

11TH ASIA TRUSTED LIFE AGENTS & ADVISERS AWARDS 2026



NOMINATION

DEADLINE

10 April 2026 (Third-party Nominations) | 29 April 2026 (Self-nominations)

Judging day: 8 July 2026

Awards Ceremony: 19 August 2026
Bangkok, Thailand

Organisers



 **Asia Advisers Network**
Member: Beacon International Group, Ltd.



ASIA
INSURANCE REVIEW
Member: Beacon International Group, Ltd.

Co-organiser



Strategic Partner



www.asiaadvisersnetwork.com/atlaa2026



SUPPORTING ORGANISATIONS



Scrutineer



www.asiaadvisersnetwork.com/atlaa2026



ORGANISER'S MESSAGE

Announcing the Launch of the 11th Awards 2026

This last decade saw these Awards saluting more than 250 awardees and as we embark on the next decade, we are indeed proud to have been a part of this important journey where we witnessed the evolution of the agency side of the business. The Asia Trusted Life Agents and Advisers Awards (ATLAA) have become an empowering platform for agents across Asia, and the ATLAA trophy the one to win, the ultimate accolade!

These Awards set out to raise the bar of excellence and standards for the industry. They acknowledge the sheer dedication and commitment of agents and advisers who tirelessly protect their clients' interest and security, something many don't see.

This year, we hope the torch will be passed on with even greater standards to these soldiers of the industry, and as we now stand in 2026, we are confident this year's nominations will bring a plethora of new highs for these valued individuals in the engine of insurance. It remains to be seen how the year pans out, especially with the global struggles we are currently witnessing.

More is demanded now than ever, as the industry faces new challenges and opportunities through greater innovation in AI and the digital revolution, new buying habits of the younger generation of clientele, and added geopolitical crises.

AAN and *Asia Insurance Review*, together with co-organiser LIMRA and strategic partner AIA, are very proud to open the nominations for these awards in 2026. We hope the Year of the Fire Horse brings new promise and potential, and protects the industry despite the global challenges. We entrust the agents as the pillars of support for life's highs and lows. This is a calling, a passion. We are proud to be associated with such a team of people who are an inspiration to us all.

It is my honour to thank the esteemed panel of judges for walking with us on this journey every year and for their hard work to help qualify and recognise this year's nominees. We owe so much to the Patron of these Awards for over a decade, Sir Mark Tucker, for his loyal and dedicated support to this cause. Sincere appreciation to our strategic partner, AIA, as well as all the supporting organisations for their partnership and support over more than a decade. The awards' integrity is monitored by the scrutineer, KPMG who keeps everything transparent and independent.

So let the competition begin. Every nomination counts, so make sure you are a part of it. We invite you to showcase your efforts to motivate your peers – what you do helps promote the importance of this industry and encouraging new talent to follow suit. Third-party nominations are equally important, so do send in any suggestions that you feel are worthy.

All the best to all nominees. May the Year of the Fire Horse gallop with vigour, grit and prosperity. See you at the Awards Gala Night, this time to be hosted in Bangkok! Thailand!



Ms Sheela Suppiah

CEO,
Asia Insurance Review,
Middle East Insurance Review and
Asia Advisers Network

PATRON'S MESSAGE

It gives me great pleasure to be able to launch the 11th edition of the Asia Trusted Life Agents & Advisers Awards.

These Awards are the leading platform in the region for recognising the efforts of advisers across Asia in serving their clients with professionalism, dedication, care and commitment.

As the pace of change in the world continues to accelerate, and ever greater attention is being paid to emerging technologies and AI, these Awards serve to remind us of the tremendous, indeed fundamental, importance to the insurance industry of client relationships built on trust and human connection.

Many millions of people around Asia place their trust in insurance in large part because of the strength of their adviser relationships and the quality of the advice that they receive. By continuing to strive for excellence in advice and client service, and by embracing technology to complement and deepen these human connections, I believe we can unlock even greater potential for our industry and meet even more of the needs of our customers.

I am privileged to be able to provide my ongoing support to these Awards, and in doing so to once again be able to pay tribute to the exceptional advisers across Asia who are continuously moving our industry forward.

I look forward to celebrating the achievements of the nominated agents and advisers later this year in what is sure to be a memorable event.

Lastly, a huge thanks to *Asia Insurance Review* and the Asia Advisers Network for their continued leadership and for providing us the opportunity to recognise and celebrate the important achievements of our colleagues.



