



The Hong Kong  
**INSURANCE AWARDS 2017**  
香港保險業大獎

Organiser



Co-organiser



South China Morning Post



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**Mr Stuart HARRISON**

Chairman  
The Hong Kong Federation of Insurers

Congratulations to all the finalists and winners of the Hong Kong Insurance Awards 2017!

This year, the Hong Kong Federation of Insurers is delighted to team up with a new partner, the South China Morning Post (SCMP), in organising this signature project for the fourth time. With the wider support from across the industry, we have brought in more new elements to this brand election. We are particularly excited to see the surging number of entries over the years. An overwhelming response with more than a hundred of quality entries were received competing for 15 categories this year.

On this, we must thank our Member Companies, contestants, industry organisations as well as our new co-organiser SCMP. We are most indebted to the honourable judges who spared their valuable time to select the finalists and winners for each category among numerous entries of superb quality. Their participation and contribution are indispensable for the success of this event.

Through organising the Hong Kong Insurance Awards for a couple of years, we have set benchmarks that help uplift the industry standard as well as propel its development and growth. In line with the rising expectations of the insuring public, we should join hands to uphold the professionalism and strengthen public confidence in our industry.

We look forward to your unwavering support for the Hong Kong Insurance Awards in the years to come!



**Ms Tammy TAM**

Editor-in-Chief  
South China Morning Post

The presentation ceremony to mark the culmination of “The Hong Kong Insurance Awards 2017” is an opportunity to congratulate the deserving winners in the 15 separate categories.

But, as importantly, it is also a chance to highlight the achievements of all 45 finalists and to commend the high overall standards seen throughout this year’s event.

As Hong Kong’s leading English-language newspaper and website, the South China Morning Post has been proud to team up with The Hong Kong Federation of Insurers in organising the Awards.

The prime objective was to recognise the accomplishments of leading companies and individual practitioners within the insurance sector.

In doing that, we also wanted to draw due attention to two other things. One is the industry’s importance to Hong Kong as a whole. The second concerns the changes and innovations which are now having an increased impact on customer expectations and how the business is run.

It goes without saying that we would like to express sincere thanks to the distinguished panel of judges and all those who have helped in the conception, planning and organisation of the Awards - and in bringing them to such a successful conclusion.

Their efforts and support have created an excellent platform on which we can look to build in the years ahead.



# Panel of Judges



**Mr Roddy ANDERSON**  
Chief Executive of Hong Kong Branch, Scottish Widows Ltd, Former Chairman, HKFI and Former President, Actuarial Society of Hong Kong



**Mr Victor APPS**  
Former CEO, Manulife Financial, Asia



**The Hon K P CHAN, GBS, JP**  
Legislative Councillor



**Dr Michael CHAN**  
Hon. Chairman, Legacy Academy



**Mr Raymond CHAN**  
Former Chairman, Life Insurance Council, HKFI and Independent Director, Manulife-Sinochem Life Insurance Company Limited



**Prof CHAN Wai-sum**  
Non-Executive Director, Insurance Authority and Professor, Department of Finance, CUHK Business School



**Mr M K CHENG**  
Former Chairman, HKFI



**Ms Chitty CHEUNG**  
Non-Executive Director, Insurance Authority



**Ms Elsie CHEUNG**  
Chief Operating Officer, South China Morning Post



**Mr C F CHOY**  
Former Chairman, HKFI



**Mr Francis FONG**  
Honorary Chairman, Hong Kong Association of Interactive Marketing Ltd.



**Dr Jeffrey HUI**  
Chairperson, Hong Kong Institute of Marketing



**Dr Andy KWAN, PhD**  
Director, ACE Centre for Business and Economic Research



**Ms Karrie LAM**  
Head of Sales & Marketing Solutions, South China Morning Post



**Mr Stuart LECKIE, OBE, JP**  
Chairman, Stirling Finance Limited and Former President, Actuarial Society of Hong Kong



**Mr Simon LEE**  
Program Co-Director, International Business and Chinese Enterprise, CUHK Business School



**Mr Mark GREENWOOD**  
Former International Director, The Chartered Insurance Institute



**Dr Witman HUNG, JP**  
President, Internet Professional Association



**Mr Kenneth KWOK**  
Non-Executive Director, Insurance Authority and Former Chairman, Marsh (HK) Limited



**Mr Anthony LAU**  
Former Chairman, Life Insurance Council, HKFI



**Mr LEE Jark Pui, SBS, OBE, JP**  
Chairman, Agency for Volunteer Service



**Dr John LEUNG**  
Director, Executive MBA Programme, City University of Hong Kong

# Panel of Judges



**Prof LI Jingyuan**  
Professor & Head,  
Department of Finance  
& Insurance,  
Lingnan University



**Dr Billy MAK**  
Associate Professor,  
Department of Finance &  
Decision Sciences,  
Hong Kong Baptist University



**Mr Brett MCKEEHAN**  
Online Editor,  
South China Morning Post



**Mr H Y MOK**  
Former Assistant  
Commissioner of Insurance



**Prof NYAW Mee Kau**  
Former Vice President,  
Lingnan University and Former  
Associate Dean & Director,  
MBA Programmes,  
CUHK Business School



**Mr Robert PANG, SC**  
Chairman,  
Insurance Agents  
Registration Board



**Mr Raymond SIT**  
Former Chairman,  
HSBC Insurance Brokers  
(Asia-Pacific) Ltd and  
Former Chairman,  
Hong Kong Confederation  
of Insurance Brokers



**Mr Sivam SUBRAMANIAM**  
Editor-in-Chief,  
Asia Insurance Review &  
Middle East Insurance Review



**Mr Eugene TANG**  
Business Editor,  
South China Morning Post



**Dr TIK Chi-yuen**  
Chief Executive,  
Hong Kong Institute of  
Family Education



**Mr Andrew TJAARDSTRA**  
Asia Editor,  
Insurance Post



**Dr Frank TONG**  
Global Head of Innovation  
and Strategic Investments,  
HSBC



**Ms Sue TOOMEY**  
Executive Director,  
HandsOn Hong Kong



**Mr Michael TSUI**  
Chairman,  
Insurance Claims  
Complaints Panel



**Mr Paul F. WINKELMANN**  
Chief Executive Officer,  
Financial Reporting Council



**Mr James WONG**  
Non-Executive Director,  
Insurance Authority and  
Former Chairman, HKFI



**Mr Xiong XIONG**  
Head of Wealth Management  
International, Ant Financial



**Dr YAU Bun, Oliver**  
Vice President,  
Hong Kong General  
Chamber of Small and  
Medium Business



**Mr Eric YEUNG**  
Chairman,  
Hong Kong Software  
Industry Association



**Prof Paul Yip, MH**  
Chair Professor (Population  
Health), Department of Social  
Work and Social Administration  
& Director, Centre for Suicide  
Research and Prevention, HKU



