

PROGRAM 2013

RENAISSANCE KUALA LUMPUR HOTEL • KUALA LUMPUR, MALAYSIA
20-21 NOVEMBER 2013

ASIA DISTRIBUTION CONFERENCE



LIMRA

LOMA

ASIA DISTRIBUTION CONFERENCE

Breakout Sessions

	WEDNESDAY, 20 November 11:30 a.m. – 12:30 p.m.	WEDNESDAY, 20 November 1:30 – 2:30 p.m.	WEDNESDAY, 20 November 2:35 – 3:35 p.m.	THURSDAY, 21 November 10:10 – 11:10 a.m.
Bancassurance Focus	Transforming Sales Force Effectiveness	Success Factors in an 'Open-Architecture' Bancassurance Model	Successful Bancassurance Partnerships: From I (Inception) to E (Execution)	7 Principles to Create a Winning Bancassurance Partnership
Tied Agency Focus	Life Agency Channels in Asia — Examining the Evidence	Enhancing Your Reputation With Agents and Clients: People, Process and Technology	What Does It Take to Retain & Engage Your Sales Force to Build Long Term Careers?	Transforming Sales Force Effectiveness
Alternative Distribution Focus	Best Practices in Direct Marketing	IFAs and Brokers in Asia — The Road Less Travelled?	Increasing Penetration Through Takaful	Microinsurance: Distributing Insurance Products of Value to the Masses

Thank You to Our Sponsors



SUCCESS THROUGH SYNERGY

WEDNESDAY, 20 NOVEMBER

7:30 a.m. Registration Desk Opens
Ballroom Foyer, First Floor

8:45 – 8:50 a.m. Welcome and Opening Remarks
Ballroom B

8:50 – 9:50 a.m. Opening Keynote Speaker
Understanding the Customer



Bryan Smith
President & Chief Executive Officer
Allianz Ayudhya Assurance Pcl., Thailand

Competitive pressure has lifted consumer expectations with the same intensity in emerging and developed markets alike.

The only way to meet these expectations is to understand them by increasing your knowledge of current and potential clients; and increasing the availability and usefulness of this information across your company. Learn how market leaders are excelling by giving customer information a critical role in strategy development.

9:50 – 11:00 a.m. Executive Panel
Managing Through Channel Conflict



Simon Bennett
President Director & Chief Executive Officer
Commonwealth Life Indonesia



Candy Yuen
Chief Distribution and Marketing Officer
Sun Life Financial Asia



K. K. Loo
Senior Vice President and
Chief Agency Officer
Manulife (Singapore) Pte Ltd.



Ian Watts, Moderator
Senior Vice President & Managing
Director, International Operations
LIMRA, LOMA, LL Global, Inc.

Developing a distribution strategy is far more complicated than simply deciding which channels to use. An improper mix can cause a great deal of headaches, but when designed properly, channels will complement each other to maximize efficiency and profitability. This panel of executives will share their insights on how they are currently balancing their channels, taking into consideration the different channel and market options, and realizing what it means to achieve *success through synergy*.

11:00 – 11:30 a.m. Networking Break
Ballroom Foyer

11:30 a.m. – 12:30 p.m. Breakout Sessions
Session 1A (Bancassurance Focus)

Function Room 4
Transforming Sales Force Effectiveness



Andy Khoo
Managing Director, The Centre
for International Assessment
and Development
LIMRA

Enormous changes are sweeping our world. The ways that people interact, learn, shop, and buy are driving and responding to cultural shifts and technological innovations. Attend this session to learn how your company can leverage its strengths to respond to key changes and equip your sales representatives and managers with the tools they need to elevate performance.

Session 1B (Tied Agency Focus)

Ballroom B

Life Agency Channels in Asia – Examining the Evidence



Simon Drimer
Managing Director
Pi Financial Services Intelligence

The facts speak for themselves. This session will take a hard data approach to analyzing life insurance agency channels across Asia, with a special emphasis on China, Hong Kong, Indonesia, and Malaysia. You will see how the channel has grown relative to other channels; explore changes in agent productivity; and examine key operational dimensions for tied agencies, including recruitment, retention, and poaching.