Sir Mark Tucker

Founding Patron of the Asia Trusted Life Agents & Advisers Awards
Group Chairman, AIA Group

THE JUDGES



Mr Ahmad Zaki
Editorial Director,
Asia Insurance Review



Mr Alfred Cheung
Deputy Chairman,
Life Insurance Council,
Hong Kong Federation of Insurers



Dr Ben Fok
President,
Financial Planning Association of
Singapore (FPAS)



Ms Bonnie Godsman
President & CEO,
GAMA Global



Mr Chai Sophonpanich
Chairman,
Bangkok Insurance Public
Company Limited



Mr Henry Cheng
Chairman,
Asia Pacific Financial Services Association
(APFinSA)



Mr Kenny Siu
Regional Director,
Hong Kong and Asia Pacific, The Chartered
Insurance Institute of Hong Kong



Mr Lasitha Wimalaratne
President,
Insurance Association of Sri Lanka (IASL),
Executive Director/CEO/Principal Officer
HNB Assurance PLC



Mr Rahul Hora
President & CEO
Manulife Philippines

THE JUDGES



Mr Richard Wyber

Regional Senior Managing Director, Asia,
LIMRA, LOMA, LL Global



Ms Sammi Ho

Associate Director,
Group Agency Distribution,
AIA Group



Mr Sara Lamsam

President,
Thai Life Assurance Association,
CEO,
Muang Thai Life Assurance Public
Company Limited



Ms Shalini Pavithran

CEO,
Singapore College of Insurance

SUBMISSION GUIDELINES

The top four ways to construct an effective entry for ATLAA

1. Make it easy for the judges

The judges for ATLAA are all principled industry experts who want to be able to identify the 'best of the best' for each category.

While many would be happy to read thousands of words from dozens of candidates, the reality is that they simply do not have the time. So, keep your entry as short as you can – and focus only the core elements of your story.

Keep it simple.

Keep it relevant.

Keep it about the last 12 months only – anything prior to that will not be considered.

2. Provide evidence

Judges like to read about outstanding work achievements. Make sure you provide tangible evidence from third parties. It is easy to claim that you are the top performer – it is less easy to prove it. Provide data, certificates, awards etc, where possible.

3. Show evidence of teamwork

Insurance is a business of collaboration and so the judges want to see evidence of teamwork. No one achieves outstanding results alone. Demonstrate how you work as part of a team – and help other members of the team.

Provide proof.

4. Giving back

Judges are not interested in candidates who are driven solely by the desire to make money. They want to see evidence of agents who genuinely care about the community – by 'giving back' to society.

This does not mean giving a handful of presentations to insurance rookies or publishing self-serving books – it means giving back *time*, *effort* and *money* to help the less fortunate.

Judges want to feel proud of the candidates as representatives of an industry that most judges have devoted their life to.

Provide proof of what you have done – and brief testimonials.

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.
- The qualifying period for consideration is 1 January 2025 – 31 December 2025.

Application requirements

Entries must not exceed 1,200 words (self-nominations). Entries received without the 1,200-word write-up (self-nominations) or 200-word statement (third-party nominations) will NOT be considered. Should the word count of an application exceed the word limit, the judges will not read beyond the word count limit.

Write-ups must use the following format: The font used must be Times New Roman, size 13; Left and right margins must be 1.0" each; Line spacing between lines must be 1.0.

All write-ups should consist of text only: submit in both Word document and PDF. Entries may include additional supporting documents but will be limited to four pages. Visuals and pictures should preferably be appended separately as supporting documents/attachments (see below).

Supporting documents/ attachments (to submit in PDF):

- 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 images, graphs, statistics, client testimonials, official production records, proof of service to association/industry/ society, academic qualifications, proof of activities and improvements. NO video link(s) or video(s) are allowed.
 - If participating in more than one category, the nomination write-up must be relevant and tailored to answering the criteria of the different categories. We reserve the right to consider the nomination for only one category should the write-ups be the same.
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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 your company or chosen individual should win the award.

Third-party nominations

If you are nominating another individual or company, submit the nomination form and a 200-word statement summarising why the applicant would be a worthy recipient of the award. If the nomination is shortlisted, the awards administrators will contact the nominee and invite them to submit a full application for the award categories in which they have been nominated.

Judging

- The judging panel comprises of 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 Awards Presentation Ceremony & Gala Dinner on 19 August 2026.

Where to send your entries

Submit your entries by: 10 April 2026 (third-party nominations) / 29 April 2026 (self-nominations) [online](#) OR email to lifeward@asiainsurancereview.com.

If you have further questions, email lifeward@asiainsurancereview.com

THE CATEGORIES

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 2025.
- 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 2025 – MDRT, company awards, industry awards?