**Mr Allan YU**  
Chairman, Insurance  
Industry Training Advisory  
Committee, Qualifications  
Framework and Former  
Chairman, HKFI



# Outstanding Claims Management Award

The award is to acknowledge the professional services offered by the company in helping people who suffered from accident/ injuries/ sickness. The winning company should demonstrate their outstanding achievements in handling claims, adjusting and supporting services to clients by integrating effectively with other departments/organisations.



## AIA International Limited



AIA is committed to living up its brand promise of being 'The Real Life Company' of our customers and help them live longer, healthier and better lives.

We pioneered in redefining our claims service and launched the industry-first Personal Claims Service Management in July 2016.



Everybody wants to live a longer, healthier and better life, and AIA embraces such in our brand promise to be 'The Real Life Company' of our customers.

AIA believes that the best medical protection is not only talking about providing customers comprehensive cover and financial support. We took the lead by redefining our claims service and launched the industry-first Personal Claims Service Management in July 2016. The service goes far beyond traditional service and allows customers access to 3,000 leading specialists around the world.

The service enables AIA to proactively engage ourselves throughout customers' medical journey. By offering access to third-party and multi-disciplinary expert advice, support and assistance from our medical partner, customers can make informed decisions and get the best possible medical care – the right diagnosis, optimal treatment, avoiding unnecessary testing and invasive treatments. The whole process alleviates much stress, uncertainty and pressure from customers and their family members.

The Personal Claims Service Management is an innovative service that gives customers peace of mind beyond conventional insurance which they need most in times of sickness.



## AXA Hong Kong



The core objective of the SmartClaim is to bring our customers seamless and unparalleled service.

SmartClaim continuously offers value-added services to customers including the repair workshop (Vendor Portal), SMS message and MyAXA mobile App.



A timely, transparent and trustworthy claims service is what every customer can expect and experience from AXA General Insurance. We are committed to delivering a superior customer experience at all levels. Over the years we have been continuously investing in digitalisation, and the launch of our online platform SmartClaims is the proof of our commitment to customer centricity.

Our well-established SmartClaims platform sets itself apart by ensuring a simple and coherent customer journey through automation of every claims touch point. It definitely enhances the efficiency of claims management, while customers can easily lodge claims and track the status of their claim via our mobile application.

With the holistic management approach, the platform also facilitates the collaboration of vendors and surveyors who can submit remote claim assessments for our further handling.

At AXA, we strive to relieve the burden on our customers by making the claims process as simple and fast as possible.



## BOC Group Life Assurance Company Limited



Taking a holistic approach to meet and exceed customer's expectations.

Dedicating efforts to innovate the claims process and give customers the best experience.



Claim settlement is said to be the most precious moment of truth for those who have taken out an insurance policy before mishap. At BOC Life, we believe that claims services demonstrate how we live up to our mission in delivering our promise to customer.

A holistic approach has been adopted to meet and exceed our customer's expectations. We want to pay the claims fast and at the same time make it hassle-free by giving customers the best experience. While our claims approval turnaround time is among the shortest in the market, we have been dedicating efforts to innovate the process by introducing, for example, Easy Claims and ecConnect.

Coupled with proactive communications with distribution partners and a strong customer-centric culture, BOC Life will work harder to differentiate ourselves from other insurance service providers not by following the market norm but going far beyond it.

# Outstanding Customer Services Award

The winning company should demonstrate an excellent level of customer services supported by clear and high standards of quality as well as validated monitoring of performance.



## AIA International Limited



Through the interactive digital platform of iJourney, customers can enjoy convenient service right from policy application, making policy changes and enquiries, to filing of claims.

The industry-first and innovative "iCare Self-Help Service Kiosk" at clinics and hospitals offers customers a one-stop experience to check claims eligibility and arrange pre-admission cashless hospitalisation by video conference.



AIA has always been a pioneer in customer service in the insurance industry. We are currently serving 2.7 million customers with over 14,000 financial planners supported by over 1,200 back office staff. Our success is the testament of our strong commitment to Service Excellence.

We are proud of having started new service trends for other insurers to follow suit – claims concierge service, staff empowerment, holistic call centre service, personal medical case management, command centre for tragedy, etc.

Over the years, it is proven that we have built a very solid people foundation. Riding on this competitive edge, we started transforming our customer service in 2016 by integrating Human Expertise with AI Technologies to bring about an iJourney for customers. We have taken customer experience to greater heights by offering effortless service anywhere, anytime in every possible way.

In the future, we will continue to uphold our service strategy of Ease of Doing Business, and roll out even more customised and ground-breaking initiatives for our customers.



## MetLife Limited



MetLife state-of-art service center located in the Wanchai prime area.

Play with laughs, work with hearts!



MetLife has a long history of 149 years serving approximately 100 million customers in the world. Leveraging our global presence and strengths, and merging our success with the experience of local culture and practice in Hong Kong, we have fast tracked our business. Being one of the finalists in the HKFI Outstanding Customer Service Award is truly the recognition for our dedication and efforts.

We have adopted a multi-channel distribution strategy. Customer Service supporting policyholders and different channels has opened a new horizon for us. To develop customer intimacy, we have integrated our customer service solutions, including service center, call center, customer retention and complaint handling, which are built with the objective of interacting with customers closely and directly.

To differentiate ourselves, we have established a new team who specializes in handling claim disputes. This concept originated from the proactive aspect of our customer service philosophy. We are able to look at the technical side of claims and the emotional side of claimants, and then advise for the best customer benefit especially for the resolution of gaps between customer expectation and reality.

