

Bancassurance: Partnering, Profiting & Innovating

Leveraging return with innovative product offerings, optimised operations efficiency and winning business models

Mandarin Oriental, Hong Kong

13th & 14th October 2008

Exclusive 10% DISCOUNTS for IIHK members when they register with Ms Lee Chew Wan. Quote "IIHK" to get the discount

Workshop facilitator:

Venkatachalam Iyer VP - Bancassurance & Alliance
ICICI Prudential Life Insurance Company Limited
Innovation Award for launching Diabetes Care – Prudence Award 2006
India's Most Customer Responsive Insurance Company 2007
ICICI Group Marketing Excellence Award 2008

Your esteemed panel of speakers:

Deepak Khanna Vice President, Head Bancassurance & Deposit Products
ABN AMRO Bank N.V.

Bryan Smith Senior Vice President Bancassurance
AIG Asia Regional Centre

Graeme Pearson Head of Partnerships, Distribution
Aviva Limited

Terry Li VP Head of Insurance Products & Business Development, Global Consumer Group
Citibank (Hong Kong) Limited

Ignacio Aguilar Head of Bancassurance
ING Asia Pacific

John Johnson Chief Partnerships Distribution Officer
Prudential Assurance Co Ltd

Joydeep Roy Chief Distribution Officer
Tata AIG Life Insurance Co. Ltd

Thomas Young Regional Bancassurance
AXA Asia Pacific Holdings Limited

***Early Bird & Group Discounts**
Ask about our savings

"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change."

Charles Darwin

Enhancing market competitiveness and sustainability via product innovation, optimised bancassurance operations and alternate distribution and marketing efforts



Featuring keynote case studies from:

Bernard Delas Head of International Insurance
Credit Agricole SA
No.1 banking group in Europe in terms of retail banking revenues
No. 8 banking group worldwide in terms of shareholder's equity
Caspar von Blomberg Director, Head of Allianz Banking
Allianz SE Munich
2nd largest financial provider on the insurance side in the world
Top-5 asset managers worldwide

Benefits of attending:

- **Acquiring** effective sales management and techniques in cross selling and client retention
- **Creating** incentive program that drives bancassurance sales
- **Mapping** out the proliferating product innovations from traditional and new players
- **Analysing** the diverging distribution channels- From bank branch networks to call centres, websites and supermarkets
- **Exploring** the key to market penetration and cross border bancassurance
- **Reviewing** the operational, marketing and distribution strategies of leading bancassurance players globally
- **Assessing** the growth and future implications of bancassurance within Asia

Testimonials from similar past events:

"I am confident that the 7th Annual Bancassurance Excellence Asia will inspire every participant with greater ideas for the future Bancassurance business model, strategy, operational improvement, as well as growth of Bancassurance industry."

VP

Thanachart Bank

"Excellent opportunity to learn new concepts while networking with specialists as well as keeping pace with new developments."

AVP & Head of National Relationship

Tata AIG Life

"Opportunity to learn new things about Bancassurance & give beneficial input which I can implement within my organisation."

Bancassurance Product Manager

Bank Niaga

Endorsers



香港保險學會
THE INSURANCE INSTITUTE OF HONG KONG

Media Partner



Bancassurance: Partnering, Profiting & Innovating

HK-BK1101 Please write in BLOCK LETTERS

Sales Contract

Please complete this form immediately and fax back to

LEE CHEW WAN

Fax: +603 2723 6699

Name: _____

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Nature of Business: _____

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Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____ Date: / /

This booking is invalid without a signature.

Fees

Conference fee @ USD2,395 + GST / VAT (if applicable) per delegate

Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

Online Documentation - USD295. You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Sarah Faradilla** on (603) 2723 6600 or e-mail sarahf@marcusevanskl.com

 conferences

Register Now

Code:E

Contact Marketing at **marcus evans**

Tel: +603 2723 6748

Fax: +603 2723 6699

Email: leec@marcusevanskl.com

Date: 13th & 14th October 2008

Venue: Mandarin Oriental, Hong Kong

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at +852 2522 0111 and make it clear that you are attending **marcus evans** conferences event quoting HK-BK1101 as a reference.

marcus evans

CP 21 Suite 2101, Level 21 Central Plaza
34 Jalan Sultan Ismail, 50250 Kuala Lumpur
Malaysia
www.marcusevans.com

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M Y

Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
5. Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
6. Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the courts in Kuala Lumpur. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.