



4TH

Asia Trusted Life Agents & Advisers Awards 2019

How to Enter

Launch:
2 January 2019

Deadline:
1 April 2019 (third-party nominations)
12 April 2019 (self-nominations)

Judging Day:
22 May 2019, Singapore

Gala Awards Dinner:
18 July 2019, Bangkok, Thailand

Organisers



Co-Organiser



Strategic Partner



www.AsiaAdvisersNetwork.com/awards



Strategic Partner:



Supported by:



Let the Stars Shine

It is with great pride that we launch the 4th Asia Trusted Life Agents and Advisers Awards. Despite the rhetoric around technological disruption and disintermediation, professional agents and advisers continue to prove their worth and value in helping to narrow society's protection gap and secure the financial future of families.

Kudos to the industry for coming together as one to recognise the best in agency and advisory. Over the past three editions, we have crowned winners from 22 companies and 10 markets. This year, more supporting organisations and companies have come on board to be part of the esteemed judging panel and to back the Awards.

We are thankful for the faith placed in us by Founding Patron Mr Mark Tucker, Group Chairman, HSBC Holdings; Strategic Partner AIA; and Co-Organiser LIMRA since day one. It is with their unwavering support that we successfully launched this neutral platform. We will remain true to our form and ensure the integrity of the transparent judging process with the panel of eminent leaders and heavyweights in the market with an independent auditor.

Other than the Awards, we will continue to grow Asia Advisers Network, our dedicated online platform to meet the information and development needs of advisers and agency leaders. And this year, in conjunction with the Awards Gala

Dinner to be held on 18 July 2019 in Bangkok, we will be co-hosting "Agency Innovation Conference – Thriving in the Digital World" with LIMRA.

The past editions of the Awards have shown that there is no lack of professionals in the industry who have gone the extra mile. So stand up and be counted this year. Submit your entry or nominate someone deserving. Your active participation will help to trumpet the good that is being done by the industry and professionals of the highest standards.

Let the stars shine!



Mr Sivam Subramaniam

*Editor-in-Chief
Asia Insurance Review*



Mr Benjamin Ang

*Editor
Asia Advisers Network*

Recognising the Best and Brightest

LIMRA is honoured to co-organise the 4th Asia Trusted Life Agents and Advisers Awards programme, which recognises accomplished agents and advisers and their commitment to serving their customers.

The world is changing at a record pace, and our industry must adapt to remain relevant.

Today's consumers compare their experiences in our industry with their every other retail relationship they have. The bar is higher as consumers' expectations, and preferences have grown and changed and, as a result, we must transform to engage with them on their terms.

Recent LIMRA studies indicate that consumers of all ages and ethnicities want to work with a trusted financial professional to make important financial decisions. But what does that mean in the age of the internet, mobile and social media? Nearly a quarter of consumers say they expect to communicate with their adviser via social media – for millennials the number grows to 4 in 10. While there has never been a greater need for financial advice, understanding the best approaches to connect and communicate with different customer segments is critical to success.

At its core, LIMRA is a research organisation, offering actionable,

credible insight into insurance and retirement trends. As the trusted source of industry knowledge, we focus on the research and training programmes that will help you and your companies develop successful strategies to meet challenges of today and tomorrow, fulfilling our common mission to protect families' financial security throughout their lives.

It is important to recognise the people that are on the front lines to help our customers achieve financial security. I encourage you to nominate an agent or adviser who represents the best and brightest of our industry.



Mr David Levenson

*President & CEO,
LIMRA, LOMA and LL Global*

Keep the Flag Flying High

As the Founding Patron of the Asia Trusted Life Agents and Advisers Awards, I am delighted to see that it has now built real momentum that recognises technological developments, expands to include Digital Agents and provides a dedicated interactive website: the Asia Advisers Network.

I am also proud to see how agents and advisers continue to serve the life business as the world moves rapidly into the digital age. This business is all about protecting individuals, their lives and assets. It is now increasingly focused on helping them to live

longer and more healthily as well as protecting people in the event of death and losses. It is great to see agents and advisers embracing these changes with such dynamism.

The need for insurance has become even more pronounced as the complexity of risks continues to grow. So too has the need for the expertise of agents and advisers given the complexity of products and abundance of choice.

Agents and advisers, who build trusted relationships based on personal interaction and financial expertise over the years and across generations, play a unique role

in ensuring maximum reach and appropriate coverage that closes the protection gap at an individual and societal level. It is interesting to note that in many cases, technological research and development is focused on augmenting the people-to-people skills of the best agents and advisers.