"Customer journey is never ending" – with our Put-Customers-First approach and our commitment, we aim at succeeding together with our customers and becoming one of the key players in Hong Kong.



## Prudential Hong Kong Limited



Observation room with one-way mirror



Multi-function room

For over 50 years in Hong Kong, Prudential's customers have entrusted their most valuable financial, retirement and health matters to our company, and we aim to respond to this trust with the highest levels of integrity, loyalty and service.

We adopt a holistic customer service approach and strive to elevate customer experience throughout the entire customer journey, supported by the best technology, innovation and management techniques. The culture of Service Excellence is promoted throughout the company to deliver the best customer experience at every single touch point, be it through our distributors, media and digital platforms or customer service representatives.

Prudential has launched a new customer loyalty programme, "PRUsense", an exclusive by-invite customer loyalty programme that cultivates customer satisfaction and loyalty by providing tailored benefits and privileges.

Prudential's customer-oriented culture is also integrated into all departments and teams, promoting a research culture to integrate customer insights into our business and drive innovation. Recently Prudential introduced its "Customer Digital and Innovation Centre" – a platform to better understand the voice of customers (VOC) via in-depth interviews, focus group discussions and journey mapping, helping to maximize customer acceptance of new innovations or platforms.



# Outstanding Training & Development Award

The winning company must be able to demonstrate how their organisation and staff have successfully committed in the development of professionalism. This could include, but not be limited to, implementation of training and recruitment, and the spread of best practice. The judges will be looking for practices that are focused around the innovative methods of instruction and communication, helping staff achieve unexpected results, personal growth, ethical standards and business results.

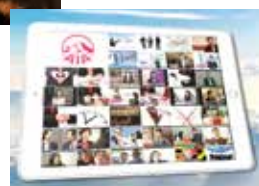


## AIA International Limited



From the 1st day of training, AIAHK Financial Planners can experience the benefits of using our proprietary digital learning platform which cultivates the iAgency culture in AIAHK.

The digital learning platform is established for AIAHK Financial Planners (FPs). FPs can watch different types of learning videos including "best practices", and about products and selling skills.



### iAcademy: Positioning our people to stay ahead in the new digital age.

Technology transforms the way people work. Embracing these trends helps businesses stay ahead.

AIAHK introduces iAcademy – a comprehensive digital training model on iOS with a 365-day training programme, interactive content, customized learning apps, integration with sales tools, and data tracking.

Embracing new technologies is not just about better learning, but also about preparing new Financial Planners for AIAHK's digital culture. Today, adoption rates are over 90%. Learning communities continue to form, and our data provides new insights every day.

We position our people for success. Only then we can maintain our status as the pre-eminent life insurance company in the region.



## AXA Hong Kong



Nurturing a team of talented sales managers is key to deliver outstanding customer service.

AXA Academy is one of the largest training facilities in Hong Kong for the insurance industry.



At AXA Hong Kong, we believe people are the key to excellent performance and success. We always place training and talent development as the top priority. We understand that a team of high-quality employees and distributors are essential to delivering on our promises to our customers.

Offering a Qualifications Framework ('QF') accredited in-house manager training programme, which is the first of its kind among all insurance companies in Hong Kong, definitely demonstrates our commitment to nurturing talented sales managers. Graduates of the program will be awarded the 'Certificate in Sales Management' which is a Level 3 qualification under QF and is linked with an Executive Diploma as conversion program which can lead to MBA designation.

In this way, we not only encourage and support our talent leaders to excel, but also inspire more insurance partners to join the QF to further uplift the professionalism of the industry in the long run.



## Manulife (International) Limited



MX advisors were having a great time during the training classes.

Nowadays, technology is redefining customer's expectation on service delivery. We are equipping our agency force with electronic point of sales tool so they can provide instant and personalized service to customers.



As one of the leading financial services organizations in Hong Kong, Manulife strives to help people achieve their dreams and aspirations, by putting customers' needs first and providing the right advice and solutions. Manulife has been long known for our leading professional agency force, which is a key in helping us understand the needs of the customer better, providing exceptional customer experience and deliver holistic product offerings.

Distribution Training and Development has been optimizing various training programs to equip our agency managers and advisors with professional knowledge and skill sets. "Mission Extraordinary: Connect People and Performance (MX)" is a training program designed for high caliber new advisors. Aiming to drive customer satisfaction and sales performance, the program succeeded in giving new advisors an understanding of holistic financial planning and the concept of customer centricity. Clear direction from senior management, joint field work and activity management activities by agency managers are the keys to the success of the program. With MX's proven record in terms of improving customer satisfaction and sales performance, Manulife is building a premium agency force to differentiate our team in the market.



# Outstanding Corporate Social Responsibility Award

This award is in recognition of entries' overall initiatives, campaigns, and projects in terms of social benefits. The entries must be able to demonstrate company's commitment to behave ethically and contribute to economic development while improving quality of life for the local community and society at large in terms of using environment, social and governance (ESG) factors as proxies for best practices.

## AIA MPF

AIA Pension and Trustee Co. Ltd.



AIA MPF engaged corporate partners to hold a workshop that better equips highly educated PWDs for interviews.

AIA MPF title-sponsored CareER's fundraising walkathon. Employees and their families participated to show they fully support employing people with disabilities.



In Hong Kong, the lack of employment opportunities for people with disabilities (PWDs) has long been a problem. Society often perceives PWDs as having fewer educational achievements, which underestimates the talents of a number of highly-educated PWDs.

AIA MPF believes that everyone, regardless of ability or physical condition, deserves the stability on which to build towards their desired retirement. By putting the talents of PWDs to good use, we can create a brighter and fairer society for all.

With this in mind, in 2016 AIA MPF launched the LET'S WORKTOGETHER Campaign. It is a social movement aimed at rallying support for the employment of PWDs and covers various aspects including equal opportunities, career support and employment incentives. The Campaign engages like-minded business partners to offer PWDs job opportunities, supporting the non-profit organisation CareER to conduct career fairs and workshops, as well as sponsoring events to raise funds for PWD employment projects.

