## MAIN TOPICS TO BE ADDRESSED:

- The Emerging Trends of Alternative Distribution from a Regional and Global Perspective
- The Future of Bancassurance in Emerging and Matured Markets
- The Key Issues in Managing and Controlling Multiple Alternative Distribution Channels
- The Role of Bancassurance in Distribution of Insurance Products
- Best Customer-Centric Practices In Insurance distribution
- Big Data, Analytics, Data Management

## SPEAKERS:

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<th>Name</th>
<th>Position/Company</th>
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<tr>
<td>Javed Ahmed</td>
<td>CEO &amp; Managing Director, Jubilee Life, Pakistan</td>
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<td>Lisa Forshey</td>
<td>Head Business Bancassurance, Barclays, South Africa</td>
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<td>Gabriele Hollmann</td>
<td>CEO, SCOR Global Life SE, Switzerland</td>
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<td>Clemens Gantar</td>
<td>Head of Product Marketing, Raiffeisen Versicherung, Austria</td>
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<td>Gueorgui Tzvetan-Meyer</td>
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<td>Mihkel Mandre</td>
<td>Head of Business Development, MoB, Swedbank Life Insurance SE, Estonia</td>
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<td>Vikas M Arora</td>
<td>Business Head- Investments &amp; Insurance, Global Steering &amp; Strategy, Deutsche Bank AG, Germany</td>
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<td>Patrick Abela</td>
<td>Global Business Development Manager, AXA, France</td>
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<td>Alan Leach</td>
<td>Director, Finaccord Ltd, UK</td>
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<td>Rakesh Sudhakaran</td>
<td>Head of Bancassurance, Affinity &amp; Partnerships – Middle East, Zurich Insurance, UAE</td>
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<td>Amol Shah</td>
<td>Head of Bancassurance, First Golf Bank, UAE</td>
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<td>Andreas Brunner</td>
<td>Partner Sales &amp; Distribution Market Management, Allianz Group, Germany</td>
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**Corporation Parity**

Tel: +420 228 881 189  Email: daniel@c-parity.com  www.corporateparity.com
Although there exist countless alternative distribution channels today, Bancassurance stands out when it comes to finding creative ways to optimize the distribution of insurance products. The concept of Bancassurance is significantly gaining popularity around the globe. Bancassurance focuses on creating value by identifying, monitoring, adapting customer-centric approach and above all establishing a strong partnership between banks and insurance companies for their mutual benefit.

The aim of the two-day Global Bancassurance & Alternative Distribution Channels Conference is to analyze the latest business opportunities and innovative solutions in Bancassurance and alternative distribution channels by listening to experts from Banks and Insurance industry. The event will also forecast the future of Bancassurance to enable both banks and insurers to be proactive and stay on top of their business.

Who Should Attend:
- Top executives: Presidents, VP’s, CEO’s, COO’s, General Directors/Managers
- Bancassurance Directors/Managers
- Heads of Bancassurance
- Heads of Distribution Channels
- Sales and Marketing Directors/Managers
- Life & Non-Life Product Directors/Managers
- Heads of Business Strategy
- Business Development Officers
- Insurance Regulators
- Underwriters
- Customer Relationships & Segmentation

Target Audience:
- Banks
- Life & Non-Life Insurance companies
- Solution providers
- Consultants
Day one 21st May 2015

Theme: “Looking into the future of Bancassurance”

08.30 Early Coffee and Registration

08.55 Opening Address from the Chairman

1. EMERGING TRENDS IN BANCASSURANCE
& ALTERNATIVE DISTRIBUTION CHANNELS

09.00 Case Study
Global Trends in Distribution Systems Used for Insurance
- Defining the distribution universe for insurance products
- traditional channels; non-traditional channels; channels and interfaces.
- International perspectives in insurance distribution
  - bancassurance; car dealers and manufacturers; mobile phone network operators; retailers.

