



EAIC INSURANCE DAY 2016



Happy East Asian Insurance Day

Today is 18th October and it is celebrated as the East Asian Insurance Day bearing in mind that the EAIC as a body was founded on this auspicious day some 54 years ago.

Asia Insurance Review as the official media of EAIC has been tasked with the honour to collate what the member entities are doing to mark this day. Some observe it earlier, some throughout the year and some after the date. But it is an important milestone for the insurance industry to reach out to the people, the business, the economy and society it serves even in this era of disruptive innovation. We are all fresh back from the very successful 28th EAIC in Macau where Customer-centricity was feted as the Future of Insurance. And Macau as host and organiser marked EAIC Insurance Day by inviting some 20 promising young professionals to the EAIC to experience the interactions, networking and learnings that take place under the arches of the Congress.

Here we bring you the dedicated messages and celebrations of three of the EAIC member cities: Hong Kong, Kuala Lumpur and Tokyo:

Hong Kong:

The Hong Kong Federation of Insurers (HKFI) had a very busy time in 2016. The theme of this year is "Protection Gap" and we put in a lot of efforts to beef up our educational drive and organise different programmes to promote insurance and the overall image of the industry.

To educate the public and deliver our messages in a humorous manner, we continued to endorse a very well-received character played by famous DJ Jan Lamb to launch a new series of radio segments on insurance, in particular about the protection gap. We are also organising an Insurance Mini-carnival to educate the public on insurance. To be held on 29 October 2016, this event aims to raise public awareness of the importance of insurance in their daily lives and how insurance helps fill the protection



gaps. In addition to game booths, there will be pop singing performance and sharing of experience from celebrities.



Video-sharing, multimedia trending and social media live have become more and more popular among youngsters and mobile device users. Riding on this trend to reach out to the wider public, we are partnering with a well-established video production training centre for youngsters to launch the Micro Film Production Partnership Scheme - Protection Gap.

Through the innovative eyes of the U35 participants and their film production skills, we hope to illustrate the adverse impact of protection gap on our daily lives and how they can be addressed by simple,

practical insurance solutions. Participants with outstanding scripts and story lines will be awarded funds to support their film production. A “Protection Gap” training session was held on 8 October to help potential participants better understand what protection gap is and the role of insurance in filling those gaps.

To align with the theme this year, we continued to adopt the very well received illustrations created by a local popular cartoonist Cuson Lo, featuring several popular cartoon characters to produce a comic book about protection gap. Printed copies will be distributed to the public and the electronic version will appear in a mobile app with different insurance tips.

Apart from the campaigns on protection gap, one of our signature event is the Hong Kong Insurance Awards 2016. We are organising this prestigious Awards for the third time since 2014 to raise standards across the industry by acknowledging top notched performance of the insurance industry. Through careful deliberation of the esteemed judges, top three finalists of 15 categories have been selected and the winners will be officially announced at the Prize Presentation cum Gala Dinner to be held on 27 October 2016 at InterContinental Hong Kong.



Our Facebook Fan Page “HKFI Smart Union” was launched a year ago on 29 July 2015. After a year of hard work and with very limited resources, we have come to build a fans community which is growing steadily. Educational feeds were posted in various formats – timely messages on topical issues with illustrations, videos on various types of insurance, comic strips, footage on personal sharing, blogs and vlogs by key opinion leaders, etc. And we are most encouraged to see the impressive results we have achieved so far.

All these are part and parcel of our continued efforts to reach out to the public to educate them on insurance. Going forward, we will explore more innovative ways to promote insurance in support of the East Asian Insurance Day.

Kuala Lumpur:

Life Insurance Association of Malaysia

Life Insurance Association of Malaysia (LIAM), via its community service platform, Insurans Hayat Cares together with 16 member companies joined efforts with the National Association of Malaysian Life Insurance and Family Takaful Advisors (NAMLIFA) and National Blood Bank to organise a blood donation campaign at 57 strategic locations nationwide from 21st September to 5th October 2016.

The campaign covers five regions namely Central, Northern, Southern, East Coast and East Malaysia targeting more than 10,000 donors in the hope to increase the blood supply at the National Blood Bank post festive season.

“LIAM is happy to play our part in organising this noble effort with all our member companies and partners in the insurance fraternity. We are calling all our 16- member companies and stakeholders to encourage their staff, family members, agents and customers to participate in this campaign and do their part by donating blood at the nearest blood donation centres throughout the campaign period,” said Chairman of Industry Promotion Committee of LIAM, Ramzi Toubassy.

“In the spirit of caring, sharing and giving, we at LIAM hope people from all walks of life will come forward to donate blood. It should be a normal and routine part of our lives. As there are a great number of medical procedures that require blood transfusions, the need for blood is constant, so is the need for donations. Your contribution is important and will go a long way in saving other people’s lives,” said Ramzi.

“I am happy to note that we have achieved a good record this year in terms of number of donation centres. With the support from member companies and partners in the industry, we have

increased our donation centres from 37 to 57 this year.”