AIA MPF also goes beyond its CSR remit by embedding the belief of LET'S WORK TOGETHER into business, creating Shared Values. Services are enhanced to make it the first MPF provider to offer online sign-language service to members. Management fee rebates are also offered to encourage corporate clients to employ PWDs.

AIA MPF will continue to drive the LET'S WORK TOGETHER Campaign to make a positive difference in Hong Kong.



AXA Hong Kong



Through the establishment of AXA Action Team, we encourage our staff to support the community by participating in various volunteering works.

As an insurer, AXA Hong Kong is in a unique position to educate the youngsters the right concept of wealth management.



At AXA, 'Empower People to Live a Better Life' is our commitment to the community. We place corporate responsibility at the heart of everything we do, and take pride in our corporate responsibility efforts to protect our environment and build a more sustainable society. As a responsible insurer, we are also committed to protecting people against potential yet uncertain risks over the long term. In addition to providing comprehensive protection solutions to our customers, we leverage our skills, resources, and risk expertise to support the community to better face risks.

Deeply rooted in Hong Kong, we care about this community where we operate in, and strive constantly to help make it better. Through research, risk education and other corporate responsibility actions, we put our commitment into actions and expand our influence from the products and services we offer, through to the all-rounded and global initiatives we adopt to support our communities, the environment and people's general health. We also have a strong corporate governance framework to monitor and measure the progress.

Corporate responsibility allows us to move forward with confidence in this changing world, and help build and shape a more sustainable future. The relentless support and recognition from our stakeholders continue to serve as an encouragement for us to strive to achieve our ambition.



Prudential Hong Kong Limited



For four years, Prudential has partnered with the Hong Kong Federation of Youth Groups on our flagship 'Hope for Success' programme, helping young people to explore their career aspirations.

Prudential has a long history of supporting the Hong Kong Red Cross blood donation programme, with record-breaking turnout among staff and consultants helping to save thousands of lives every year.



### Corporate Social Responsibility

At Prudential, we apply our credo "Always Listening. Always Understanding" to every aspect of our work, whether we are building financial solutions for our customers or developing community projects to support those in need.

Every year, our CSR work builds and innovates on our four long-term pillars of youth, education, health and community. These pillars align with Prudential's specific expertise as a leading insurance company and give us a solid foundation from which to address social challenges. In each pillar, we develop flagship programmes and projects which draw on our specialist skills and resources to create maximum positive impact in our society.

Prudential's CSR programmes are constantly evolving, delivering innovative and sustainable campaigns aligned with our expertise. We believe greater impact can be achieved through a collaborative approach. With the growing force of PRUvolunteers and the expanding partnership with NGOs and other sectors of the community, the reach of our programmes will grow from strength to strength, imposing positive changes throughout the city.

# Outstanding Integrated Marketing Strategies - Corporate Award

The winning company has achieved extraordinary success from effective integrated marketing practices; she must be able to demonstrate diversified marketing activities that integrated with different forms of marketing communications disciplines e.g. advertising, public relations, interactive media, direct marketing, sales promotion, etc. to improve market share, enhance customer loyalty, raise brand awareness and sales performance within the business to customer and/or business to business sector.



## AIA International Limited



AIA Vitality Weekly Challenge Campaign



AIA Vitality App – rewards you for living a healthy lifestyle

AIA's brand promise is to make a positive difference by helping people live longer, healthier and better lives. In 2015, we introduced AIA Vitality, a game-changing wellness programme that rewards customers for living a healthy lifestyle. Since then, AIA has reinvented its role, evolving from disease and risk management to proactively encouraging and supporting public health improvement.

To celebrate its 85<sup>th</sup> anniversary in Hong Kong, AIA created the AIA Vitality Weekly Challenge campaign, giving the opportunity for its customers and prospects to become familiar with the AIA Vitality concept and embark on a healthy lifestyle, and at the same time, increase their interest in becoming an AIA Vitality member in the future.

The campaign kicked off with a series of well-coordinated activities that integrated traditional media (a press conference and giant billboards) and digital media (a viral online film) to create an impactful launch. The strategy of promoting from internal (AIA employees and financial planners) first and then to external (customers) helped to drive fast adoption.



## FTLife Insurance Company Limited



Popular standup comedian Dayo Wong is FTLife's long-standing celebrity spokesperson.



FTLife took on title sponsorship of the "Jacky Cheung A CLASSIC TOUR Live in Hong Kong" concert.

FTLife Insurance Company Limited ("FTLife") is one of Hong Kong's well-established life insurance companies and seeks to become an industry leader in Asia by capitalising on a heritage of excellence in serving clients.

Our brand motto – "Your Future, Our Promise" – has represented a guiding principle for every member of the FTLife team since the brand was launched in September 2016.

In a burst of activity that immediately differentiated the brand from competitors, FTLife opened a first-of-its-kind customer service centre, staged a high-profile international economic forum, took on title sponsorship of a Cantopop legend's concert and launched a comprehensive advertising campaign.

Launch of the FTLife brand was the product of creative thinking, a well-integrated marketing approach and effective use of media. The aim was to get closer to customers, while enhancing their overall experience as FTLife clients. We are now totally dedicated to delivering best-of-breed financial services to help them lead fulfilling lives.



## MetLife Limited



High impact media executions coupled with creative messaging



Bringing to life the subtleties that make Hong Kong, Hong Kong

With MetLife, Inc.'s strong history of 149 years, MetLife Hong Kong has launched a series of innovative and interactive initiatives under the theme "149 Reasons why #WeLove Hong Kong".

Icons celebrating unique reasons to love Hong Kong are the core of the campaign. We strategically deployed our campaign to ensure these 149 reasons would create awareness and interaction amongst our consumers and internal staff. The ultimate goal is to discover all 149 reasons why we love Hong Kong with our fellow Hong Kong people, together.

MetLife is on a journey of discovery with Hong Kong, introducing people to our new positioning, "Navigating Life Together".

- 1) Reminding Hong Kong about Hong Kong – We reminded Hong Kong people of the small things they come across in everyday life that make Hong Kong so special.
- 2) Took it to the streets – We took our campaign to the streets to engage with audiences and bring ideas to life with our ice-cream Kombi and giveaways, so everybody can get a "taste" of Hong Kong.
- 3) Redefining media channels – We incorporated creative solutions for traditional out-of-home media, as well as innovatively leveraged new media channels to ensure maximum amplification of our campaign.