Session 1C (Alternative Distribution Focus)

Function Room 7

Best Practices in Direct Marketing



Tim Gilmour
Chief Marketing Officer
AEGON Direct & Affinity Marketing Services Limited (ADAMS)

We have clearly entered a new era in direct marketing. There are myriad new methods for communicating directly with consumers, and increasingly sophisticated metrics for evaluating program effectiveness. Join Tim for a deep dive into the latest innovations, emerging best practices, and the solutions you need to address your marketing challenges.

12:30 – 1:30 p.m. Luncheon
TEMPTations Restaurant (Ground Floor, East Wing)

1:30 – 2:30 p.m. Breakout Sessions
Session 2A (Bancassurance Focus)

Ballroom B

Success Factors in an ‘Open-Architecture’ Bancassurance Model



Rod Shay
Head of Distribution Solutions, Asia
Swiss Re

In an open architecture business model, banks have no significant equity investment in the insurer, and limit their role to that of distributor — selling product from multiple competing insurers. Attend this session to examine the inner workings of a successful program and gain crucial insights for delivering a positive ROI.

Session 2B (Tied Agency Focus)

Function Room 4

Enhancing Your Reputation With Agents and Clients: People, Process and Technology



Ruth Fisk
Worldwide Managing Director, Insurance
OnBase by Hyland Software

Being responsible for your company’s profitability can be challenging during a time of constant disruption. How do you stay focused and ensure you are leveraging and extending what you have today to provide greater value to your agents and policyholders? This session will challenge your current thinking and provide insight into how you can modify your approach to managing products and services to benefit current and future distribution channels.

Session 2C (Alternative Distribution Focus)

Function Room 7

IFAs and Brokers in Asia — The Road Less Travelled?



Mark Goodman

Independent financial advisors and brokers represent a relatively small portion of life insurance sales in most Asian markets, where agency and bank channels often rule the roost. In this session, Mark will draw on his extensive industry experience in Europe, the Middle East, and Asia to assess the future prospects and key change factors of IFAs and brokers in Asia — and explore the case for incorporating IFAs and brokers into life insurance company distribution strategies.

2:35 – 3:35 p.m. Breakout Sessions
Session 3A (Bancassurance Focus)

Function Room 4

Successful Bancassurance Partnerships: From I (Inception) to E (Execution)



Anand Pejaware
Executive Director – Marketing
SBI Life Insurance Company Ltd.

Anand will provide a case study analysis of a successful bancassurance partnership as experienced by SBI Life in India. With more than a decade of successful experience behind them, his discussion will cover the broad array of factors, including how to choose the right joint venture partner, and how to create and implement a well-integrated bancassurance model.

Session 3B (Tied Agency Focus)

Ballroom B

What Does It Take to Retain & Engage Your Sales Force to Build Long Term Careers?



Rajan Kalia
Co-Founder
Salto Dee Fe Consulting Service

This session will shine a light on managerial behaviors that help engage and retain top sales talent. Rajan will focus on vital competencies that should be developed and nurtured in your frontline leaders to help them lengthen agent tenure by 30 percent or more.

Session 3C (Alternative Distribution Focus)

Function Room 7

Increasing Penetration Through Takaful



Hassan Scott Odierno
Partner
Actuarial Partners Consulting

Takaful (Islamic insurance) has evolved in Malaysia from being a specialized product for devout Muslims to a mainstream product accepted by Muslims and non-Muslims alike. Hassan will review important basics of takaful and discuss how takaful can be designed, marketed, and presented to increase overall insurance penetration rather than compete with conventional insurance.