NAMLIFA's President, Mr James Bong also lauded the efforts by the life insurance industry in fulfilling its corporate social responsibility and helped in raising the awareness among the people to donate blood to those who were in need.

“NAMLIFA is proud to be in partnership with LIAM in helping to raise awareness among the people on the importance of donating blood. Apart from NAMLIFA's 12 branches nationwide and with the new locations added, we are confident that our members, agents and policyholders will response positively towards this noble act to create a record number of donors.”

“Life insurance is all about love, let's propagate this love to care and share with all fellow Malaysians” he added.

The nationwide blood donation campaign is an annual community project undertaken by the Insurans Hayat Cares platform in line with its commitment to be more engaging with the rakyat from all walks of life.

Caring for the community and insuring the nation would be our ultimate accomplishment as Malaysia moves into a high income nation by year 2020. Over the last 40 years, apart from being a leading insurance association in the country, LIAM also plays its part in giving back to the community via a myriad of activities ranging from blood donation, contributions to orphanages, old folk's homes, pediatric wards and outward bound activities for teenagers.

General Insurance Association of Malaysia



Insurance Day 2015 & 2016

The General Insurance Association of Malaysia (PIAM) commemorated **General Insurance Day 2015 on 17 October 2015** with a Road Safety Campaign themed “**Pledge for Road Safety**”.

Members of the public were encouraged to make pledges - a promise to themselves, their family and friends, to consciously practise road safety and good driving habits.

Visitors were invited to experience defensive driving on a driving simulator. There was also an activity to use vision goggles to emulate driving under the influence of alcohol. From taking part in this activity, visitors were able to experience the negative impact of alcohol on their judgement capabilities.

Games and quizzes on road safety related issues were also organized. Hashtags with **#ipledge4roadsafety** and **#GID2015** were introduced to reach to the masses, especially the younger crowd.

As a continuation to last year's activity, **the General Insurance Day 2016 will be commemorated on 22 October 2016 with a Drive Safe Campaign** which will further reiterate the importance of road safety.

An edutainment Drive Safe activity will be held, whereby visitors will experience driving a remote control car with various road signs and obstacles along the way to make them more conscious of road safety rules and defensive driving. Other activities like a photo booth for visitors and their families to snap photos, which will then be superimposed on a pre-designed template with a road safety message will be set up. These photos will then be uploaded on social media online with the hashtag **#DriveSafe4Family**. Car and motorcycle stickers with a simple tagline of **“Every Road User Has A Family”** will be distributed to the public and policyholders of insurance companies as an awareness campaign.

This campaign also serves as an education and communication platform to the public on the Phased Liberalisation of Motor Tariffs, which was recently implemented in Malaysia. As the industry will soon be moving into a risk based rating system for motor policies, consumers with good driving habits will benefit from this transition.

Tokyo:

We make use of East Asian Insurance Day to promote understanding among the general public not only on the importance of insurance purpose, but also on the importance of cooperation among respective Asian insurance markets for the healthy and sustainable growth of the entire Asian insurance industry through the EAIC and other forums. We believe this helps people within the Japanese insurance industry become more interested in and feel greater affinity with neighboring Asian insurance markets, which have developed an increasingly closer relationship with each other, as well as the activities of the EAIC.

As for the general insurance industry, the General Insurance Association of Japan (GIAJ) has run the Insurance School (Non-Life) of Japan (ISJ), an international insurance technical assistance program for industry professional in East Asia, every year since 1972. The ISJ was established in response to an EAIC request and a recommendation by the United Nations Conference on Trade and Development (UNCTAD). With a history of more than 44 consecutive years of assistance to people involved in the insurance industry within the East Asia region, the ISJ has about 1,900 graduates and is highly evaluated by officials of all participating countries. The GIAJ feels that East Asian Insurance Day is also a day to re-recognize the long history and close relationship between the ISJ and the EAIC.

For EAIC Insurance Day, The Life Insurance Association of Japan (LIAJ) would like to note what it works to spread the importance of life insurance. The LIAJ is promoting insurance education for any generations to encourage people understand the benefits of life insurance to prepare for their life events and circumstances after retirement . This significant day is a good opportunity to reconsider what we should do to spread the importance of life insurance.

Just as last year, the GIAJ and the LIAJ have posted articles on their websites to commemorate the Insurance Day. The GIAJ's website features a message from Mr Toshifumi Kitazawa, the Chairman of the GIAJ and Mr Chris Ma, Chairman of the Macau Insurer's Association, while a message from Mr Toru Nagashima, General Secretary of the EAIC, a summary of the EAIC, and information on the East Asian insurance market will be posted on the LIAJ's website. Also, these messages will also be published in insurance business publications.

[Click here for message of Mr Toshifumi Kitazawa,
Chairman of The General Insurance Association
of Japan](#)

In addition, the GIAJ has exhibited display panels introducing East Asian Insurance Day and EAIC activities in its headquarters, where customers can find out more about general insurance and pick up useful information such as GIAJ member company insurance pamphlets. The GIAJ will also contact each of the ISJ graduates to encourage them to attend the 28th EAIC Conference and to reunite with each other.