# Outstanding Integrated Marketing Strategies

- Product / Service Award

The winning company has achieved extraordinary success from effective integrated marketing practices; she must be able to demonstrate diversified marketing activities that integrated with different forms of marketing communications disciplines e.g. advertising, public relations, interactive media, direct marketing, sales promotion, etc. to improve market share, enhance customer loyalty, raise brand awareness and sales performance within the business to customer and/or business to business sector.



## AXA Hong Kong



Digital banners used an extension of the key visual of traditional advertising with a target segmentation strategy.

Couples of different ages who participated in our social experiment are featured in this advertisement used outdoor, in print and on digital banners during the awareness phase.

The challenge of the ageing population in Hong Kong is a hot topic these days. By 2047, the number of Hong Kong citizens aged over 85 is projected to be 4.2 times that of today.

We always proactively address to the needs of the market. The introduction of 'Lifelong Care Partner Insurance' is a testament of our commitment to be a true partner to our customers. It does not only offer a regular income to those who have experienced a loss of autonomy, but it also extends the coverage such as assessments on diabetes and Alzheimer diseases and other value added services to help the seniors to remain comfortably at home.

The large-scale 'Lifelong Care Partner Insurance' marketing campaign is an integrated effort spanning across digital and traditional marketing mediums and was kicked-off by a powerful social viral video where couples across different life stages participated in a social experiment. Leveraging the outcome and insights from the experiment, the campaign featured the key visuals of the couples to effectively raise awareness, consideration and preference.

AXA will continue to demonstrate our commitment as a true partner to customers by bringing innovative products and caring services to address the market needs.



## Manulife (International) Limited



Further to the successful launch of ManulifeMOVE (MOVE) in 2015, Manulife has enriched the MOVE experience through the engaging personal interface and powerful health and fitness capabilities of Apple Watch, becoming the first insurer to launch an Apple Watch app in Hong Kong and Macau.

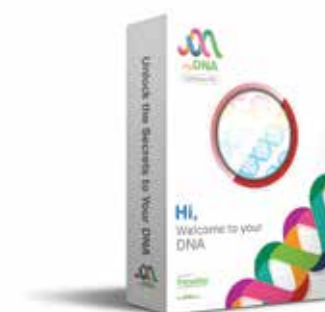
ManulifeMOVE is an innovative insurance concept that rewards customers for being more active. It is a simple, easy-to-join program for MOVE members to track their activity and enjoy extra rewards by establishing health habits.

To support the launch of the enhanced MOVE program, the company ran an integrated campaign leveraging a wide variety of marketing and communications disciplines including advertising, digital and social media and PR to create buzz and interest among its target audience.

As a leading advocate for greater health and wellness, Manulife has also opened the MOVE mobile app up to the public as part of the award-winning program's exciting expansion, allowing everybody to enjoy the intuitive platform first-hand, making tracking one's progress even easier and fun.



## Prudential Hong Kong Limited



myDNA is a first-in-market nutrigenomics test package exclusive to Prudential. The campaign uplifts Prudential's overall and H&P brand, projecting an innovative and caring company image.

Supporting customers in protecting and improving their wellbeing is a key priority for Prudential Hong Kong's Health and Protection business.

To inspire customers to focus on their health, Prudential developed an innovative marketing campaign for its new wellness programme, myDNA. The unique campaign provided myDNA customers with exclusive access to a nutrigenomic DNA test with personalised dietary advice, as well as real-time online access, via a mobile app, to nutrition experts for instant, actionable recommendations.

From market research, product and customer journey design, customer offers, branding, advertising, PR, channel support to sales incentives, the campaign was fully integrated from inception and has proven to be highly effective with an impressive 97% of customers planning to make dietary and lifestyle changes in light of their myDNA results.

Prudential also enjoyed significant commercial benefits from its integrated approach, with more than three-quarters of myDNA users expressing interest in similar DNA tests targeting other health areas. In addition, the campaign boosted sales of selected Health and Protection products – ensuring that Prudential can continue to play a key role in maximising health protection for customers in Hong Kong.

# Outstanding New Media Marketing Strategies Award

The winning company needs to demonstrate the effective use of new media platforms (including digital platform, mobile applications, social media, etc.) in generating new customers, engaging existing clientele or launching new products/services. The high degree of innovation of the tactics will be evaluated among judges.



## AIA International Limited



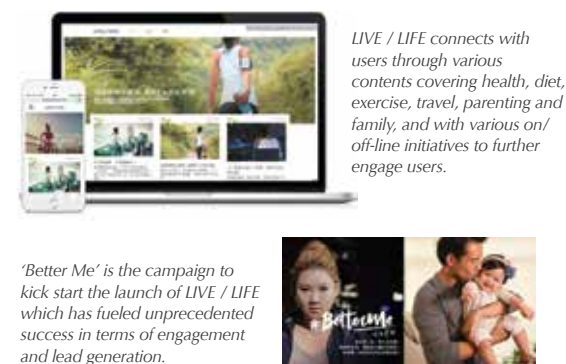
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To celebrate its 85<sup>th</sup> anniversary in Hong Kong, AIA created the AIA Vitality Weekly Challenge campaign, giving the opportunity for its customers and prospects to become familiar with the AIA Vitality concept and embark on a healthy lifestyle, and at the same time, increase their interest in becoming an AIA Vitality member in the future.

The campaign kicked off with a series of well-coordinated activities that integrated traditional media (a press conference and giant billboards) and digital media (a viral online film) to reach different customer segments. The customer journey is entirely digitally-led from acquisition, registration, engagement to redemption to facilitate fast adoption and ease of redemption.



## AXA Hong Kong



With a commitment to protect and care for people in every possible way, AXA strives to become a true partner to our consumers. In order to build a better bonding with our prospects and customers, AXA has developed a strategy to build a community of likeminded who share the vision of living in a better and healthier way.

