



24th Pacific Insurance Conference 2009

“Building a World Class Business in the Asia Pacific Region - Success Strategies for Multinational and Domestic Companies”

1st - 4th November, 2009
Royal Orchid Sheraton Hotel & Towers
Bangkok, Thailand

**EARLY-BIRD DISCOUNT
EXTENDED TO
31ST AUGUST, 2009.
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Final Programme

“Building a World Class Business in the Asia Pacific Region - Success Strategies for Multinational and Domestic Companies”



Welcome Message from the Conference Chairman, 24th PIC

Dear Colleagues:

On behalf of **The Thai Life Assurance Association (TLAA)** and the **24th Pacific Insurance Conference Organising Committee**, it is my great pleasure to extend a warm invitation to you to participate in the 24th PIC scheduled to be held in Bangkok, Thailand from 1st – 4th November, 2009, at the magnificent Royal Orchid Sheraton Hotel & Towers. Thailand is honored to host the 24th PIC – an outstanding forum for life insurance, retirement savings and wealth management executives from the Asia Pacific region and all over the world - to meet and to present their perspectives on current and future industry concerns and opportunities.

Perhaps the most important example is the current financial crisis, which not only represents extraordinary challenges to financial services executives, but may offer all of us opportunities for future business development. Hence, the theme of the 24th PIC, **“Building a World Class Business in the Asia Pacific Region - Success Strategies for Multinational and Domestic Companies”**, could not be more appropriate for international and domestic companies alike.

As you can see from the enclosed list of speakers, an outstanding array of international financial services executives have agreed to share their views and experiences with you in building successful business operations in the rapidly growing and diverse insurance markets in the Asia Pacific region. Once you receive their input on a range of topical issues, you will be able to take home an updated roadmap of your own to further develop future business strategies that are uniquely targeted to your own organisations.

Aside from the opportunities afforded by the conference’s working sessions, you will also have the chance to experience a myriad of Thailand’s tourist and cultural attractions that are exceptional and exotic. From classic sights to fabulous temples and palaces, to natural wonders as diverse as forested mountains and idyllic beaches and islands, from delicious culinary discoveries to fabulous shopping bargains, there is plenty that will leave you with fond memories of Thailand and its warm and welcoming people.

On behalf of the Organising Committee, I look forward to welcoming you to the 24th PIC. Please join us in November 2009 and we assure you will have a wonderful time in Thailand!

With best wishes,



Sara Lamsam
Conference Chairman, 24th PIC



Royal Barge Krut Hern Het

The Krut, or garuda, steed of Vishnu, is the figurehead of this barge. The garuda is depicted in flight, with protruding eyes and bared fangs. Its arms and legs are spread and it holds a naga in each hand and foot. The figurehead straddles a cannon port. The hull is decorated with gilded lacquer in traditional floral motifs. It was built in the reign of King Rama I and was damaged by a bomb during World War II. The present barge was commissioned in 1968. The barge is crewed by 34 oarsmen, 2 steersmen, 1 officer, 1 standard bearer and 1 signalman.

Conference Information

Date: Sunday, 1st - Wednesday 4th November, 2009

Conference Venue and Hotel

Royal Orchid Sheraton Hotel & Towers
2 Charoen Krung Road, Soi 30, (Captain Bush Lane)
Siphya, Bangrak
Bangkok 10500, THAILAND

24th Pacific Insurance Conference Organising Committee

Conference Chairman	Mr. Sara Lamsam President Muang Thai Life Assurance Co., Ltd.
Organising Committee Chairman	Mr. Sutti Rajitragson Senior Vice President American International Assurance Co., Ltd.
Secretary General & Marketing Chairperson	Mrs. Sugunya Tongchenchitt Chief Officer Ayudhaya Allianz C.P. Life PCL.
Programme Chairman	Mr. C. Don Carden President & Chief Executive Officer Siam Commercial New York Life Insurance PCL.
Finance Chairman	Dr. Chartchai Parasuk Managing Director Thanachart Life Assurance Co., Ltd.
P.R. Chairman	Mr. Pherapong Unchit Asst. Managing Director Siam City Life Assurance Co., Ltd.
Accommodations & Venue Chairman	Mr. Rajesh Sethi Chief Executive Officer ING Life Limited

Official Language

The official language of the Conference is English.