I believe the Awards has an important role to play in highlighting the contribution of agents and advisers to the insurance value chain and to society more broadly. I congratulate Asia Insurance Review and Asia Advisers Network for keeping the flag flying high.



Mr Mark Tucker

Group Chairman
HSBC Holdings

The Judges



Mr Alpha Ho
Corporate Development
Manager,
Chartered Insurance
Institute



Mr Andy Khoo
Managing Director,
The Centre for
International Assessment
and Development,
LIMRA



**Ms Anusha
Thavarajah**
President,
Life Insurance
Association of Malaysia

CEO,
AIA Bhd



Mr Ben Tan
Managing Director,
Great Eastern Singapore



Mr Bruce de Broize
Regional Head of
Distribution,
Generali Asia



Ms Charity Au
Chairman,
Life Insurance Council,
The Hong Kong
Federation of Insurers



Mr Davey Lee
Vice President
(Membership),
The Life Underwriters
Association of Hong
Kong

Senior Regional Director,
Prudential Hong Kong



Mr David Piesse
Chairman,
IIS Ambassadors

Chief Risk Officer,
Guardtime

The Judges



Mr James Liu
President,
Insurance and
Financial Practitioners
Association of Taiwan
(IFPA)

Chairman,
PHEW Inc



Ms Jeanette Lim
President,
Singapore Insurance
Institute

Regional Head of
Agency Development
and Incentives,
Chubb Asia Pacific



Mr Jensen Siaw
Chief Motivational
Speaker,

Jensen Siaw
International (SPEAK
For Life Group)



Mr Joe Cheng
CEO, Group Agency
Distribution,

AIA Group



Ms Kathryn N. Reid
Vice President,

Assessment &
Development Solutions,
LIMRA



Mr Koh Hong Kwan
Head of Sales &
Distribution Centre of
Excellence, Asia Pacific,

Allianz Taiwan Life



Mr Leong Sow Hoe
President,

IFPAS

Senior Financial
Services Director,

Prudential Assurance
Company Singapore



Mr Mark Saunders
Group Chief Strategy
& Corporate
Development Officer,

AIA

The Judges



Mr Mark Tang
President,
Financial Services
Managers Association
Singapore



Mr Michael Shin
CEO,
RGA Korea



**Mrs Nusara (Assakul)
Banyatpiyaphod**
President,
Thai Life Assurance
Association
President,
Ocean Life Insurance
Public Company Limited



Dr Olaf Kliesow
President,
Philippine Life Insurance
Association
President & CEO,
Allianz PNB Life
Insurance



Mr Paul McNamara
Editor,
Asia Insurance Review



Mr Randy Lianggara
Regional CEO,
Aviva Asia



Mr Richard Vargo
Managing Director,
Bancassurance,
DBS Bank



**Ms Rizalina
Mantaring**
Chairman,
Sun Life
Financial Philippine
Holding Co.

The Judges



Mr Rotha Chan
Chief Agency Officer,
Manulife Cambodia



Mr Sara Lamsam
CEO,
Muang Thai Life
Assurance



Mr Stephen
Appleyard
Chief of Distribution
Hub,
AXA Asia



Mr Benjamin Ang
Editor,
Asia Advisers Network



Asia Advisers Network

The Trusted Insurance Advisers Network

- Dedicated online platform to meet the information needs of advisers and agency leaders
 - Expert content from the best advisers and agency leaders
 - Latest industry news and trends

www.AsiaAdvisersNetwork.com

How To Enter

Eligibility

- Entries and nominations are open to all relevant candidates operating in any markets in Asia.
- Participation in more than one category is allowed.

Application requirements

- All entries must be in English and submitted by 12 April 2019.
- Download the application form at www.AsiaAdvisersNetwork.com/awards
- Submission may be done online at www.AsiaAdvisersNetwork.com/awards Or by email to lifearwards@asiainsurancereview.com.
- All submissions should:
 - Specifically address each criterion and must be backed by examples. The judging panel reserves the right to only consider applications that separately address each criterion in the selected award category.
 - Not exceed 1,200 words. The judges will not read beyond the word limit.
 - All write-ups should consist of text only. Visuals and pictures should be appended separately as supporting documents/attachments (see below).
- Supporting documents/attachments:
 - Should be included to back up assertions made in the submissions
 - Shall be limited to four pages. These will not constitute part of the word count.
 - May include client testimonials, official production records, proof of service to association/industry/society, academic qualifications, proof of activities and improvements.