Instead of putting insurance products in the forefront or using fear-tactics, we decided to attract and engage people by initiating conversations with health-related topics and contents that they are interested in and feel relevant. By introducing 'LIVE / LIFE', a social and content hub, we are able to connect people with different lifestyle topics. We then further engage and nurture these prospects by content re-targeting and various on/off-line initiatives – finally bringing them to the right protection solution offered by AXA.

We launched 'LIVE / LIFE' by kicking off with the 'Better Me' campaign where we used KOL's to create awareness and engagement with audience through a commitment to develop a habit for a 'Better Me'.

'LIVE/LIFE' has now become an important element of the overall Digital Marketing Ecosystem of AXA which stably brings in quality prospects.



## MetLife Limited



Hong Kong is a highly developed insurance market with high levels of smartphone penetration and active social media users. MetLife Hong Kong has used an ecosystem of cost-effective new media marketing strategies and platforms to improve brand awareness, accelerate online consumer engagement, generate positive word of mouth with consumers and the media, and drive business growth.

Central to our creative and engagement strategy was a single-minded belief about how insurance should connect with customers in Hong Kong. Our transition brief was strongly rooted in powering consumer consideration with a definitive personality: simple, insightful, forward-thinking, and empathetic.

In looking to our heritage and position as a global leader during our 149<sup>th</sup> year, we have launched a series of innovative and interactive initiatives under the theme "149 reasons #WeLove Hong Kong", and are using signature local items to remind local people how MetLife Hong Kong partners with customers in every aspect of life.

Using customer and media insights, we created a communications structure held by a strong and flexible campaign device (#WeLove) that integrated potential for online engagement at every touchpoint. Through a feed of votes and animated videos, we were able to inject dynamism and rich media to our Facebook page to extend our tone and manner.



# Outstanding Online Platform Award

The winning company needs to demonstrate the excellent use of online / digital platform in sales or services provided to customers. The high degree of efficiency, effectiveness and user-friendliness in engaging customers and serving clientele will be the key for evaluation.



## Bank of China Group Insurance Company Limited



*Comprehensive, Specific and Methodic, We are offering One-stop service on general insurance here.*



*Intuitive, Legible and User-friendly, Our mobile APP tries our utmost to bring the best user experience to consumers.*

BOCGI's online platform facilitates customers to purchase travel insurance, accidental emergency medical insurance, home comprehensive insurance and motor insurance round the clock anywhere in Hong Kong. It also caters for customers' need to view policy coverage, download forms as well as report claims online.

It also provides instant services via mobile application and WeChat channel. For instance, Group Medical Insurance policyholders can present their e-Medical cards to the network doctors or clinics for medical consultations once logging in the BOCGI Medical Enquiry System via smart phones or tablets.

BOCGI mobile app also offers instant access to relevant information and display clinic locations on map. Our business partner, agents and brokers can access BOCGI online quotation system through their desktops and laptops to obtain quotes and issue cover notes in just a few minutes.

Following the trend that more customers go online to shop around with their smart phones, BOCGI actively provides more online insurance products in the near future. Investigation on the possibility to adopt various payment channels to satisfy customer needs is undergone. We treasure every customer's feedback which is important for us to improve. Innovation at BOCGI online platform to serve customers is our ultimate goal.



## FWD Life Insurance Company (Bermuda) Limited



*Instant Withdrawal Service, an innovative and customer centric service, brings insurance closer to customer daily life – live up with FWD's mission: To change the way people feel about insurance*

FWD continues to innovate customer-centric solutions and has launched "Instant Withdrawal Service", that offers the most convenient service and make insurance simple & fun.

Tapping into the explosion in popularity of mobile wallets, FWD successfully integrated Tap&Go payment service with iFWD online platform, through a strategic partnership with HKT Payment Limited. Now, Savie and Provie insurance plans' customers can withdraw cash value instantly through iFWD platform to their Tap&Go accounts. By only a few clicks, customers can start enjoying insurance value in daily spending anywhere worldwide or online via MasterCard® contactless technology.

This game-changing service disrupts the traditional withdrawal process, from a "manual & paper-driven procedure" to a "simple & user-friendly digital approach". This automation not only offers customers a more diverse variety of convenient, efficient and paperless withdrawal option, but also saves our operation's effort in handling small ticket-size withdrawal request.

Instant Withdrawal Service is the first step in our plan to provide an exceptional insurance experience to customers, we will leverage on this innovative solutions to explore more business opportunities, create product differentiation and launch in different FWD countries to change the way people feel about insurance.



*User-friendly interface and simple steps to withdraw policy value to digital wallet*



## Prudential Hong Kong Limited



*PRUone, an integrated mobile sales platform, supports financial consultants by providing personalised and professional financial solutions for customers in a safe, accurate and efficient way.*

PRUone is an all-in-one mobile sales platform that transforms the traditional insurance paper-based process into a digital solution. It is a hybrid application supporting both online and offline functionality and offers the highest flexibility of real-time information and offline working.

To bring customer experience to a new level, Prudential has developed innovative functions on PRUone such as real-time validation FNA (Financial Planning Analysis) and Instant Underwriting Decision. PRUone's guided and automated processes ensure accuracy and compliance, helping financial consultants fulfil regulatory requirements with ease, while the robust security control prevents data leakage in case of device loss, providing peace of mind for financial consultants and customers alike.

Moreover, the straight-through processing of PRUone brings additional benefits, including reduced service turnaround time, lower operating costs and environmental friendliness.

# Most Innovative Product / Service Award

The award recognises the winning company having developed a new product/service or created new revenue opportunities and market share by revamping an existing product/service.

## Swiss Re Corporate Solutions

### Insur8

Swiss Re International SE



A large portion of the Hong Kong broking community were present at the Swiss Re Corporate Solutions Insur8 Launch event.

Jonathan Rake, Head of Asia Pacific, Swiss Re Corporate Solutions, speaking at the launch of Insur8 on July 13<sup>th</sup>. The solution is the first typhoon warning insurance cover available in the Hong Kong market.



### About Insur8

Insur8 is Hong Kong's first ever Non-Damage business interruption insurance solution that protects businesses in the event of a typhoon. The trigger based solution has been designed to protect businesses against loss of earnings ensuing from the hoisting of a typhoon warning signal 8 or above by the Hong Kong Observatory (HKO). The Swiss Re Institute has calculated that typhoon warning signal 8 creates an economic impact of HK\$4.29 billion per day. Insur8 is a solution that has been designed to heighten Hong Kong's resilience by protecting fluctuations in earnings in the event of a typhoon warning signal 8.