Important Dates

Early Bird Conference Cut-off Date: 31st August, 2009
Hotel Reservation Deadline: 24th October, 2009

Conference Secretariat

All conference communications should be addressed to:
24th Pacific Insurance Conference Secretariat at:
15/13 Anarak Building, Soi Pipat, (Silom 3), Silom Road
Bangkok 10500
THAILAND
Email: 24thpic@pacificinsuranceconference.org
Tel: 662-237-5195-9
Fax: 662-237-5190
Website: www.pacificinsuranceconference.org

Who Should Attend

Life Insurance, Retirement Savings and Wealth Management Industry Leaders:

- CEOs
- Senior executives
- Regulators
- Educators
- Specialists

Conference Registration

Registration Fees

(Payment should be in US Dollars. Thai Baht is for domestic payment only)

If payment received	Delegate	Accompanying Person
on or before 31st August, 2009	US\$895 (THB31,500)	US\$300 (THB10,500)
after 31st August, 2009	US\$995 (THB35,000)	US\$300 (THB10,500)

- The conference registration fees for the delegate include admission to all sessions and the cost of all conference meals and social events.
- The fees for the accompanying person include invitations to the welcome reception, opening dinner, gala dinner, farewell lunch and accompanying persons' programme. The fees do not include access to any other conference sessions.
- Acceptance of registration is at the sole discretion of the Organising Committee. Confirmation of registration will be notified in writing upon receipt of full payment.

Register Now

Please send the enclosed Delegate Registration Form upon completion by fax, email or mail along with your payment to the 24th Pacific Insurance Conference Secretariat. An electronic registration form for downloading and completion purposes or for online registration is also available at our official website (www.pacificinsuranceconference.org) for your convenience.

Please also make your hotel reservations at the Royal Orchid Sheraton Hotel & Towers based on the information provided below.

Hotel Information

Special preferential rates have been negotiated for conference delegates and accompanying persons at the Royal Orchid Sheraton Hotel & Towers. Please send the enclosed Hotel Reservation Form by 24th October, 2009.

Royal Orchid Sheraton Hotel & Towers

Royal Orchid Sheraton Hotel and Towers, a 5-star hotel, is located on the eastern bank of the Chao Phraya. All guest rooms and suites offer magnificent panoramic views of the fabled 'River of Kings'.

The Royal Orchid Sheraton's superb location in the heart of the city offers easy access to Bangkok's business and entertainment districts as well as Suvarnabhumi International Airport. The hotel can be reached directly by taxi, bus, hotel limousine or boat and is a short distance from the skytrain, subway and central train station.



Accompanying Persons' Programme

Day 1 - Thai Cultural Tour

13:00 - 16:00, **Monday, 2nd November, 2009**

Fees included in registration

Ananta Samakhom Throne Hall

To visit one of the finest displays of Thai arts and crafts ever assembled. Clad in white Italian Carrara marble and decorated with impressive fresco paintings dating from the reign of King Rama VI, the magnificent Ananta Samakhom Throne Hall was used to welcome visiting royalty and dignitaries. The museum within offers an exquisite display of hundreds of objects meticulously created by artisans trained by Her Majesty Queen Sirikit's Support Training Center, a foundation where underprivileged villagers are taught traditional arts and crafts skills.

Wat Rajabopit Sathitmahasimaram Rajaworavihara (Wat Rajabopit)

Built by King Rama V in 1969, the curved walls of the building are covered with beautiful glazed colored tiles with doors inlaid with mother of pearl, the work of master craftsmen. In the temple grounds there is a royal cemetery which was constructed by King Rama V to make merit for his mother, wives, sons and daughters. It consists of several repositories for royal remains in the form of a chedi, prang, and European-style buildings. These are set in a small garden which is open to the public.

Important Notes:

1. This tour will be offered for a minimum of 5 participants

2. Dress Code:

- Appropriate clothing is required at all times.
- Women are required to wear appropriate length dresses or skirts only. Sleeveless clothing is not allowed.
- Men are required to wear long pants and sleeved shirts.
- Closed shoes for both men and women.