3:35 – 4:00 p.m. Networking Break
Ballroom Foyer

4:00 – 5:00 p.m. General Session
Ballroom B

Regional Regulatory Trends Affecting Distribution



Lennard Yong
Group Chief Distribution Officer
FWD Group Management Holdings Limited

Distribution is the key to the success for any life insurer, and it has experienced significant changes over the last decade. Since the global financial crisis hit, banking regulators have focused on improving the financial strength of banks' balance sheets and corporate governance. Yet for most insurers, the predominant focus has been on consumer protection, sales force professionalization, and increased customer disclosures. Attend this session to review what has changed, anticipate future changes, and stay ahead of the curve.

5:00 – 7:00 p.m. Networking Reception
Ballroom Foyer

THURSDAY, 21 NOVEMBER

8:00 a.m. Registration Desk Reopens
Ballroom Foyer

8:45 – 10:00 a.m. General Session
Ballroom B

Bancassurance: Success Factors of Market Leaders



Bernard Retali
President
LIMRA Europe, Middle East, and Africa

There are many paths to bancassurance success, yet all market leaders follow certain "rules" to capture and keep market share. Bernard, whose career includes leadership positions at companies throughout Europe, will analyze the models of several successful bancassurers to reveal what they have in common.

10:10 – 11:10 a.m. Breakout Sessions
Session 4A (Bancassurance Focus)

Ballroom B

7 Principles to Create a Winning Bancassurance Partnership



Parag Raja
Senior Vice President and Head –
Axis Bank Relationship
Max Life Insurance Company Limited

Max Life Insurance began as an agency-driven organization, while its peers were all large captive bancassurance players. Once firmly established, however, the company launched a bancassurance strategy that now accounts for nearly 50 percent of its sales. How have they achieved such rapid multi-channel sales growth? How have they built strong, sustainable, and high-performing partnerships with some of the nation's largest banks? Learn the seven principles that underpin their continued success.

Session 4B (Tied Agency Focus)

Function Room 4

Transforming Sales Force Effectiveness



Andy Khoo

Managing Director, The Centre for International Assessment and Development
LIMRA

Enormous changes are sweeping our world. The ways that people interact, learn, shop, and buy are driving and responding to cultural shifts and technological innovations. Attend this session to learn how your company can leverage its strengths to respond to key changes and equip your sales representatives and managers with the tools they need to elevate performance.

Session 4C (Alternative Distribution Focus)

Function Room 7

Microinsurance: Distributing Insurance Products of Value to the Masses



Michael J. McCord

President
MicroInsurance Centre

Microinsurance presents an effective business case when it can be developed, delivered, and serviced with an efficient cost structure while providing a value attractive to large numbers of low income buyers. Michael will discuss the key to successful microinsurance operations: balancing value, massive distribution, and efficiency. Using a practical approach with examples and results from MicroInsurance Centre studies, Michael will guide insurers to rethink the approach to microinsurance in this informative and insightful presentation.

11:10 – 11:30 a.m. Networking Break

Ballroom Foyer

11:30 – 12:30 p.m. Closing Keynote Speaker

Ballroom B

Distribution is Still King!



Bill Lisle

Chief Executive Officer
AIA Berhad

Closing Keynote speaker Bill Lisle will share his experiences using multiple channels, products, and markets to create a successful distribution mix. His presentation will explore why the Asia-Pacific is a key region for opportunities and growth, and how the consumers of today are behaving. Finally, Bill will explain why transformation is necessary for companies to remain relevant in markets where agency distribution is the preferred channel for quality financial advice.



Simon Bennett
President Director & Chief Executive Officer
Commonwealth Life Indonesia

Simon has led Commonwealth Life Indonesia's transformation from an agency-based organization into a successful and highly-regarded multichannel life insurer. This high-performing medium-sized life insurance company is part of the Commonwealth Bank of Australia (CBA). Simon joined CBA ten years ago and has held senior marketing, distribution, project, and general management roles in Southeast Asia and Australia. He holds LIMRA's CIAM designation as well as qualifications in business management and an MBA from Monash University, Australia.

