



EXECUTIVE DIRECTOR'S NOTE

We are delighted to welcome our 30th and 31st members to GIA, XL Insurance and Lloyd's Asia respectively. Read our interviews with Mr. Andrew Vigar of XL Insurance and Mr. Simon Wilson of Lloyd's Asia as they give insights into their business models as well as their views on the challenges faced by the industry.

The quarter hummed with a range of activities as GIA went into overdrive to promote the general insurance industry and educate the motoring public on the Motor Claims Framework (MCF). The framework, implemented on 1 Jun'08, is aimed at giving motorists clarity and certainty in the reporting and repair process when they are involved in a motor accident.

We launched the much anticipated Global Internship Program (GIP) in mid-June with the pilot batch of interns. This prestigious program is a first for the industry and is a 5-year project supported and funded by MAS. It is administered by the Regional Development Committee of GIA.

Together with the Singapore Maritime Foundation, we enhanced the maritime knowledge of our marine insurance practitioners by organizing a seminar (the 5th in the series) and a site visit to PSA which was very well-received. Partnering with "Contact Singapore" from the Ministry of Manpower we profiled career opportunities in general insurance to a group of top UK/US undergraduates who were visiting Singapore.

We are grateful to all who have so generously given their time in support of our projects, events and activities. We look forward to your continued strong support in the months ahead.

Mark Lim

GIA AGM 2008



MAS Managing Director Mr. Heng Swee Keat delivers his keynote address at the AGM



Mr. Heng Swee Keat and GIA President Derek Teo unveils the new GIA Logo



Vice President and Senior Underwriter, Fine Art & Specie, David Scully (left) receives the certificate for XL Insurance from GIA President Derek Teo



Lloyd's Asia General Manager Singapore and Managing Director Simon Wilson (right) is presented the GIA certificate by GIA President Derek Teo



Chairman EXCO Singapore Reinsurers' Association Christopher Ho (left) receives the Associate Member certificate from GIA President Derek Teo



Mr. Heng Swee Keat (fourth from the right) and the GIA Management Committee at a landmark moment: the launch of the new GIA logo, seen in the background

The GIA Annual General Meeting was held at the Marina Mandarin Singapore on 26 Mar '08 .

The AGM Luncheon was well attended by 161 invited guests, members and the media. GIA presented a video on general insurance which would be screened during profiling talks and at career fairs to attract talent to the industry. Executive Director Mark Lim announced the re-election of the Management Committee for another term for 2008/09.

In his opening address, President Derek Teo provided an analysis of the 2007 results and the major events of the year. The events included the Talent Outreach Project and the second charity golf tournament, which raised more than S\$100,000 that was distributed to two

beneficiaries. He announced a best practice framework for motor claims which GIA would be implementing soon.

The Guest of Honour, Managing Director of MAS Mr. Heng Swee Keat started his keynote address with comments about the uncertainties of the global economic outlook. He emphasised that the industry should pay attention to the positive structural developments in the coming years in order to grow. Individuals and corporations should manage their risks with appropriate insurance coverage. Insurers should focus on cost efficiency, differentiation and innovation. He also highlighted the Regional Development Committee (RDC), recently launched by the GIA. A key initiative of the RDC is the Global Internship Programme (GIP) which is supported by the MAS, with significant funding from the Financial Sector Development Fund. This prestigious program

aims to offer internships at global insurance capitals to 210 top undergraduates from NUS, NTU and SMU over the next five years.

Following his speech, Mr Heng launched the new GIA logo. It was designed to balance two essential elements. One is the heritage, character and respectability of the association's 42 years history. It also embraces the future with dynamism, boldness and versatility.

Two new Ordinary Members, XL Insurance Company Ltd (Singapore Branch) and Lloyd's Asia received their membership certificates, taking GIA's strength to 31 Ordinary Members. In addition all reinsurers become associate members of GIA with the admission of the Singapore Reinsurers' Association as an Associate Member.

Corporate gifts were presented to all present as mementoes for the occasion.