Nominations

Self-nominations

If you are nominating yourself or your own company, using the criteria for guidance, explain in not more than 1,200 words why you or your company should win the award. Submit your entries by 12 April 2019.

Third-party nominations

If you are nominating another individual or company, submit a 300-word statement summarising why the nominee would be a worthy recipient of the award by 1 April 2019. If the nomination is shortlisted, the Awards Administrators will contact the nominee and invite them to submit a full application.

Judging

- The Judging Panel comprises eminent leaders and insurance professionals from the industry.
- There will be two rounds of judging by the Panel: the first is by remote-scoring to select the finalists; the second will be a meeting of Judges to deliberate and select the winners by secret ballot.
- The Judging Panel's verdict is final.
- The judging process will be audited by an independent auditor.
- The organisers reserve the right to publish information of winning entries given at nomination.
- The results will be kept confidential and winners will only be announced at the Gala Awards Dinner on 18 July 2019 in Bangkok.

For all categories, the qualifying period is 1 Jan 2018 to 31 Dec 2018

Important Note

The organisers reserve the right to disqualify entries that do not meet the entry requirements.

Insurance Agent of the Year

For the tied-agent who has demonstrated an outstanding performance track record, expert knowledge, placing the interests of clients first and service to the industry.

Criteria

- Focus on what was done in 2018.
- What makes you unique compared to other agents?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2018 – MDRT, company awards, industry awards?

Financial Adviser of the Year

For the adviser from a FA firm or bank who has demonstrated an outstanding performance track record, expert knowledge, placing the interests of clients first and service to the industry.

Criteria

- Focus on what was done in 2018.
- What makes you unique compared to other advisers?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2018 – MDRT, company awards, industry awards?

Rookie Insurance Agent of the Year

For the agent or adviser with fewer than three years of industry experience, who has demonstrated an outstanding performance track record, expert knowledge, placing the interests of clients first and service to the industry.

Criteria

- Provide a brief background on immediate past career and the reasons and motivations in making the switch to the insurance industry.
- Focus on what was done in 2018.
- What makes you unique compared to other advisers or agents?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2018 – MDRT, company awards, industry awards?

Insurance Agency Leader of the Year

For the agency leader who has demonstrated a high level of group production and recruitment, strong leadership qualities with systems in place, commitment to professionalism and service to the industry.

Criteria

- Focus on what was done in 2018.
- What makes you unique compared to other agency leaders?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2018 – number of managers promoted, number of MDRT producers, number of new agents/advisers, company awards, industry awards?

The Categories

Rookie Insurance Agency Leader of the Year

For the agency leader with fewer than five years of managerial experience, who has demonstrated a high level of agency production and recruitment, strong leadership qualities with systems in place, commitment to professionalism and service to the industry.

Criteria

- Focus on what was done in 2018.
- What makes you unique compared to other agents?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2018 – MDRT, company awards, industry awards?

Digital Agent/Agency Leader of the Year

For the digitally-savvy agent/agency leader who is leveraging the power of social media and technology to enhance the image of the industry, provide value to clients and consumers-at-large and/or increase productivity.

Criteria

- Focus on what was done in 2018.
- What are the examples and results of what you have done on the digital front?
- How has digital initiatives driven your business?
- Your performance in 2018 as an agent/agency leader?

Inspirational Agent/Leader of the Year

For the agent/leader who is an inspiration to others in the industry through achieving personal breakthrough despite the odds, going above and beyond to help others in the industry to attain success, exceeding expectations in serving clients or/and serving the underprivileged in society with passion through CSR.

Criteria

- Focus on what was done in 2018.
- Why do you think – or why do others think – you are an inspiration?
- What are some of the key initiatives, examples and results of your CSR work?
- What are the odds you overcame to achieve success? How have you selflessly inspired other agents/managers to success or helped your clients?

The Categories

Lifetime Achievement

For the agent/leader who has more than 30 years of service to the industry and has made outstanding long-term contribution to enhancing the professionalism and image of the agency distribution force both company-wide and industry-wide.

Criteria

- How have you contributed towards the quality and professionalism of the agency force by playing key roles in developing agents company-wide and industry-wide?
- How have you championed the industry by continually enhancing the image of the insurance industry and the agency force?
- Are you a consistent high performer who enjoys the respect and admiration of your peers in the industry?

Bank Partner of the Year

For the bank partner that has demonstrated placing importance on the risk or wealth-management needs of their clients and has worked in close partnership with the insurer in meeting these needs.