Simon Drimer
Founder and Managing Director
Pi Financial Services Intelligence

Simon provides strategic and operational management consulting, specializing in distribution channels. His company helps life insurers in the Asia-Pacific analyze intermediary movements — especially of tied agents — to establish company benchmarks and predict new business production. In the course of his career, Simon has also worked with an Australian government intelligence agency. He has an LL.B./BA from the University of Melbourne and an MBA from the Australian Graduate School of Management (now the Australian School of Business).

Ruth Fisk, AII, CDIA+, ECMP, ERMP, BPMP
Worldwide Managing Director, Insurance
OnBase by Hyland Software

Ruth is a foremost expert on the practical application of Electronic Document Management System (EDMS) technology. She has overseen numerous enterprise information assessments and follow-up activities to help organizations significantly reduce operating expenses, increase efficiencies, and achieve true business optimization. These projects have addressed corporate budgeting, cost, sponsorship, risks, ROI analysis, project timeline planning, future business initiatives, and similar strategic elements. Ruth has extensive insurance industry experience, including working at a property and casualty carrier. She also founded the "Insurance Vertical OnBase Group User Experts," a non-profit organization dedicated to business process improvement specifically dedicated to the insurance industry and served as its president from 2002 to 2006.

Tim Gilmour
Chief Marketing Officer
AEGON Direct & Affinity Marketing Services
Limited (ADAMS)

Tim leads the ADAMS regional marketing function, which includes their advanced customer analytics and digital capability. His responsibilities include marketing support for traditional affinity business and new business development, and the implementation of AEGON's direct-to-consumer strategy. This includes leading customer-led, data-driven strategies and online customer engagement. Tim recently led a project to launch a unique membership program in Indonesia to building a substantial customer base via online engagement. Tim has worked in the insurance and banking industries for nearly 30 years, holding various sales, marketing, and general management roles. Prior to joining AEGON in 2006, Tim led Standard Chartered Bank's Bancassurance Division. He has also held senior roles with Prudential in the UK and Asia, and Cigna in Hong Kong.

Mark Goodman

Over the last 25 years, Mark has worked in distribution in the UK, Europe, Middle East, and Asia for four European- and U.S.-based international life insurance companies. His primary channel experiences have been with independent financial advisors, corporate broker employee benefit consultants, and bank distributors. Mark has also led several country entry projects, including both green field and M&A startup situations. Mark is currently based in Hong Kong.

Rajan Kalia
Co-Founder
Salto Dee Fe Consulting Service

Rajan is the co-founder of Salto Dee Fe (SDF) Consulting Service. The firm is dedicated to helping its clients enable rapid sales growth by working at the intersections of strategy & execution and business & human resources. Rajan's business and human resources experience covers a broad spectrum of industry sectors: manufacturing (Eicher Motors Limited, and Ballarpur Industries Limited) fast-moving consumer goods (Coca Cola India), consulting (Eicher Consultancy Services) and life insurance (Max Life Insurance). Under his leadership, Max Life Insurance won Great Place to Work Institute awards three times as well as Gallup's Great Workplace Award.

Andy Khoo, CFP, FLMI, AIAA, ACS, MBA
Managing Director, The Centre for
International Assessment and Development
LIMRA

Andy leads one of the world largest training and development resources for life insurance and financial services companies, helping LIMRA members assess their situation, develop a strategic response, and execute at all levels of an organization and across national boundaries. As an international life insurance professional with extensive experience leading corporate growth strategies, improving agency productivity, and growing company profitability, Andy understands the levers for generating sustainable business growth year after year. Before joining LIMRA in 2010, Andy was Vice President, Field Management Development, at American International Group's worldwide life agency head office in New York. There he led key agency strategic and tactical initiatives that improved agent and agency manager performance in more than 50 countries. Andy's career with AIG and its American International Assurance (AIA) subsidiaries in Asia and U.S. included living and working in four different countries, and developing and leading multicultural teams.