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The winner will also win a complimentary registration to any one of the following financial planning course options worth up to S\$2,400 sponsored by Singapore College of Insurance:

- (1) Practical Techniques for Wills and Insurance Planning; OR
- (2) Any two modules under the Chartered Financial Consultant®/Singapore (ChFC®/S) programme (with training support); OR
- (3) Any four modules under the Chartered Life Underwriter®/Singapore (CLU®/S) programme (self-study).

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 2025.
- What makes you unique compared to other agents?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2025 – 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 2025.
 - What makes you unique compared to other advisers?
 - In what ways did you contribute to your company, industry or society?
 - Your performance in 2025 – MDRT, company awards, industry awards?
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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 2025.
- What makes you unique compared to other agency leaders?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2025 – number of managers promoted, number of MDRT producers, number of new agents/advisers, 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 2025.
- What makes you unique compared to other agency leaders?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2025 – number of managers promoted, number of MDRT producers, number of new agents/advisers, company awards, industry awards?

.....

The winner will also win a complimentary registration to any one of the following financial planning course options worth up to S\$2,400 sponsored by Singapore College of Insurance:

- (1) Practical Techniques for Wills and Insurance Planning; OR
- (2) Advising High Net Worth Business Owners and Insurance Planning; OR
- (3) Any two modules under the Chartered Financial Consultant®/Singapore (ChFC®/S) programme (with training support); OR
- (4) Any four modules under the Chartered Life Underwriter®/Singapore (CLU®/S) programme (self-study).

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 2025.
 - What are the examples and results of what you have done on the digital front?
 - How have digital initiatives driven your business?
 - Your performance in 2025 as an agent/agency leader?
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THE CATEGORIES

Inspirational Agent/Leader of the Year

For the agent/leader who is an inspiration to others in the industry through achieving personal break-through despite the odds, going 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 2025.
- Why do you or 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?

Digital Transformation of the Year

For the insurance company that successfully launched a digital transformation initiative in its operations, whether consumer-facing or in support of agents, to assist and enable advisers in the course of their work.

Criteria

- What was the digital transformation initiative launched in 2025?
- How does the digital transformation initiative 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 the initiative?

Health Insurance Agent of the Year

For the agent who has best demonstrated a thorough understanding of their clients' health insurance needs, outstanding performance track record and an expert knowledge of the products and services available.

Criteria

- Focus on what was done in 2025
- What makes you unique compared to other advisers?
- In what ways did you solve real problems for clients?
- How have you ensured that your business will continue to grow this year?

Employee Benefits Consultant of the Year

For the employee benefits consultant who has demonstrated expertise in providing customised solutions for organisations of different sizes with different talent management needs.

Criteria

- Focus on what was done in 2025
 - In what ways have you demonstrated your expertise as an employee benefits consultant?
 - How has your work helped different companies meet their different needs?
 - Your performance in 2025 as an employee benefits consultant.
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THE CATEGORIES

Employee Benefits Provider of the Year

For the employee benefits provider with wide-ranging customisable solutions, to cater to the needs of organisations of different sizes with different talent management needs

Criteria

- Focus on what was done in 2025.
- How are you helping your employee benefits consultants in serving their corporate clients?
- What indicators are there to show that your employee benefits solutions and consultants stand out from the rest?

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 2025.
- What makes your partnership stand out from others?
- What are the examples of key wins achieved as a result of this true partnership?
- How did the partnership perform in 2025?

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. (Please provide proof of age).

Criteria

- Focus on what was done in 2025.
 - How have you gone out of your way to enhancing 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?
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THE CATEGORIES

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 2025.
 - 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?
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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 2025.
 - How are you helping your agents 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?
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Lifetime Achievement Award

For the agent/leader who has more than 35 years of service to the industry and has made outstanding long-term contributions 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 agency force?
 - Are you a consistent high performer who enjoys the respect and admiration of your peers in the industry?
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ORGANISERS



ASIA INSURANCE REVIEW

Member: Beacon International Group, Ltd. 

Celebrating 35 Years as Partner to the Market

Asia Insurance Review (AIR) is honoured to be celebrating our 35th Anniversary of partnering the market consistently as the premier and most reputable regional insurance content provider today. Still maintaining the position as the number one reference publication for Asia, AIR has not only been providing first hand high quality editorial coverage on the market, we are also committed to organising many leading events for the region including the India Rendezvous where more than 1000 delegates from 50 countries attend. To top it off, AIR organise the “Oscars” for the insurance industry with our Asia Insurance Industry Awards (AIIA) as well as the Asia Trusted Agents and Advisers Awards (TLAA), both of which represent the highest accolade trophy to be attained in the market. We are humbled to be the only insurance magazine in Asia that has had the longevity, reputation, as well as the extensive market and clientele reach, putting us ahead of any other publication in the region. AIR also sits on various high level judging panels, a testament to our role as adviser and partner to the industry.