Criteria

- Focus on what was done in 2018.
- What makes your partnership stand out from others?
- What are the examples of key wins achieved as a result of this partnership?
- How did the partnership perform in 2018?

InsurTech of the Year

For the InsurTech start-up or technology provider with the best technology initiative, either point-of-sales system or backend technology, to assist and enable agents in the course of their work.

Criteria

- Focus on what was done in 2018.
- How does the technology you provide help agents or advisers in the course of their work
- How unique or innovative is your initiative?
- What evidence is there to show the improvements in results attained from using your technology?

The Categories

Young Executive of the Year

For the insurance executive under 40 years of age who has championed the interests and importance of advisers or agents with dedication.

Criteria

- Focus on what was done in 2018.
- How have you gone out of your way to enhance the interest and importance of advisers or agency distribution channel in your company and/or industry?
- How have you equipped agents or advisers with the necessary skills and expertise to continue to thrive in the changing multi-channel environment?
- What makes you stand out compared to other young executives?

Executive Champion of the Year

For the CEO or corporate executive who has championed the interests and importance of advisers or agents with dedication.

Criteria

- Focus on what was done in 2018.
- How have you gone out of your way to enhance the interests and importance of the advisers or agency distribution channel in your company and/or industry?
- How have you equipped agents or advisers with the necessary skills and expertise to continue to thrive in the changing multi-channel environment?
- What makes you stand out compared to other executives?

Insurance Company of the Year

For the life insurance company that has an agency force that sets the professional standards for other insurers to measure against, and continues to invest in and support its agency force to thrive in the changing multi-channel environment.

Criteria

- Focus on what was done in 2018.
- How are you helping your agents to enhance their professionalism, expertise and relevance in a multi-channel distribution world?
- What indicators are there to show how your agency force stands out from the rest?

Strategic Partner



AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago in 1919. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$221 billion as of 30 June 2018.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 32 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

www.aia.com

Co-Organiser



Since 1916, LIMRA has helped insurance and financial services leaders identify best industry practices, offering forums for discussion and to hear experts weigh in on the critical issues facing our members. Today, we support more than 850 members worldwide through our study groups, committees, and conferences. At our core, we are a research organisation, offering actionable, credible insight into insurance and retirement trends. From sales and distribution benchmarking and product utilisation to in-depth analysis of consumer behaviour, carrier and advisor use of social media and technology, and regulatory changes, LIMRA’s research programme continues to evolve and grow as our members’ needs change.

Through the knowledge attained from our research and analysis, we have developed comprehensive assessment and training programmes for financial professionals and field managers to help them achieve their business goals. Our solutions enable you to attract more top talent, evaluate and engage high-potential candidates, and boost sales effectiveness at all stages of the career. After 100 years, we are not resting on our past successes. Our research and training programmes continue to evolve to address the challenges that financial services leaders face today – using advances in technology and methodology to offer more in-depth analysis of market trends. As such, LIMRA remains the trusted source for industry knowledge.

www.limra.com

Organiser

ASIA INSURANCE REVIEW

Asia Insurance Review (AIR) has remained the undisputed leading "Voice of the Industry", with 28 years of dedicated service to the region's insurance industry. A "must-read market leader", thanks to our reputation and history in Asia, AIR is the official publication of flagship industry events not only in Asia – including the East Asian Insurance Congress (EAIC), the Pacific Insurance Conference, and the Singapore International Reinsurance Conference (SIRC) – but also globally, including the Global Insurance Forum (GIF), the Federation of Afro Asian Insurers & Reinsurers (FAIR), and the General Arab Insurance Forum (GAIF). The publication is also a Permanent Observer of the ASEAN Insurance Congress. Strong in print, AIR is also the most-read insurance website, according to Google Analytics. For more information, visit

The insurance industry in Asia is changing – and we are changing with it.

AIR+ is a new, deeper level of insight and intelligence on this fast moving sector.

This subscription-only service brings you more news, more analysis, more insights – a premium product for executives and leaders at the cutting edge of the insurance sector.

- Over 40 articles per month to provide a deeper perspective across the entire breadth of issues shaping the insurance industry.
- Reactions and responses to key market developments.
- Access to white papers, research reports
- Exclusive video interviews with C-suite executives.
- Infographics covering timely insurance industry issues.
- From the archive – a look back at poignant articles from Asia Insurance Review's 28-year back catalogue.

www.asiainsurancereview.com

Organiser



Asia Advisers Network (AAN) is a dedicated online platform meeting the information needs of advisers and agency leaders. AAN reports on the latest industry news, development and expert content from the best minds in the industry. This is done through multi-media channels to help advisers and agency leaders stay at the forefront of trends and thrive in the era of fintech and insurtech.