Bill Lisle
Chief Executive Officer
AIA Berhad

Appointed Chief Executive Officer of American International Assurance Bhd. in December 2012, Bill is responsible for leading the integration of AIA and ING's insurance operations in Malaysia as well as growing and strengthening the company's tied agency system, partnership distribution programs, and corporate solutions. He has extensive knowledge of the insurance industry, having spent the last 25 years holding a variety of senior positions, including Managing Director, South Asia for Aviva; CEO of Prudential Malaysia; and CEO of Prudential Korea. Bill joined AIA in January 2011 as Group Chief Distribution Officer and played a key role in developing and driving the company's Premier Agency and partnership distribution strategies, working closely with the Regional Chief Executives and the Country Chief Executive Officers and their teams in the 16 markets in which AIA has a presence.

Michael J. McCord
President
MicroInsurance Centre, LLC

Michael is a highly respected global leader whose rapidly growing firm researches, advocates, and develops products that meet the needs of the poor. He is a strong supporter of the partnership model of microinsurance, which provides a win-win-win solution for the stakeholders by keeping the risk with the commercial insurer while providing access to the end user via a distribution partner already in place. Michael is also a founding member and currently sits on the Board of the MicroInsurance Network and is a member of several working groups. He has provided microinsurance training to over 2,000 people across the globe, including commercial insurers, and is the director of the Microinsurance Learning and Knowledge (MILK) project which strives to understand the client value and business case for microinsurance. Michael has written extensively on microinsurance and has produced many important documents on the subject.

Hassan Scott Odierno
Partner
Actuarial Partners Consulting

Hassan has been a partner with Actuarial Partners Consulting in Malaysia and involved in Takaful since 1996. His specialties are in life and Takaful consulting. He is the appointed actuary for both Takaful Operators as well as conventional insurers, extending from Malaysia to Mauritius and Kenya to Hong Kong. He has been involved in assisting companies set up Takaful operations from feasibility studies to product and model development and business projections in countries such as Malaysia, Indonesia, Saudi Arabia and Bahrain for both local companies as well as multinationals. He is a co-author of the World Bank book Takaful and Mutual Insurance, co-author of the book Essential Guide to Takaful, and a contributing author to the book Health Insurance in Asia.

Anand Pejaware
Executive Director – Marketing
SBI Life Insurance Company Ltd.

Anand has 30 years of experience in the financial services industry. He began his career at the Life Insurance Corporation of India, then spent 18 years in the banking & financial services industry before returning to the life insurance sector when it began opening up to private companies in 2001. Currently the leader of a joint venture between State Bank of India (SBI) and BNP Paribas Cardif of France, he has been instrumental in setting up their bancassurance and microinsurance business model, including sales through over 21,700 bank branches throughout India. Anand has been appointed to numerous insurance committees formed by India's Ministry of Finance. He is a visiting faculty with several management schools on the concepts of channel management and life insurance, including serving as a regular visiting faculty at the National Insurance Academy (NIA) — Pune, since 2005. Anand was recently honored with the "50 Most Talented Brand Leaders of India Award."

Parag Raja
Senior Vice President and Head –
Axis Bank Relationship
Max Life Insurance Company Limited

A member of the senior leadership team at the fourth largest private life insurance company in India, Parag is a seasoned distribution leader with a successful track record in the financial services, telecom, and direct selling domains. As a founding member of Max Life Insurance, he made immense contributions in building a Platinum standard tied agency force. In 2010 he took the lead for their Axis Bank relationship, which has emerged as the largest non-captive and the third largest bancassurance relationship in the country. Parag leads a team of over 1,700 sales personnel across the country and is working on taking the partnership into the next phase of performance through a cross functional initiative titled Banca 2.0, which aims to create the “best in class” bancassurance business in India. He is a proud winner of the Max Life Insurance’s Chairman’s Award in 2012 (highest recognition at Max Life Insurance) and the CEO’s Award 2007.

