



**17th NOVEMBER 2016**

learn@AP EXTERNAL SPEAKER SERIES:

# **DEVELOPING A PROFITABLE MOTOR BUSINESS IN A DE-TARIFFED MARKET**

The Malaysian general insurance industry will be experiencing detariffication in stages over the next few years starting with the removal of the motor insurance tariff. How should insurers respond to this new environment?

learn@AP has invited Mr. Tan Kin Lian, FIA and former CEO of NTUC Income, to share his experience in operating in this environment. Mr Tan was personally involved in directing the strategy for the motor insurance business of NTUC Income for over 20 years.

The motor insurance industry in Singapore has operated in a non-tariff environment for the past four decades. NTUC Income was able to find the right approach towards operating in this free market environment and became the largest and most profitable insurer in the market.

## **Among the topics to be covered:**

- The approach taken by NTUC Income over three phases of its development which covers a period of 20 years.
- How insurers should operate in the de-tariffed environment of today. The environment of the future is different from the past three decades!
- Business Simulation Game where participants will operate a motor insurance business in a competitive environment.

**Suitable for the  
current state of  
development in the  
Malaysian market**

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**Practical & relevant**

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**Business Simulation  
Game**

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**CPD Opportunity**

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**Networking  
opportunity with  
fellow professionals**

## **Who should attend?**

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**Actuarial  
Professionals**

**Senior Management  
of Insurance  
Companies**

**Academics and  
Researchers**

## COURSE SCHEDULE

9:00am	<b>Registration</b>
9:30am	<b>Introduction</b>  <i>"The changing landscape in Malaysia."</i>  <i>This session will be presented by Actuarial Partners</i>
10:00am	<b>Talk by Mr Tan Kin Lian - First Session</b> <i>The development of the motor insurance business in NTUC Income covering three phases with different stages:</i>  <i>Phase 1- 1985 to 1994</i> <i>Phase 2- 1995 to 2002</i> <i>Phase 3- 2003 to 2008</i>
11:00am	<b>Tea Break</b>
11:30am	<b>Talk by Mr Tan Kin Lian - Second Session</b> <i>The issues faced during the three stages of the development and the lessons learned.</i> <i>Among these include:</i> <i>- How to ensure independent agents pay their premiums within agreed period.</i> <i>-How to handle customer relationship when pricing is higher than the market.</i>
12:30	<b>Lunch Break</b>
1:30pm	<b>Question &amp; Answer Session</b> <i>Participants will have the opportunity to gain from Mr Tan's experience in this session</i>
2:00pm	<b>Coffee Break</b>
2:30pm	<b>Business Simulation Game</b> <i>Participants will learn about business strategy of a motor insurance company based on simulated market conditions and economic forecasts.</i>
5:00pm	<b>Wrap up and Close</b>

## COURSE LEADER

**Mr Tan Kin Lian, FIA,  
Former CEO of NTUC  
Income, Singapore**



Mr. Tan Kin Lian started his insurance career in 1966 in the actuarial department of a local life insurance company. He has also worked in various positions as a computer programmer, organization and methods officer and in an actuarial consulting firm. He qualified as a Fellow of the Institute of Actuaries in 1975.

He joined NTUC Income in 1977 as the general manager (later re-designated as the chief executive officer). Over a period of 30 years, he built up the business, assets and sphere of influence. From a base of \$28 million, the total assets increased to over \$17 billion as the time of his retirement on 28 February 2007. NTUC Income is today, a leading life and general insurance co-operative in Singapore.

From 1992 to 1997, he was Chairman of the International Co-operative and Mutual Insurance Federation (ICMIF), an international organisation representing 123 insurance groups in 65 countries.

Mr Tan was conferred the Friend of Labor Award in 1978, the Public Service Medal in 1983, the Rochdale Medal Award in 1992, the Financial Personality of the Year Award in 2000, the 2001 International Management Action Award, the Public Service Star in 2004, Leading CEO Award 2005 and the Friend of I.T in 2007.

After retiring from NTUC Income, Mr. Tan founded Tan Kin Lian & Associates Pte Ltd.

### Venue:

Scoop Café, 8<sup>th</sup> Floor Menara Dion  
27 Jalan Sultan Ismail, 50250 Kuala Lumpur  
GPS Coordinates: 3.1516255,101.7095835  
+603 2742 7750

### Workshop Fees:

The fees for the workshop is MYR 2400 per participant, with 6% GST applicable. Lunch and refreshments during breaks are included.

### Enquiries:

Nicholas Yeo, FIA, FASM, FSA  
Chief | learn@AP  
nicholas.yeo@actuarialpartners.com  
+6012 502 3566

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# REGISTRATION FORM

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## DEVELOPING A PROFITABLE MOTOR BUSINESS IN A DE-TARIFF MARKET

Please return the completed form via email to [learn@actuarialpartners.com](mailto:learn@actuarialpartners.com) before the closing registration date: **3rd November 2016**

### Participant Details:

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone Contact: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Payment Method: \_\_\_\_\_

- Telegraphic / Wire Transfer to:  
Actuarial Partners Consulting Sdn Bhd  
Standard Chartered Bank Malaysia Berhad  
No. 30 Jalan Sultan Ismail  
50250 Kuala Lumpur Malaysia  
Account No: 312-1-0088332-8  
Swift Code: SCBLMYKXXXX
- Cheque Payment to:  
Actuarial Partners Consulting Sdn Bhd  
Suite 17.02 Kenanga International  
Jalan Sultan Ismail  
50250 Kuala Lumpur Malaysia

### Any special dietary or other requirements:

- Vegetarian meals
- Others, please specify. We will try our best to meet your request.

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Registration is on a first come first serve basis, the capacity of this workshop is 24 participants. We will issue an invoice upon receipt of your registration form and payment shall be due before the workshop. We shall reserve the rights to decline entry for registered but unpaid participants. Should the workshop be cancelled for any unforeseen circumstances, we shall endeavor to reschedule the workshop or refund the workshop fees.

For cancellation in writing made at least 5 working days before the closing registration date, the workshop fees may be refunded or the entire amount may be used as credit for any future learn@AP events. Substitutes may be nominated.