AN **INTERVIEW** WITH

MR. ANDREW VIGAR

REGIONAL MANAGER ASIA, XL INSURANCE



Our presence in Singapore reflects our strong belief in the clear business development and opportunities in Asia, and the role that Singapore itself plays as a financial services hub.

What is XL insurance's business model?

As a global leader in the corporate insurance business, our model is to offer comprehensive and integrated solutions to our customers. We find that our customers are companies that, through the complexity of their own business, require tailored and sophisticated insurance and risk management solutions.

Based upon our global network in more than 100 countries the key to serve our clients is to combine local knowledge with international underwriting best practices.

We are committed to being a transparent and solution-orientated service provider offering:

- technical expertise
- flexibility and responsiveness
- strong capabilities in risk engineering and claims management

Our underwriters are key to our business:

- We recruit experienced professionals and most of our lead underwriters have above-average years of market experience in decision-making roles
- We actively develop people through internal and external training
- Our underwriters are key in developing strong client relationships

We build consistent high quality risk management practices globally across all companies in the group.

How do you view Singapore's development as an insurance hub in the region?

Singapore has a long established reputation as a centre of insurance and reinsurance business in Asia. It also has a strategic position as a financial hub as well as being a natural magnet as a regional business hub across many areas of commercial activity, most clearly as a transportation and marine hub. Singapore has an excellent, skilled and industrious workforce and infrastructure, all of which are needed for an insurance industry to thrive and flourish. The strong and business-friendly government and transparent rule of law are key, as is the strong regulatory environment that has attracted so much attention and will be so beneficial as Singapore grows and develops further.

Singapore is well established as a Marine and Energy centre in particular and there is a real opportunity for the general non-marine sector to expand significantly in the coming years across the region as a whole.

We support the efforts the GIA has made with respect to wide ranging industry reforms in order to strengthen Singapore's position as the leading Asian insurance hub.

What is XL insurance doing to attract and retain talent?

We are a new operation in Singapore.

Our strap line "fundamental strength - capital and people" clearly articulates our belief that people make a difference and are fundamental to our success.

Attraction of talent: the first level of attracting people means to have a brand and to be established in the market, which now is starting up. Besides building up a product brand it will be important to build a corporate employer brand as well. Doing this means to have clarity in our Employee Value Proposition (EVP) and what we can offer.

Our EVP includes certainly being an international employer offering performance based compensation and especially, promoting XL as a fast moving organisation that offers people chances to grow and to increasingly take on more responsibility. Besides this, employees

have, due to the flat hierarchy, good and easy access to senior and executive people. The challenge, and a direction we will be working on, is to partner with universities and other companies and to offer opportunities to people during their studies (internships) or starting positions after they graduate (traineeships).

Development of talent: XL is an organisation that enables people to grow and to learn fast. This approach is also taken when starting up new operations such as in Singapore. In a first phase, knowledge is brought to the market by posting senior people from the organization, but with the clear aim to develop through local expertise and to train and develop talent within the home markets. On an annual basis, the performance and development discussions where managers discuss with employees not only their goals but also the future development of their career, are certainly key. The big challenge in this field is to have the right balance of local training opportunities that cover local needs, and to let employees from all countries and regions participate in global seminars and programmes that are offered in main locations around the world. Especially in the latter approach, to include people from all regions in programmes to build future experts and leaders of the organisation is an important element of connecting people with one other – and with the organisation.

Retaining Talent: you can only retain those you have identified as being a talent in the first instance! An employee is seen as a talent in our organisation when s/he combines certain criteria, e.g. the mindset to go beyond and above the current role, and thinking beyond current job and tasks, as well as demonstrating the intellectual capacity to do so. These employees show high credibility and personalities that enable them to drive results and make changes and things happen. People who are identified along this defined set of criteria are part of our talent and succession management process, which is currently about to be enrolled not only on executive and management level, but throughout the organisation.

What advice would you give to young professionals aspiring to be leaders of the general insurance industry?