Bernard Retali
President
LIMRA Europe, Middle East, and Africa

Bernard is an insurance industry executive and consultant with over 20 years of experience. During his career as an insurance executive, he served as CEO and Chairman of life insurance companies and pension funds in Poland, Portugal, and Czech Republic, and led major strategic projects in Belgium, Italy, Portugal, and Spain. Before that, Bernard worked for a major insurance group in France, where he led regional sales and also served as an international representative responsible for coordinating the company’s branch abroad as well as heading a development project for an Italian subsidiary. In 2003, Bernard founded two companies in Barcelona: INOV Finance, a consulting firm focused on helping the insurance industry, and INOV Insurance, a broker serving the needs of the expat community in Spain. He also serves on the Boards of several companies.

Rod Shay
Head of Distribution Solutions, Asia
Swiss Re

Rod has worked in the global financial services industry for over 40 years, mainly in the area of bancassurance and distribution. He spent 20 years working for two UK Banks before establishing a consultancy company that specialized in implementing new bancassurance ventures around the world, as well as working with existing bancassurers to enhance their performance with global best practices. His company won the coveted UK National Training Award in 2002 for the best sales course and last year he won an Asian Pacific Award for innovation in sales. In 2003 he was the project director for the establishment of Asia’s most successful bancassurer in Indonesia, AXA Mandiri Financial Services — a company that went from startup to number one in just 18 months and now has over 40 percent of the market. Previously he had been involved in the establishment of Mayban Life, another Asia success story. Before joining Swiss Re, he was Regional General Manager Bancassurance Asia for Allianz based in Singapore and, more recently, Regional Director Bancassurance for AXA based in Hong Kong.

Bryan Smith
President & CEO
Allianz Ayudhya Assurance Pcl., Thailand

As President, CEO, and a member of the Board of Directors, Bryan is focused on helping Thais achieve financial security. He first joined the company as Chief Officer of Direct Marketing in 2009 and in April 2010 was also appointed as leader of their Bancassurance and Group businesses. Before joining Allianz Ayudhya Assurance Pcl., Thailand, he was Senior Vice President, AIA Marketing, Asia; President & CEO, AIG Marketing Corporation, Asia; and Regional Vice President – Direct Marketing, Bancassurance & Database Marketing, AIG, Asia.

Ian J. Watts
Senior Vice President & Managing Director –
International Operations
LIMRA, LOMA, LL Global, Inc.

Ian joined LIMRA and LOMA in 2013 to develop and expand the associations’ support of companies operating in Asia, Latin America, Africa and the Middle East. Prior to joining LIMRA and LOMA, Ian was Global COO at ACE Life International, where he was responsible for day-to-day operations and new business development. He has held CEO positions in India and China for AIG and AIA, and had extensive global experience in the UK, EMEA, and Latin America.

Lennard Yong
Group Chief Commercial Officer
FWD Group Management Holdings Limited

FWD Group is one of Asia's newest regional life insurance companies. It began when the Pacific Century Group, a private investment group, acquired ING Groep N.V.'s Hong Kong, Macau and Thailand insurance business. Prior to joining FWD, he was the CEO for ING HK & Macau, with a strong record of diversifying distribution and delivering strong sales growth. He has also has experience in joint ventures.

Candy Yuen
Chief Distribution and Marketing Officer
Sun Life Financial Asia

In June 2011, Candy began her role as Chief Distribution and Marketing Officer at Sun Life Financial Asia. On the marketing side, she is responsible for critical functions such as branding, corporate communications, and digital and customer marketing. On the distribution front, she is responsible for multichannel distribution strategy and development, and leads all channels, including agency, bancassurance, and direct. Prior to joining Sun Life, Candy held senior positions at MetLife, AIA, and Bank of China Group, including the CEO of Bank of China Group Life Assurance in Hong Kong and the CEO of MetLife Hong Kong prior to joining Sun Life.

