



19th DECEMBER 2016

learn@AP EXTERNAL SPEAKER SERIES:

DEVELOPING A PROFITABLE MOTOR BUSINESS IN A DE-TARIFFED MARKET

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

learn@AP and Team Excellence Consulting have 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.

Please bring your own laptop to play about Business Simulation Game.

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

Practical & relevant

**Business Simulation
Game**

CPD Opportunity

**Networking
opportunity with
fellow professionals**

Who should attend?

**Actuarial
Professionals**

**Senior Management
of Insurance
Companies**

**Academics and
Researchers**

COURSE SCHEDULE

9:00am	Registration
9:30am	Introduction <i>"The changing landscape in Thailand."</i> <i>This session will be presented by Secretary General, Office of Insurance Commission (To be invited)</i>
10:00am	Talk by Mr Tan Kin Lian – First Session <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	Tea Break
11:30am	Talk by Mr Tan Kin Lian – Second Session <i>The issues faced during the three stages of the development and the lessons learned. Among these include:</i> <ul style="list-style-type: none"> - How to ensure independent agents pay their premiums within agreed period. - How to handle customer relationship when pricing is higher than the market.
12:30am	Lunch Break
1:30pm	Question & Answer Session <i>Participants will have the opportunity to gain from Mr Tan's experience in this session</i>
2:00pm	Coffee Break
2:30pm	Business Simulation Game <i>Participants will learn about business strategy of a motor insurance company based on simulated market conditions and economic forecasts.</i>
5:00pm	Wrap up and Close

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:

Sukhumvit1 Room, C Floor Grande Centre Point Terminal 21
2 Sukhumvit Soi 19 (Wattana), Sukhumvit Rd.,
North Khong-Toei, Wattana, Bangkok:
+66 2681 9000

Workshop Fees:

Early bird : 18,691.59 + VAT 1,308.41 = 20,000 Baht
(By November 30)

After November 30 : 22,429.91 + VAT 1,570.09 = 24,000 Baht

Enquiries:

Tareepat Kuljirachaiwat

Team Excellence Consulting
tareepatk@teamactuary.com

+66 2252 5500 ext.127

REGISTRATION FORM

DEVELOPING A PROFITABLE MOTOR BUSINESS IN A DE-TARIFF MARKET

Please return the completed form via email to tareepatk@teamactuary.com before the closing registration date: 7th December 2016

Participant Details:

Name:

Organisation:

Job Title:

Email Address:

Telephone Contact:

Address:

Payment Method:

Telegraphic / Wire Transfer to:

Team Excellence Consulting Co.,Ltd

Kasikorn Bank, T.Phanitchayakan Thonburi Branch

Account No: 749-2-31683-5

Tax ID No. 0105551133621 (Kindly fax pay-in slip and a copy of Withholding Tax document to 02 252 5500 ext.109)

Cheque Payment to

Team Excellence Consulting Co.,Ltd

540, Mercury Tower, 9th floor (Unit 902),

Ploenchit Road, Lumpini, Phatumwan,

Bangkok 10330 Thailand

Registration is on a first come first serve basis, the capacity of this workshop is 25 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 endeavour 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.