Develop a general overview of the business by combining early in one's career at least 3-4 important areas within a technical discipline (UWR, Claims); within the market environment (Sales, Marketing), and within an operational business (project management, finance, credit control). In addition, work on the development of competencies with respect to general management issues and set an objective of obtaining a Master's level degree, or our industry equivalent of academic accomplishment during your career.

What are your thoughts on being admitted as the GIA's 30th member?

Being a member of GIA is important to XL Insurance. As a global company we aim to play an active role in our industry in all markets where we are present.

We aim to be an active contributor to GIA's objectives and the insurance industry per se.

As a GIA member we hope to share our global insurance knowledge and to use the chance to learn more about the market in Singapore.



AN **INTERVIEW** WITH GLOBAL MARKET PLAYER
- LLOYD'S ASIA

MR. SIMON WILSON

GENERAL MANAGER FOR SINGAPORE AND
MANAGING DIRECTOR FOR LLOYD'S ASIA

What are the main reasons behind Lloyd's Asia's rapid expansion in Singapore over the last 2 years?

There are a few reasons behind Lloyd's recent expansion in Singapore. The first is the macroeconomic environment. Whenever a Western business leader picks up a newspaper he reads about the rapid growth of China and India. Failing to be a part of that growth is simply no longer an option for most organisations. Secondly, the Lloyd's market has enjoyed a buoyant period over the past 5 years or so and therefore syndicates now have the money to spend on international expansion. This was not the case at the turn of the century. Next, brokers, the main distribution channel of the Lloyd's market, have adopted a strategy of locating placing teams in regional hubs, of which Singapore is clearly one in this part of the world. The syndicates understandably see it as important to be located close to their main producers of business. Finally, the syndicates had a ready-made Lloyd's platform in Singapore that they felt comfortable with.

In many ways, the past 2-3 years have been the 'perfect storm' for the Lloyd's Asia platform and the growth in both the number of players and premium income is testament to these conditions.

How do you, as Managing Director of Lloyd's Asia ensure the optimal operating environment for each of the Lloyd's syndicates to realize their business objectives and maximize their performances?

The corporate goal of Lloyd's is to be the platform of choice; the platform of choice for customers, the platform of choice for brokers and also for capital providers. In being the platform of choice for our syndicates we need to provide something that they see value in. In Asia, we have a well respected brand, good connections with local markets and a strong security rating. All of these elements combine to produce something that our syndicates clearly want to be a part of. To ensure that we maintain this competitive edge, we need to ensure that the same qualities that we espouse in our HQ in London are present in the Asia platform, albeit with a local twist that fits the requirements of Asian buyers.

How can Singapore develop to be a Global Insurance hub like London?

In my view there are three key elements to create a hub in the specialist general insurance sector:

1. The ability to attract and absorb capital
2. A strong and skilled workforce
3. The attraction of business from outside the country itself

If a country invests in the first two elements listed above it has the chance to achieve the third item, attraction of outside business. Such a situation is a vicarious circle in which success in the three factors breeds further success and prosperity for the country that is able

to push itself out to the region as a 'hub'. London has succeeded because it has invested in people over time and with that come capital and outside business. However, London has been a hub for general insurance for hundreds of years so the watchwords for Singapore should be confidence and patience. Confidence to continue to invest in its people and the patience to stay the course for the long term.

What are your thoughts on Lloyd's Asia's admission as the 31st Ordinary member of GIA in Singapore?

Lloyd's Asia is delighted to be part (member) of GIA. To Lloyd's, GIA is a driving force behind positive initiatives in Singapore and increasingly in the region. In particular, Lloyd's is a strong supporter of the Global Internship Programme (GIP), which we believe will be a driving force behind improving the future of our industry in Singapore.

What are some of the challenges working in Asia, for example, the cultural differences and various business practices?

Asia is an enormous place and almost impossible to approach Asia in a single unified way. Therefore, to be successful in Asia, businesses need to invest in understanding the subtleties of each of the various markets in the region. Again, obtaining success will require time and effort and therefore patience will be a key factor in determining who will ultimately be successful in a very competitive environment. I think brand is important as Asian customers are very brand aware. As the markets get richer, the best global brands will have an advantage. It will be up to them to make the most of this.