Day 2 - Thai Cooking Class

14:00 - 16:00, **Tuesday, 3rd November, 2009**

Thara Thong Restaurant, Royal Orchid Sheraton Hotel & Towers

Fees included in registration

The Royal Orchid Sheraton Hotel & Towers offers our Accompanying Persons the experience of an authentic Thai Culinary Class with their award winning Chef Chareonsri Wattanayuth from Thara Thong Thai Restaurant for a 4 course menu. The package includes a welcome drink upon arrival, cooking presentation, lunch after cooking and recipes in English.

Important Note:

The Thai Cooking Class will be offered for a minimum of 5 participants.

Day 2 - City Orientation

13:00 - 16:00, **Tuesday, 3rd November, 2009**

Fees included in registration

Take a coach ride through Chinatown to the flower market at Pak Klong Talad, passing Wat Po, the temple of the Reclining Buddha, The Royal Grand Palace, Sanam Lung, the huge public grounds in front of the Grand Palace, The City Pillar Shrine, The Statue of the Goddess of the Earth, The National Museum, The National Theatre and onto Pra Arthit Pier to board a boat on the bustling Chao Phraya River and quiet canals, whilst observing picturesque scenes of river life, Wat Arun, the Temple of Dawn and the Royal Barge Museum returning to the Royal Orchid Sheraton Hotel and Towers.

Important Notes:

1. This tour will be offered for a minimum of 5 participants.

2. Visitors are encouraged to wear comfortable clothing and walking shoes.

Optional Tours

Please contact the 24th Pacific Insurance Conference Secretariat if you are interested to receive tour information.

About Thailand

Thailand lies at the heart of Southeast Asia, roughly midway between India and China. The country is bordered by Myanmar to the west, Laos and Cambodia to the east, and Malaysia in the south. Topographically, Thailand divides in four regions: the mountainous North, the low-lying fertile Central Plains; the semi-arid plateau of the Northeast, and tropical coast and islands of the South.

Located on the east bank of the Chao Phraya River, Bangkok is the Thai capital, seat of government, centre of all major industrial, commercial and financial activity, as well as being the nation's main port and international gateway.

Nowhere is Bangkok's amazing juxtaposition of old and new more vividly seen than along the Chao Phraya River. This is the city's original focal point and main artery. Palaces, temples and other monuments of classical splendour are to be seen along its banks, while the canals leading off the river reveal glimpses of the aquatic lifestyle that typified what was once known as "The Venice of the East". But the Chao Phraya is also a favoured location of the modern city, the site of luxury condominiums and 5-star hotels, including the 24th PIC venue, the Royal Orchid Sheraton Hotel & Towers.

Important: Passport & Visa Information

As a general rule, persons attending conferences in Thailand require a visa and a passport that is valid for at least 6 months. We suggest that you refer to www.mfa.go.th/web/12.php, which is the official website of the Ministry of Foreign Affairs for the Kingdom of Thailand.

Upon receipt of your registration, the PIC Secretariat will email you a letter of invitation in order to apply for a visa to Thailand.

Please feel free to contact the PIC Secretariat at 24thpic@pacificinsuranceconference.org should you require further assistance.

Registration and Insurance

Receipt of a complete registration form with full payment of the required fees is regarded as a firm booking.

Registration fees do not include insurance of any kind. You are strongly advised to arrange your own insurance to cover any losses.

The Pacific Insurance Conference Limited will not assume responsibility for any losses to participants and their accompanying persons arising from:

- Cancellation of your participation in the conference.
- Disruption or cancellation of the conference.
- Private possessions lost or stolen at the conference.
- Medical expenses, loss or damage to person or property and other additional expenses.
- Repatriation should travel arrangements need to be altered.

You are urged to arrange your own insurance to cover against losses arising from any such events.

By registering, each PIC delegate acknowledges the above.