Your complex distribution needs...

- Reducing time to implement a new distribution arrangement
- Encouraging channel growth and better service levels to agents and channels
- Managing thousands of payouts in a single cycle
- Tracking the performance of thousands of agents with millions of policies
- Managing different types of compensation from millions of policies
- Processing timely payments generated from millions of calculations

Our Flexible Solution:
Elixir Distribution Management (EDM)

Giving you the flexibility to manage your diverse multi-channel distribution landscape and business complexities

Now manage distribution as an end to end process right from recruitment, compensation, tracking performance, communication & servicing channels with portal capabilities with a single integrated solution.

Our channel management solutions are implemented at **11** insurance clients in **6** countries supporting:

- **50,000+** payouts per payment cycle
- **50+** concurrent users
- **1 million+** commission calculations per hour
- **15 million** policies and **300,000** agents worldwide

Elixir Distribution Management (EDM) solution rated "Positive" in Gartner's Incentive Compensation Management (ICM) Marketscope in 2010

Elixir Distribution Management (EDM) solution received the Celent's XCelent Service Award, 2013

To experience the power of EDM, India: +91 22 6695 2222, +91 11 4368 0404, Malaysia: +603 8992 6600

Email: info@mastek.com | Visit: www.mastek.com

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Each person attending this function must be mindful of the constraints imposed by federal and state antitrust laws. The people here today represent companies that are in direct business competition with one another. LIMRA and LOMA's purpose is to provide a forum for the free exchange of ideas on the designated topics of our meetings. It is not the purpose of these meetings to reach any agreement that could have anticompetitive effects.

Individuals must keep in mind that a violation of the antitrust laws may subject them to substantial fines and a jail term. You can avoid problems by following simple guidelines:

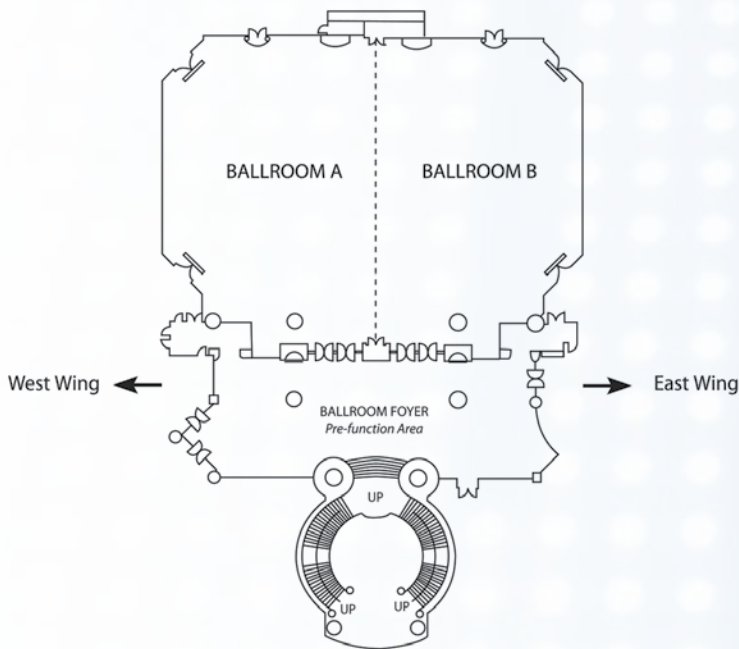
1. Stick to the published agenda. Informal or "rump" sessions should not be held.
2. Be cautious about discussions involving pricing, premiums, benefits to be offered or terminated, and who should or should not be covered. The Justice Department views these types of discussions with concern and suspicion. Never take a poll of people's positions or make a collective agreement on these issues.
3. 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 its members to achieve their competitive potential.