On a personal note, how are you adjusting to living in Singapore?

Singapore is one of the easiest places to live in the world. Business and lifestyle are of a very high quality. Right now, I wouldn't wish to be anywhere else!

TOP: REACHING OUT TO OVERSEAS UNDERGRADUATES

PROFILING TALKS FOR CONTACT @ SINGAPORE



The panel in rapt attention

At the invitation of the Ministry of Manpower (MOM) Contact@ Singapore Division, GIA conducted Profiling Talks to a group of UK and US undergraduates on 12 Jun '08 at EDB's office. The event was designed to provide the overseas students an opportunity to learn about the various job functions and dynamic roles that the general insurance industry is playing. It also facilitated the interaction between the undergraduates and the insurance practitioners. The speakers, Specialty Insurance Regional SEA Manager Aaron Yip, and ACR Underwriting Manager Kenrick Law, provided the undergraduates an overview of specialty insurance and the role of an underwriter in a reinsurance operations. The subject was specific and represented the general insurance industry's recruitment and outreach efforts. The two-hour talk led on to an interactive Q&A session.

GIA is seeking insurance professionals to participate in our Talent Outreach Project (TOP). If you are keen to provide career advice and share your industry experience with undergraduates, please contact ashiq.jaliluddin@gia.org.sg. Alternatively, you may wish to visit our website www.gia.org.sg for more TOP information.

GLOBAL INTERNSHIP PROGRAM

A WORLD OF EXCITING CAREER OPPORTUNITIES

MAS and GIA launched an eight week summer internship program for second year and penultimate year undergraduates from local universities (NTU and NUS). This is an avenue for them to gain invaluable practical and international work experience and be immersed in a world culture of general insurance.

Endorsed and supported by MAS, this Global Internship Program (GIP) is a flexible and high quality educational opportunity custom-designed to meet the needs of talented and qualified interns.

In this pilot year, six selected interns are experiencing the insurance environment in cities as diverse as London, Dubai and Sydney working with professional insurance practitioners. In addition to offering a different cultural experience, the global internship will greatly enhance the future careers of these interns as they will gain valuable professional skills and build long term beneficial relationship with the industry.

For more information on GIP, please contact cecilia.pay@gia.org.sg or log into <http://gia.org.sg/TOP/RDC/GIP>

REGIONAL DEVELOPMENT COMMITTEE

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MOTOR CLAIMS FRAMEWORK BRIEFING TO STAKEHOLDERS



More than 60 representatives from governmental agencies, various associations and stakeholders attended the Briefing on Motor Claims Framework (MCF) held at Capital Tower on 21 May '08.

GIA Motor Convenor Pui Phusangmook, commenced the briefing with a welcome speech. Motor Committee member & Chairman of the Barometer of Liability (BOLA) Review Workgroup, Sam Tan followed up with a presentation on the MCF.

The afternoon event concluded with a lively Q&A session with panelists addressing the concerns and enquiries raised by the audience.



A panelist explains

MOTOR CLAIMS FRAMEWORK SPECIAL WEEKEND WORKSHOP

A Special Weekend Workshop at Pan Pacific Orchard Hotel was held on the MCF and was attended by more than 50 members.

Executive Director Mark Lim, welcomed the participants and thanked the Motor Committee on their commitment in implementing the MCF.

Similarly, Motor Convenor Pui Phusangmook, was heartened to see the participants contributing their time even though it was across their weekend.

Mr. Yip Cheng Choon, CEO of E-Trek Solutions, the service provider of GIA Record Management Centre (GIARMC) updated participants with the latest enhancements on the GIARMC e-filing system.

Deputy Motor Convenor Tommy Chua, also briefed the participants on the various roles of the motorists, insurers, the Approved Reporting Centres (ARC) and other stakeholders for all accidents from 1 Jun '08 onwards.

In the final presentation, Chairman of the Barometer of Liability (BOLA) Review Workgroup and Motor Committee Workgroup, Sam Tan, highlighted the various changes made to the BOLA Chart and introduced the new Protocol which had been agreed by all member companies.