Alan Leach
Director
Finaccord, UK

09.40 Case Study
Enhancing Distribution Channels
- Current banking sales-channels for insurance-products
- Which products fit which sales-channel
- Different sales-approach related to the sales-channel
- Future banking sales-channels

Clemens Gantar
Head of Product Marketing
Raiffeisen Versicherung, Austria

10.20 Networking Coffee Break

2. BEST STRATEGIES IN CREATING SUSTAINABLE DISTRIBUTION CHANNELS

10.50 Case Study
The Future of Bancassurance in Emerging and Matured Markets
- History of Bancassurance in Emerging Markets
- Pakistan - A Glaring Example of success in Bancassurance
- Factors Contributing to the Growth of Bancassurance
- Regulatory Perspective
- What does the Future hold for Bancassurance

Javed Ahmed
CEO & Managing Director
Jubilee Life, Pakistan

11.30 Case Study
The Benefits of a Bancassurance Partnership for the Bank
- Evolution of financial services industry
- Delivering the full financial proposition through a Bancassurance partnership
- The benefit of Bancassurance to the Bank

Lisa Forshey
Head Business Bancassurance
Barclays, South Africa

12.10 LUNCH TIME

13.30 Case Study
What are the determinants of a successful Multi-Channel Distribution?
- The Key issues in multi-channel management
- Using marketing channels to create value for customers
- Product innovation?
- System support?
- Developing a multi-channel distribution strategy

14.10 Round Table Panel Discussion
How Insurers, Brokers and Agents Can Win Together in a Multi-channel Insurance Market
- The role of brokers in today's multi-channel environment
- Brokers: Offering services beyond insurance sales
- What lies in the future for brokers?
- How to keep a good sales agent

14.50 Case Study
Transformation of tied agency network
- Where we are going - trends in tied agency network development
- How we try to manage it - transformation governance
- What we have achieved – summary of key transformation outputs
- What we have learnt – key learnings, ideas for praxis
- How to digitalize network - key achievements in digitalization processes
- What can be the next steps...

Andreas Brunner
Partner Sales & Distribution Market Management
Allianz Group, Germany

15.30 Networking Coffee Break

16.00 Case Study
The Role of Bancassurance in the CEE countries
- Banking market potential
- Main challenges for insurers and banks
- Trends of customer perception
- Questions & Answers

Gueorgui Tzvetanov-Meyer
Senior Bancassurance Manager
ERGO International, Austria

16.40 Case Study
How to position Data Analytics in your distribution channels
- BIG DATA – What it means & How Channels Can Use it
- Big data, analytics, data management
- Impact of Data on CHANNELS and PRODUCT Development

17.20 Chairman’s Closing Remarks
End of Conference!!!
Day two 22nd May 2015
Theme: “Looking into the future of Bancassurance”

08.30 Early Coffee and Registration
08.55 Opening Address from the Chairman

3. GIVING ATTENTION TO THE CUSTOMER

09.00 Case Study
Best Customer-Centric Practices in Insurance distribution
- How to optimize the bank-insurance partnership by putting the client in the center
- Client data sharing- are there any challenges?
- Taking the focus from the products and placing it on the customer
- Understanding your customer needs and expectations
Patrick Abela
Global Business Development Manager
AXA, France

09.40 Case Study
The Allure and Challenges of changing Consumer Market
- The rules are changing: Assessing the “New Normal” for Bancassurance
- LEARNINGS: Customer Insights and Challenges
- ACTIONS: A Middle East case study
Amol Shah
Head of Bancassurance
First Golf Bank, UAE

12.10 LUNCH TIME

13.30 Round Table Panel Discussion
What does the Future holds?
- Possibilities of alternative distribution channels
- How to switch to the alternative channels without negative impacts on clients and profits.

5. INNOVATION AND TECHNOLOGY

14.20 Case Study
Digitalization opportunities in life insurance
- Distribution channel developments from agents to sales in internet.
- Can life insurance be sold and service provided in digital channels, internet?
- Standardization vs flexibility: products, customer, operational aspects.
- Direct vs physical channels – can those be integrated?
- Importance of IT and business co-operation
Mihkel Mandre
Head of Business Development, MoB
Swedbank Life Insurance SE, Estonia

15.00 Networking Coffee Break

15.30 Case Study
Bancassurance growth through digital innovation
- Bancassurance and banking client relationship
- Digital Channels - The Future
- Profitability & Sustainable Bancassurance revenue model
- The 3 mantras to success
Rakesh Sudhakaran
Head of Bancassurance, Affinity and Partnerships – Middle East Zurich Insurance Company Limited, UAE

16.10 Case Study
What are the latest IT innovation strategies that can be implemented?
- How technological advancements can empower new players in Bancassurance
- The growth of internet insurance and internet banking platforms
- The increasing use of smart phones and tablets, a new opportunity to interact with clients?