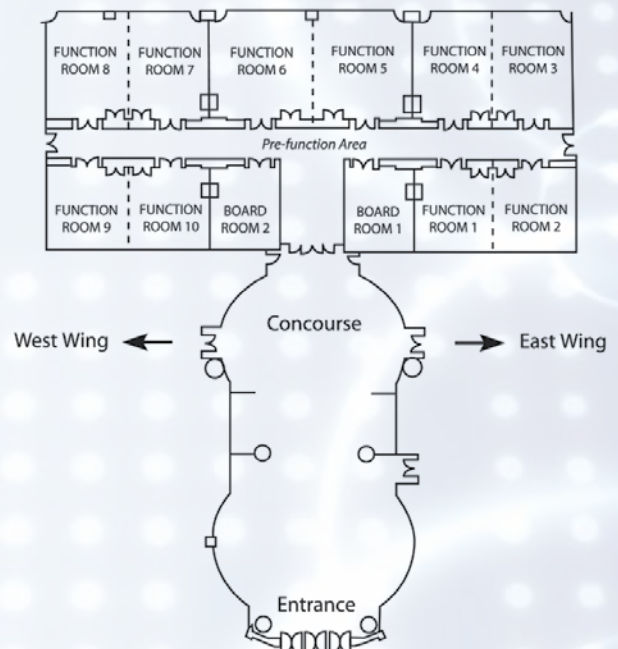
No smoking during any function.

RENAISSANCE KUALA LUMPUR HOTEL

Grand Ballroom
Convention Center, First Floor



Function Rooms
Convention Center, Ground Floor



PROGRAM AT A GLANCE

WEDNESDAY, 20 NOVEMBER

- 7:30 a.m. — Registration Opens
- 8:45 to 9:50 a.m. — Opening Speaker
Understanding the Customer
- 9:50 to 11:00 a.m. — Executive Panel
Managing Through Channel Conflict
- 11:00 to 11:30 a.m. — Networking Break
- 11:30 a.m. to 12:30 p.m. — Breakout Sessions
1A: Transforming Sales Force Effectiveness
1B: Life Agency Channels in Asia — Examining the Evidence
1C: Best Practices in Direct Marketing
- 12:30 to 1:30 p.m. — Lunch
- 1:30 to 2:30 p.m. — Breakout Sessions
2A: Success Factors in an 'Open-Architecture' Bancassurance Model
2B: Enhancing Your Reputation With Agents and Clients: People, Process and Technology
2C: IFAs and Brokers in Asia — The Road Less Travelled?
- 2:35 to 3:35 p.m. — Breakout Sessions
3A: Successful Bancassurance Partnerships: From I (Inception) to E (Execution)
3B: What Does It Take to Retain & Engage Your Sales Force to Build Long Term Careers?
3C: Increasing Penetration Through Takaful
- 3:35 to 4:00 p.m. — Networking Break
- 4:00 to 5:00 p.m. — General Session
Regional Regulatory Trends Affecting Distribution
- 5:00 to 7:00 p.m. — Networking Reception

THURSDAY, 21 NOVEMBER

- 8:00 a.m. — Registration Re-opens
- 8:45 to 10:00 a.m. — General Session
Bancassurance: Success Factors of Market Leaders
- 10:10 to 11:10 a.m. — Breakout Sessions
4A: 7 Principles to Create a Winning Bancassurance Partnership
4B: Transforming Sales Force Effectiveness
4C: Microinsurance: Distributing Insurance Products of Value to the Masses
- 11:10 to 11:30 a.m. — Networking Break
- 11:30 a.m. to 12:30 p.m. — Closing Keynote Speaker
Distribution is Still King!

MARK YOUR CALENDARS AND JOIN US
NEXT YEAR FOR THE
LIMRA-LOMA STRATEGIC ISSUES CONFERENCE
IN TAIWAN, 18-20 JUNE, 2014!