### About Swiss Re Corporate Solutions

Swiss Re Corporate Solutions provides risk transfer solutions to large and mid-sized corporations around the world. Its innovative, highly customised products and standard insurance covers help to make businesses more resilient, while its industry-leading claims service provides additional peace of mind. Swiss Re Corporate Solutions serves clients from over 50 offices worldwide and is backed by the financial strength of the Swiss Re Group.



### Regent Series

FTLife Insurance Company Limited



FTLife provides customers with comprehensive insurance and financial planning services to help them achieve their aspirations. It aims to excel by cultivating lasting relationships, and dedicates itself to provide clients with best-of-breed financial solutions to meet their needs.

Regent Series is a customer centric design product which incorporates the idea of upholding the Chinese tradition of family succession by providing policy owners with the flexibility to transfer their benefits to their next generations so that policy coverage is retained in the family for generations within the insured years. The customer can make use of the product to pass on the legacy to next generation in installment or lump sum payment according to their wills. Regent Series is also ideal for retirement planning. It marked a new era of insurance saving product solution to wealth management and succession planning, to create higher flexibility and benefits to our customers.

The "Years Pass. Love Grows" theme was created for the Regent Series to stand the test of time. The idea of "perpetual love" is embedded in the Regent Series in terms of product evolution and customer base extension.



### Universal Life Alpha

Transamerica Life (Bermuda) Ltd.



The Transamerica Pyramid is more than just the logo of Transamerica Life Bermuda. This architectural masterpiece also stands as a metaphor for our stability and endurance, a symbol for dedication and excellence.



Transamerica Life Bermuda Universal Life Alpha – Private Series

Founded in 1906, Transamerica is one of the world's leading financial services companies with over 100 years of history. This long tradition continues in Asia with our first sales office opened in Shanghai over 80 years ago in 1933. Transamerica Life (Bermuda) Ltd. (Transamerica Life Bermuda) was established in 2005 and its full-service branches opened in Hong Kong and Singapore in 2006.

Transamerica Life Bermuda is part of the Aegon Group – a life insurance, pensions and asset management company based in The Hague, Netherlands with a presence in over 20 countries in the Americas, Europe and Asia. Aegon N.V. is listed on the Amsterdam and New York stock exchanges. Aegon companies employ approximately over 29,000 employees and have over 26 million of customers across the globe.

Our heritage is in universal life and term life insurance, and our long-standing expertise in this area enables us to help customers protect their wealth legacies, and preserve their hard-earned assets, for generations to come.

We offer innovative insurance solutions, which are designed for High Net Worth customers for wealth protection and legacy planning. Our aim is to deliver exceptional service and powerful solutions that protect and perform at the highest possible level.



# Most Innovative Product / Service - Health Specialty Award

The award recognises the winning company having developed a new product / service or created new revenue opportunities and market share by revamping an existing product / service.



## ManuShine Healthcare Series/Benefit Manulife (International) Limited



Product cover of ManuShine Healthcare Series



A key benefit overview of ManuShine Healthcare Series

ManuShine Healthcare Series/Benefit (“ManuShine”) is tailor-made for the HNW segment globally who are looking for a worldwide medical protection. It is a high-end medical product which provides life insured with comprehensive medical coverage of core benefit items and services that best address specific needs of the upper-affluent, expatriates and pre-retirees.

### Product Features At-A-Glance:

- First in market to provide customers with Medical Green Passage Service in Mainland China that offers referral services of inpatient and outpatient medical consultations to make sure our life insured receives proper medical treatment on-time
- Comprehensive coverage of core hospitalization benefit items including hospital room and board, surgeon’s fee, doctor’s visit & specialist’s fee, hospital services, pre- & post-hospitalization/ day case surgery outpatient, day case surgeries, cancer/kidney dialysis treatments etc. subject to the maximum annual limit and lifetime limit under various plan levels
- Tailor-made wellness program according to your life stage that can assist you in monitoring your health regularly
- Deductible credit, up to 15% of the annual premium, to reward the life insured for staying healthy by rewarding a deductible credit every 2 policy years if the policy fulfills the “No Claim Period” over the same period



## ONEdna HSBC Insurance (Asia) Limited



ONEdna, an embedded feature of six designated HSBC protection plans, empowers customers to better manage their health and wellness based on a genetic test.



“NOW’S GOOD – The good things in life are worth protecting”.

HSBC Insurance aims to protect our customers and their families against life’s unexpected events, helping them fulfil their hopes and dreams and realize their ambitions. We act one step ahead to proactively help policyholders achieve well-being and have introduced ONEdna as an embedded feature of six designated HSBC protection plans at no extra charge.

With ONEdna, we are to drive value creation with innovative, differentiated, and personalized wellness benefits which closely tie-in to enhance our suite of protection solutions. Not only do we protect, we help our customers to prevent bad health issues by empowering them to take appropriate actions to manage their health and wellness based on a genetic test.

Customers will experience a four-stage ONEdna journey from a proprietary DNA screening test, followed by a personalized ONEdna report with information on more than 300 genetic biomarkers across 4 panels: the FIRST-IN-MARKET feature of inherited cancer screening, health risk, nutrient sensitivities and drug response. A 30-minute report consultation session by a team of professional genetic counselors is also available to help customers understand the report and their health condition. Moreover, sustainable customer engagement is key for our customers to continually lead a healthier life and the packaged user-friendly APP is designed to serve this purpose.



## SunHealth Medical Premier and SunHealth Medical Essential Sun Life Hong Kong



SunHealth Medical Premier is a richly featured medical plan offering you full reimbursement for major medical expenses, including hospitalization & surgical expenses in a hospital Standard Private Room for peaceful recuperation.



SunHealth Medical Essential is a comprehensive medical plan offering you full reimbursement for hospitalization and surgical expenses in a hospital Semi-Private Room in Asia.

Sun Life Hong Kong have launched **SunHealth Medical Premier (“SHMP”)** and **SunHealth Medical Essential (“SHME”)**, which aim to satisfy our clients’ needs at different life stages.