The day's event ended with a sumptuous buffet lunch at Vibe Restaurant with participants interacting and catching up with one another.



PRESS EVENT ON TSA IN FOREIGN DOMESTIC WORKER (FDW) INSURANCE CERTIFICATION

A press event was held on 18 Apr '08 where, GIA President Derek Teo presented the Trade Specific Agent (TSA) Certificate to Manager of JPB Employment Agency Jacklyn Yeo, at her office at Katong Shopping Complex. Reporters from Straits Times Interactive covered the event.

With effect from 1 Nov '07, all GIA member companies will only accept Foreign Domestic Worker (FDW) insurance from employment agencies that are registered as a TSA.

This registration was introduced in a move aimed at boosting transparency in the insurance sales process and overall professionalism.

The scheme requires all employment agencies distributing this insurance to be registered with GIA and have at least one staff trained and qualified in handling the sale process for FDW insurance.

As at Jun '08, 275 employment agencies from eight member



Ms Jacklyn Yeo posing with the TSA Certificate after receiving it from Mr. Teo (left). On the right is a JPB representative

companies were registered as TSAs for FDW Insurance. We had issued certificates of registration and decals to all TSAs distributing FDW insurance. These certificates are prominently displayed at the points-of-sale and office premises of the employment agencies.

More images in GIA website: http://www.gia.org.sg/gallery_08_tsa_080418.php

MARITIME KNOWLEDGE SHIPPING SESSION 5

PORTS & TERMINALS

To enhance the maritime knowledge of practitioners, GIA and Singapore Maritime Foundation (SMF) held the 5th Maritime Knowledge Shipping Session with full sponsorship from LCH (S) Pte Ltd.

Session 5 of Series Two was at Capital Tower on 23 Apr '08, and the turnout was more than 100 practitioners from the maritime industry as well as students and other groups.

In his opening address the Executive Director of GIA Mark Lim, emphasized the importance of the technical knowledge enhancement of the Maritime Industry practitioners. Participants also viewed a short corporate video from PSA covering the port operations processes and PSA Port & Terminal establishments across the world.

After the video screening, Senior Terminals Security Manager and Senior Safety and Health Manager (PSA Singapore Terminals) Gunasagarán s/o R Shanmugam, in his topic "PSA Terminals" covered the interfaces, documentation and processes in the terminal operations involving the maritime community and port users as a whole. The second speaker, Head of Marine for Asia, Marsh – Global Marine & Energy, Nick Sansom, equipped the participants with knowledge on "Ports & Terminals Liability Insurance" focusing on the elements of the Port Authority, the roles of a terminal, and types of insurance coverage, among other subjects.

Through the Q&A session valuable experiences and knowledge were shared by the speakers and practitioners. At the end of the session, noticeably positive feedback was received from 92% of the participants who indicated their interest in the maritime session.



The speakers and practitioners, moored and ready

GIA and SMF will continue to play crucial roles in boosting the maritime knowledge and skills of marine insurance practitioners in Singapore.

For more information on the Maritime Knowledge Shipping Session, please contact ashiq.jaliludin@gia.org.sg. You are also welcome to share with us your experience on the topics through feedback@gia.org.sg.

The next Maritime Shipping Session will be announced shortly on our website at www.gia.org.sg

Stay tuned!

IN APPRECIATION OF

GIA SUPPORT FOR WSH

GIA supported the launch of the Workplace Safety and Health (WSH) Council and the National WSH Campaign by Prime Minister Lee Hsien Loong on 29 Apr '08. That was a historic moment when industry stakeholders in Singapore witnessed the creation of a council to spearhead the national effort in safety and health at the workplace.

At the closing ceremony of the Campaign on 30 May '08 at the HortPark, Hyderabad Road, Chairman, Workplace Safety and Health Council and also Shell Singapore Chairman Lee Tzu Yang, presented a token of appreciation to Executive Director GIA Mark Lim for GIA's commitment.



Mr. Lee Tzu Yang (right) presents a token of appreciation to Mr. Mark Lim at the closing ceremony of the WSH Campaign