom

Selling in the Mobile Age



RONGYAN LU
Dean, The Insurance Business
Research Institute
CEO, Shenzhen Palm Business Mobile
Technology Development Co., Ltd.

Mr. Lu, a founder of mobile marketing and sales in China's life insurance industry, will outline the newest mobile Internet trends affecting the region and impacting the insurance and financial services industry. He will take attendees through the online marketing and sales process, and share his views on the best ways to utilize mobile channels going forward.

LUNCH — 12:30 to 1:30 P.M.

GENERAL SESSION — 1:30 to 2:30 P.M.

Grand Ballroom

It's All in the Wrist: Wearables for Life Insurance



ANDREW DART
Insurance Industry Strategist
CSC

Andrew Dart will discuss how life and health insurers are incorporating data from wearable devices into their risk management and customer engagement programs. He will report on the benefits early adopters are receiving, and delve into the biggest hurdles companies face when launching these programs.

GENERAL SESSION — 2:30 to 3:30 P.M.

The Retirement Perceptions of Chinese Consumers

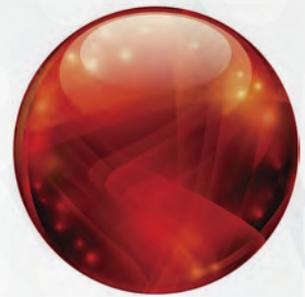


JING XU, MBA
Greater China Research Manager –
International Research
LIMRA

LIMRA and the Society of Actuaries recently teamed to explore the retirement perceptions of urban Chinese consumers and nearby rural inhabitants. Jing Xu will share what these consumers think about their retirement needs, preparations, and challenges. Noting recent developments such as tax changes and expansion of the occupational retirement pillar, Jing will present the "voice of the consumer" to illuminate the retirement market potential of China.

NETWORKING BREAK — 3:30 to 4:00 P.M.

Profitability Through Innovation



CLOSING KEYNOTE SPEAKER — 4:00 to 5:00 P.M.

Thinking Like an Internet Company



KAISER KUO

*Director of International Communications
Baidu*

Though many insurers are still learning and reacting to lessons from the first phase of the Internet revolution, the next phase is already upon us. Powered by the twin engines of artificial intelligence and big data, it will upend slow-responding industries with great ferocity and little mercy. Learn how insurers can align themselves to technological change, make the right alliances, and think like an Internet company to reduce disruption by outsiders and grow profitability through innovation.

About Kaiser Kuo

Kaiser Kuo is director of international communications for China's leading search engine, Baidu. He is one of the most highly rated communications professionals in the world, and has been named to the Holmes Report's *Influence 100* list for three consecutive years. Kaiser is also well known as a writer, rock musician, and commentator on technology, society, and politics. He hosts the popular Sinica Podcast, which is a weekly discussion of current affairs in China that features leading journalists, businesspeople, and academics. Before joining Baidu, Kaiser served as an international business and media relations consultant for Youku.com (China's leading Internet video site) and was an advisory board member to several Internet-related start-up companies. Kaiser famously co-founded China's first successful heavy metal band, Tang Dynasty, in 1988 and remains active in the Chinese music scene as lead guitarist of the metal band Chunqiu (Spring & Autumn).

CLOSING — 5:00 P.M.

ANTITRUST POLICY AND CAUTION

Each person attending this function must be mindful of the constraints imposed by applicable antitrust laws. Some personnel here today represent companies that are in direct business competition with one another. This meeting's purpose is to provide a forum for the free exchange of ideas on the designated topics. It is not the purpose of this meeting to reach any agreement that could have anticompetitive effects.

You can avoid antitrust compliance problems by following simple guidelines:

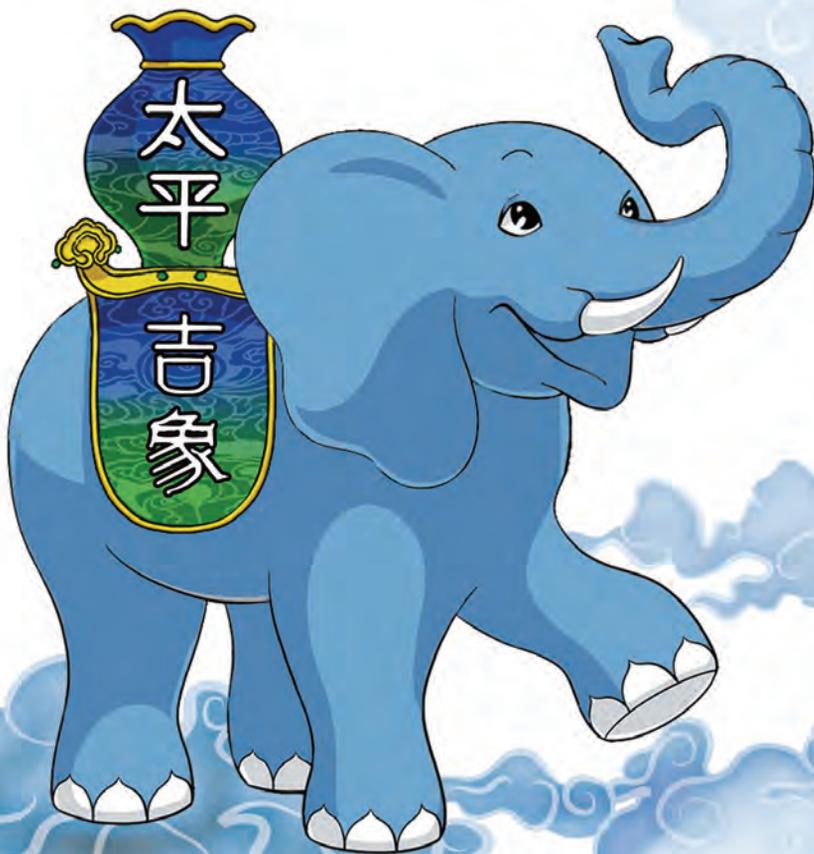
- Stick to the published agenda.
- Pricing, premiums, and benefits to be offered or terminated are competitively sensitive information which competitors should not exchange or discuss with each other. Never take a poll of views or make a collective agreement on these issues.
- Always retain your right to make an independent judgment on behalf of your company.