Launched by the region's premier insurance publication *Asia Insurance Review*, AAN is part of its commitment and continuous efforts to serve the insurance industry in Asia.

AAN aims to help raise the bar of advisers and agency leaders, and also showcase the excellent work that they do.

www.asiaadvisersnetwork.com

ASIA INSURANCE REVIEW

DEDICATED TO ASIA'S INSURANCE INDUSTRY

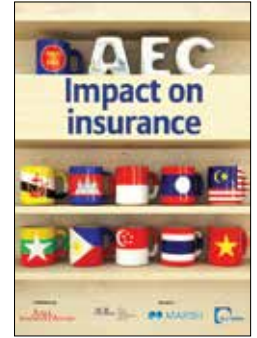
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Magazine



Middle East Insurance Review – a sister publication of AIR

Special Supplement



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Conferences



India Rendezvous



Asia CEO Insurance Summit



Asian Insurance CFO Summit

eNews

- AIR eDaily • AIR+ • Asia Risk Management (ARM) eWeekly
- Agents Weekly Insurance News (WIN) eWeekly • eWeekly China • iMove • MEIR eDaily

Awards



Asia Insurance Industry Awards



Asia Trusted Life Agents & Advisers Awards

For Financial Advisors and Life Insurance Agents
www.asiaadvisersnetwork.com

Asia Advisers Network
The Trusted Insurance Advisers Network

For sales enquiries, please contact Junaid

Junaid@asiainsurancereview.com

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2018 Roll of Honour



Insurance Agent Of The Year

Ms Amy Wat Chi Mei
AIA Hong Kong



Financial Adviser Of The Year

Ms Nguyen Thi Thanh Lich
Manulife Vietnam



Insurance Agency Leader Of The Year

Mr Tan Lay Seong
Great Eastern Life Assurance (Malaysia) Bhd



Rookie Insurance Agent Of The Year

Ms Selena Wang
AIA Hong Kong



Rookie Insurance Agency Leader Of The Year

Ms Agnes Ng
Prudential Assurance Company Singapore



Executive Champion Of The Year

Ms Rizalina Mantaring
CEO and Country Head, Sun Life Financial Philippines

2018 Roll of Honour



Inspirational Agent/Agency Leader Of The Year

Ms Divya Tusnial
Tata AIA Life Insurance, India



Digital Agent/Agency Leader Of The Year

Mr Tay Kah Lok
AXA Insurance, Singapore



Lifetime Achievement Award

Ms Antonia Lucrecia Nicdao
Philam Life, Philippines



Affinity/Bank Partner Of The Year

Citibank, Hong Kong



Insurance Company of the Year For Agents

Cathay Life Insurance, Taiwan



4TH ASIA TRUSTED LIFE AGENTS & ADVISERS AWARDS 2019

Nomination Form

Self-Nomination (by 12 April 2019)

If you are nominating your own company or yourself:

Name of company
.....

Your name
.....

Designation.....

Address.....
.....

Tel.....

Email.....

Third-party nomination (by 1 April 2019)

If nominating another company or individual:

Name of company
.....

Individual's name
.....

Designation.....

Contact person.....

Address.....
.....

Tel.....

Email.....

Nominated by (optional)

Name
.....

Tel.....

Email.....

Categories

(please tick):

- Insurance Agent of the Year
- Financial Adviser of the Year
- Rookie Insurance Agent of the Year
- Insurance Agency Leader of the Year
- Rookie Insurance Agency Leader of the Year
- Inspirational Agent/Leader of the Year
- Digital Agent/Agency Leader of the Year
- Lifetime Achievement
- Bank Partner of the Year
- InsurTech of the Year
- Young Executive of the Year
- Insurance Company of the Year
- Executive Champion of the Year

Entries can be submitted via:

email: lifeward@asiainsurancereview.com or

online: www.AsiaAdvisersNetwork.com/awards

Table Bookings:

If you would like to participate in the celebration of the Trusted Life Agents and Advisers at the Gala Dinner on 18 July in Bangkok or host a table at this industry networking event, seats and tables are available for booking at US\$200 per person or US\$2,000 per table of 10.

- Yes, I would like to book for _____ persons.
- Yes, I would like to book _____ tables.

For enquiries, please contact

Ms Ann Tay at ann@asiainsurancereview.com

Qualifying Period: 1 January - 31 December 2018