Programme

Sunday, 1st November, 2009

- 09:00 – 18:30 Registration
18:30 – 20:30 Welcome Reception

Monday, 2nd November, 2009

- 08:30 – 09:10 Welcome and Opening Ceremony
09:10 – 09:30 Special Guest Speaker Presentation
09:30 – 10:00 Refreshment Break
10:00 – 12:15 **Plenary 1: Special Panel Discussion:
Surviving the Financial Meltdown –
Gloom, Doom or Potential Boom?**
• Chaired by: Mr. Mel Gottlieb, Chairman,
Response Systems International
• Mr. Robert Stein, Chairman,
Global Financial Services, Ernst & Young
• Mr. Stephan Binder, Director,
McKinsey & Company
• Dr. Thomas Kabisch, Chairman, MEAG Munich,
Member of the Munich Re Group
12:15 – 13:30 Lunch
13:45 – 15:45 Interactive Workshop 1
15:45 – 19:00 Free Time
19:00 – 22:00 Opening Dinner - Dine Around
and Loy Krathong Festival

Tuesday, 3rd November, 2009

- 07:30 – 08:45 Breakfast
09:00 – 10:30 **Plenary 2: Securing the Industry's Future –
How Do We Respond to Change?**
• Chaired by: Mr. Stephan Rajotte, President,
Sun Life Financial Asia
Building 21st Century Customer Loyalty
• Mr. Jim Morris, Chairman, President and CEO,
Pacific Life Insurance Company
**Achieving Financial Satisfaction for Customers,
Shareholders and Regulators**
• Mr. Bill Toppeta, CEO,
Metlife International
**Has Asia Now Become the Key to Our Industry's
Success?**
• Mr. Vic Apps, Retired Senior Insurance Executive

- 10:30 – 11:00 Refreshment Break
11:00 – 12:30 **Plenary 3 – Winning Through Innovation**
• Chaired by: Mr. Donald Kanak, Chairman,
Prudential Corporation Asia
**Innovation, Indian Style –
Can this Success be Repeated Elsewhere?**
• Mr. Gary Comerford, Executive Vice President &
Chief Marketing Officer, RGA International
New Concepts in Health Insurance
• Mr. Jean-Michel Chatagny, Managing Director,
Swiss Re
**You Don't Have to be a Giant to be World Class -
David Conquers Goliath: A Case History**
• Mr. Craig Errington, Chief Executive,
Wesleyan Assurance Society
12:30 – 13:45 Lunch
14:00 – 15:30 Interactive Workshop 2
15:30 – 19:00 Free Time
19:00 – 21:30 Gala Dinner - Thai Night

Wednesday, 4th November, 2009

- 07:30 – 08:45 Breakfast
09:00 – 10:45 **Plenary 4: Special Panel Discussion:
Winning the Retirement Savings Battle –
Are Provident Funds or Increased Tax Incentives
the Answer?**
• Chaired by: TBC
• Mr. Vance Arkinstall, Chief Executive,
Investment, Savings and Insurance
Association of New Zealand
• Mr. Hak Leh Tan, Managing Director,
Great Eastern Life, Singapore
• Mr. Alan Merten, CEO,
Manulife Provident Funds Trust Company Limited
10:45 – 11:15 Refreshment Break
11:15 – 12:00 **Plenary 5: Special Speaker Presentation:
Is Bancassurance Alive or Dead?**
• Mr. Robert Knight, Chairman of the Board,
Aviva Life Insurance Company Limited
12:00 – 14:00 Farewell Lunch and Closing Ceremony

Social Events

Welcome Reception

18:30 - 20:30, Sunday, 1st November, 2009
Venue: Riverside Terrace, Royal Orchid Sheraton
Dress Code: Smart Casual

Opening Dinner - Dine Around and Loy Krathong Festival

19:00 - 22:00, Monday, 2nd November, 2009
Venue: Ballroom 1, 2 and 3, Royal Orchid Sheraton
Dress Code: Smart Casual

Gala Dinner - Thai Night

19:00 - 21:30, Tuesday, 3rd November, 2009
Venue: The Embassy Garden, Royal Orchid Sheraton
Dress Code: Smart Casual

Farewell Lunch

12:00 - 14:00, Wednesday, 4th November, 2009
Venue: Royal Orchid Ballroom, Royal Orchid Sheraton
Dress Code: Business Attire