LIMRA and LOMA are dedicated to the purpose of assisting all of their members to achieve their competitive potential.

Smoking is prohibited during all conference functions.

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太平人寿是中国太平保险集团旗下的专业寿险公司，公司拥有86年品牌历史，1929年始创于上海，1956年移师海外，2001年恢复国内经营。公司总部设在上海，注册资本金100.3亿元，是我国大型寿险公司之一。目前已开设37家分公司和1000余家三、四级机构。公司已连续五年获得惠誉国际“A-”评级。



太平人寿保险有限公司
TAIPING LIFE INSURANCE CO., LTD.



新浪微博昵称：
太平人寿官方微博



微信公众订阅号：
TPRS95589

总公司地址：上海市银城中路488号太平金融大厦
网址：www.cntaiping.com

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他的
品质生活



谁将为不断老龄化的人口提供健康护理服务和期望的品质生活？当岁月老去，相信您对这一问题已洞见明晰。我们亦感同身受。我们的行动之一是同客户一起协作，将他们的专业市场知识与我们的风险评估能力相结合。推出的私人综合医疗保险产品对于退休人员不但承担得起，为晚年生活带来保障，同时解除了他们及家人的后顾之忧。携手同行，凝智聚力。

Greater China Life Insurance Symposium

Profitability Through Innovation



Program at a Glance

Wednesday, 23 September

REGISTRATION OPENS — 7:30 A.M.

OPENING REMARKS — 8:45 to 9:00 A.M.

OPENING SESSION — 9:00 to 10:00 A.M.

Transformational Choices of Traditional Chinese Life Insurers in the Internet Age

NETWORKING BREAK — 10:00 to 10:30 A.M.

GENERAL SESSION — 10:30 to 11:30 A.M.

Improving Profitability By Changing Consumer Behavior

GENERAL SESSION — 11:30 A.M. to 12:30 P.M.

The Advisor of the Future: How to Stay Relevant in the Digital Age

LUNCH — 12:30 to 1:30 P.M.

BREAKOUT SESSIONS — 1:30 to 2:30 P.M.

1A — Transforming Agent Recruitment Programs for Gen Y

1B — Digital Strategies for Life and Health Insurance: Cheaper, Smarter, Faster, Better

SESSION CHANGE — 2:30 to 2:40 P.M.

BREAKOUT SESSIONS — 2:40 to 3:40 P.M.

2A — Optimizing Customer Centricity in a Digital Age

2B — The Data Revolution: Creating Consumer Value and Winning Strategies in the Digital Age

NETWORKING BREAK — 3:40 to 4:00 P.M.

CEO PANEL — 4:00 to 5:15 P.M.

Profitability Through Innovation

COCKTAILS & NETWORKING — 5:15 P.M.

Thursday, 24 September

WELCOME BACK — 8:45 to 9:00 A.M.

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Our Industry: Current Successes, Future Opportunities

GENERAL SESSION — 10:00 to 11:00 A.M.

The Relationship Between Risk Control and the Use of Insurance Funds

NETWORKING BREAK — 11:00 to 11:30 A.M.

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3A — Insurance Products and Platforms That Attract Millennials

3B — Selling in the Mobile Age

LUNCH — 12:30 to 1:30 P.M.

GENERAL SESSION — 1:30 to 2:30 P.M.

It's All in the Wrist: Wearables for Life Insurance

GENERAL SESSION — 2:30 to 3:30 P.M.

The Retirement Perceptions of Chinese Consumers

NETWORKING BREAK — 3:30 to 4:00 P.M.

CLOSING KEYNOTE SPEAKER — 4:00 to 5:00 P.M.

Thinking Like an Internet Company

Join us next year at the
Strategic Issues Conference
in Hong Kong

22–24 June, 2016!