In addition, with our sister publication, *Middle East Insurance Review (MEIR)*, we have a formidable global footprint outside Asia into the MENA, and Africa regions as well as service international markets. This puts us in the very unique position of being able to serve the industry with tenacity straddling both regions unlike any other publication.

We continue to be the sole official media partner at all major insurance industry events in Asia, including SIRC, EAIC, PIC, AAC, GIF and with our sister publication, *Middle East Insurance Review*, we also serve as an official media for GAIF, FAIR, AIO and Sharm El Sheikh Rendezvous. Our stable of products with premium content AIR+ and our edailies are still the most read, and most powerful in the market.

www.asiainsurancereview.com



Asia Advisers Network

Member: Beacon International Group, Ltd. 

Asia Advisers Network (AAN), launched in 2016 to meet the information needs of advisers and agency leaders across Asia Pacific, has developed into a leading dedicated online platform with a dedicated following. AAN reports on the latest industry news, development and expert content from leading minds across the industry, through multi-media channels to help advisers and agency leaders thrive and excel, equipping them with tools to stay ahead of trends. The AAN network has also facilitated the development of excellence for agents via the highly acclaimed Asia Trusted Life Agents and Advisers Awards, now entering its 11th year.

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 as well as the true soldiers of the industry, its agents.

www.asiaadvisersnetwork.com

CO-ORGANISER



For more than a century, LIMRA has served as the largest trade association supporting the insurance and related financial services industry. Our mission is to advance the financial services industry by empowering our members with knowledge, insights, connections, and solutions. Today, we're working with over 650 member companies in over 60 countries to help them understand industry trends, inform their strategies, develop their talent, and create solutions that advance the industry.

Our ever-adapting lineup of solutions helps member companies thrive in our changing environment. Recruiting, assessment, agent and management training, and rewards and recognition – we analyse industry needs and develop answers with you. We act as the centre point of the industry, bringing industry professionals together to discuss vital issues, trends, and actionable implications through our conferences, member events, and webinars.

www.limra.com

STRATEGIC PARTNER



AIA Group Limited and its subsidiaries (AIA) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets – wholly-owned branches and subsidiaries in Mainland China, Hong Kong, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau, and a 49% joint venture in India. In addition, AIA has a 24.99% shareholding in China Post Life Insurance.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of \$328bn as of 30 June 2025.

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, AIA serves the holders of more than 43m individual policies and over 16m participating members of group insurance schemes.

www.aia.com

2025 ROLL OF HONOUR

ROOKIE INSURANCE AGENT OF THE YEAR

Mr SHAO Dan Peter

Chow Tai Fook Life Insurance Company Limited

INSURANCE AGENT OF THE YEAR

Ms Jessie Meng

AIA Hong Kong

FINANCIAL ADVISER OF THE YEAR

Ms Ching-Wan Chiu

Nan Shan Life Insurance Co., Ltd

ROOKIE INSURANCE AGENCY LEADER OF THE YEAR

Mr Adrian Cheong

Allianz Life Insurance Malaysia Berhad

INSURANCE AGENCY LEADER OF THE YEAR

Ms Linda Chow Kin Man

AIA Hong Kong

DIGITAL AGENT/AGENCY LEADER OF THE YEAR

Dr. Ling-Po Shiu

AIA Hong Kong

INSPIRATIONAL AGENT/LEADER OF THE YEAR

Ms Masitah Binti Ramli

AIA Malaysia

DIGITAL TRANSFORMATION OF THE YEAR

Nan Shan Life Insurance Co., Ltd.

HEALTH INSURANCE AGENT OF THE YEAR

Ms Zhang Jisi(Judy)

AIA China

EMPLOYEE BENEFITS CONSULTANT OF THE YEAR

Ms Erica Wan

AIA Malaysia

EMPLOYEE BENEFITS PROVIDER OF THE YEAR

AIA Hong Kong & Macau, Corporate Solutions

BANK PARTNER

Siam Commercial Bank

YOUNG EXECUTIVE OF THE YEAR

Dr. Lin, Min-Hau

Cathay Life Insurance

EXECUTIVE CHAMPION OF THE YEAR

Ms Melita Teo

AIA Philippines

INSURANCE COMPANY OF THE YEAR

AIA Singapore

LIFETIME ACHIEVEMENT AWARD

Mr Tony Mak

AIA Hong Kong