16.50 Chairman’s Closing Remarks
End of Conference!!!

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Speaker Profile
& Alternative Distribution Channels Conference

Alan Leach, MA (Cantab), MSc (London Business School),
Director
Finaccord

Alan has responsibility for developing relationships with clients from the financial and other sectors at an international level. With a background in strategic research and consulting, Alan has extensive pan-European and global experience in areas that include affinity and partnership marketing, automotive financial services, bancassurance, customer behaviour, extended warranties and insurance for consumer products, retail financial services, and travel insurance and assistance. Moreover, projects in which he has been involved include benchmarking card-related loyalty schemes for a major international payment card company, evaluating opportunities in creditor insurance in China, India, South Korea and Taiwan, and analysing automotive finance competitors and products across multiple European countries. Formerly, Director of Financial Services Consulting at Datamonitor, Alan is a fluent speaker of English, French, Italian and Spanish.

Gueorgui Tzvetanov-Meyer
Senior Bancassurance Manager
ERGO International, Vienna.

Gueorgui has extensive experience in business development, institutional sales and bancassurance. He has been working for more than fourteen years in the insurance industry in Central and Eastern Europe. Gueorgui is originally from Bulgarian, started his career in Vienna and he is fluent in four languages. In his international career he has gained experience in several markets and has developed deep understanding of cultural differences across central and eastern Europe. He holds a Master Degree in Business Economics and Management from the University of Economics and Business Administration Vienna.

Miikael Mandre
Swedbank Life Insurance SE
Head of Business Development, Member of the Board

Miikael has worked more than 17 years in financial and life insurance field in Swedbank in Estonia with a recent years focus to Baltic markets. He started in 1997 from banking and insurance products sales and customer service and has reached up to life insurance company management. He is strategic, committed, hardworking, analytical, innovative, open and forward looking. Professional in managing business, projects, processes and people. He received his master degree from Estonian Business School and has studied also in London Business School. During his career he has also received two talent awards. One of them is “Hansa Badge” in 2005 due to setting up life insurance operations in Latvia and “Group Products Simplicity Award” in 2013 due to finding customer friendly solutions while lowering the number of products and decreasing product complexity.

Gabriele Hollmann
CEO
SCOR Global Life SE Switzerland

Gabriele Hollmann, born in 1963, is a German national and a graduate of the University of Cologne and the Swiss Business School holding a degree in mathematics and an executive MBA in international management. She is a qualified actuary of the German actuarial association (DAV) and a member of the Swiss actuarial association (SAV). After leading several projects at the University of Cologne she started her career with Gerling Konzern Globale in 1993. In 1997 and 1998 she lived in Tel Aviv and in 2005 she opened a branch office of Revis in Milan. Today she is the Managing Director of SCOR Global Life SE, Puteaux FR, Zurich Branch in Zurich and teaches at the Swiss Business School.

Javed Ahmed
Managing Director and Chief Executive Officer
Jubilee Life Insurance Company Limited, Pakistan.

He is a Fellow of the Society of Actuaries (USA) and has extensive experience of life and health insurance business. Under his leadership, Jubilee Life has emerged as the largest private sector insurer in Pakistan. It is now the largest provider of Health Insurance, Microinsurance and Bancassurance in Pakistan. Jubilee Life is known for many pioneering endeavors in the country such as Bancassurance, Credit Life, and Microinsurance. With 10 Bancassurance partners, Jubilee Life controls more than 50% of new business generated through Bancassurance in Pakistan.

Lisa Forshey
Head Business Bancassurance
Barclays, South Africa

Lisa has been with Absa/Barclays since 2002 and is currently responsible for the growth of the Bancassurance Proposition in the Business Bank. Her role is to drive increased penetration of WIMI products and services into the Business Bank customer base, through increased collaboration, shared goals and common measurements. Prior to taking up this position, she was the Head of Sales and Service for Retail Bank, leading the front line teams across the branch network comprising more than 750 branches across 6 regions with more than 11,500 colleagues serving 10 million customers.

From 2009 to 2011, she was the Head of Segments and Customer Experience for Business Bank, looking after Mid Corporate and Commercial Segments in more than 40 offices across South Africa. Lisa was also responsible for the driving the Customer Experience Strategy for the whole of Business Bank.

From 2007 to 2009, Lisa ran the Corporate Segment in the Corporate and Business Bank, growing the Bank’s Corporate Banking presence and increasing NPBT more than 700%, off of a low base. Before taking on the challenge of Corporate Segment, Lisa held various positions in the Commercial Property Finance Division.
Registration Form
Global Bancassurance & Alternative Distribution Channels Conference

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Please complete this form, scan and send to:
Daniela Johnson
Tel.: +420 228 881 189 E-mail: daniela@c-parity.com

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Job Title: ______________________________
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Card Billing Adress: _____________________
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Card Holder’s Name: ______________________
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