**High flexibility:** Offers 16 combinations that differ in global medical networks and deductibles for selection. Insured can opt to reduce the annual deductible without any medical underwriting at their retirement ages. Moreover, **Convertible Option** allows clients to convert to other medical reimbursement plans with lower premium and suitable medical coverage to address their evolving needs.

**Extensive coverage:** Provides a lifetime coverage for full reimbursement of hospitalisation and surgical expenses up to a maximum of HKD20 million per year. The plans also provide various extended benefits, including cancer treatment.

**Unique value-added services:** Provides end-to-end medical concierge service to help our clients arranging the medical services while they are in need. First-in-the-market to offer **CompanionCare benefit**, which provides a travel allowance for family member to accompany the client who confine in the overseas hospital due to critical illness. Furthermore, **the annual deductible will be waived** under this circumstance.

High flexibility, extensive coverage and unique value-added services all contribute to **SHMP** and **SHME** setting a new benchmark in the industry for design of medical insurance products.

# Outstanding InsurTech Innovation Award

This award recognises the innovative technology solution/ system/ application that helps insurance organisations run more effectively, deliver business value and better performance, improve customer service and experience, process claims with higher efficiency, manage corporate infrastructure with greater ease, etc.



## AXA Hong Kong



By chatting with Alex every day, users can enjoy personalised coaching and challenges, get points and start redeem rewards.



AXA Hong Kong launched "Xtra by AXA", the free personal coaching mobile app in Hong Kong that rewards users for healthy living.

To meet the rapidly evolving needs of customers in the digital world and to strengthen AXA Hong Kong's leading position in prevention and care, we have accelerated our business innovation and launched Xtra by AXA to empower people to live better lives.

Xtra by AXA is a first free on-demand personal and wellness coaching through Artificial Intelligence available in Hong Kong that rewards users for living a healthy lifestyle.

With a combination of wellness and fun, Xtra by AXA offers users handy and customised tools to achieve their health goals easier.

With more than 50,000 downloads, 2,000 monthly active users are chatting on average four to five times per week with our blended human-AI Chatbot coach named Alex.

This innovative wellness initiative demonstrates AXA Hong Kong's strong commitment to bringing our customers amazing experience in the digital era.

Leveraging our expertise on innovation and partnerships, we have a clear mission to anticipate and embrace future customer trends and to create new business models, products and services that exceed our customers' expectations.



## China Life Insurance (Overseas) Company Limited



Business process re-engineering management meeting.

Integrated Business Design and Knowledge Base Platform



China Life Insurance (Overseas) fully embraces Insurtech. Powered by our technology innovation capabilities, our business witnessed a 30% CAGR over the past 5 years. To further strengthen the competitive edge in our services and operations, China Life Integrated Business Design and Knowledge Base Platform ("the Platform") was introduced in our Business Process Re-engineering Project.

By adopting BPMN2.0 and DMN (a universal business process and decision design standard notation) in the Platform, all stakeholders can communicate, work and exchange feedback in a collaborative platform. This platform facilitates the identification of loopholes and the compilation of thorough as-is analysis and actionable to-be blueprints. Furthermore, it helps the business visualize results before development and saves costs through process and decision simulation testing. By leveraging this new technology, we have successfully reaped business benefits in a period of just 6 months, which include significantly improved operations efficiency and customer experience.

The Platform facilitates business design output to integrate with our Core System's workflow engines with low code direct deployment, providing strong support to enhance our business process agility, forge a collaborative culture, and realize continual improvement. We believe by implementing this innovative and uniquely all-in-one industrial platform, we will be able to go further and accomplish more in process intelligence in the industry.



## FWD General Insurance Company Limited



FWD Drivomatics – Your best driving companion

3 key features of FWD Drivomatics



Traditionally, the premium rate of motor insurance can only be calculated by statistics, genders, age, car type and previous claim records. However, a driver's own driving behavior has never been reflected on his/her own premium rate, which is not entirely fair to safe drivers.

FWD has made a breakthrough by introducing the first driving technique assessment app – FWD Drivomatics. It can record each ride in detail and give a score based on a comprehensive range of factors including smooth acceleration, braking technique, turning technique, concentration and safe speed. On top of the "no claims discount", the motor insurance policyholders will be awarded with cash rebates of up to 30% of the total premiums paid for that policy year, based on their average driving scores.

With big data analytics collected from the users' driving behavior together with the transparent rewarding scheme, drivers are encouraged to drive more safely which in turn will bring down the risk of getting into an accident. FWD as an insurer will also be benefited since claims will be reduced. In long run, we are ultimately promoting road safety in Hong Kong. This is a WIN-WIN-WIN situation that we are striving for.



# Outstanding Reinsurance Scheme Award

This award recognises the winning reinsurer that has developed a distinguished reinsurance scheme which provided superior service and security to clients as well as value-added offerings to insurers.



## Peak Reinsurance Company Limited



Peak Re is headquartered in Hong Kong with shareholder funds of US\$909.0 million as of 30th June 2017. It is authorised by the Office of the Commissioner of Insurance (took over by Insurance Authority from 26th June 2017) and is rated “A-” by A.M. Best, a leading international insurance industry credit rating agency. The Company is backed by Fosun International Limited (HK.656) and International Finance Corporation, a member of the World Bank Group, which have respectively invested 86.93% and 13.07% in the Company. Peak Re offers reinsurance services covering a range of lines across Asia Pacific, EMEA and the Americas, tailor-making risk transfer and capital management solutions to best fit clients’ needs.



## RGA Reinsurance Company



RGA Reinsurance Company foyer, St Louis, Missouri

With approximately \$3.1 trillion of life reinsurance in force and assets of \$53.1 billion as of December 31, 2016, Reinsurance Group of America, Incorporated (RGA) is one of the largest life reinsurers in the world.

From our world headquarters in St. Louis, Missouri and operations in 26 countries, RGA delivers expert solutions in individual life reinsurance, individual living benefits reinsurance, group reinsurance, health reinsurance, facultative underwriting, product development, and financial solutions.

RGA’s Asia Pacific operating segment serves countries throughout Asia, with offices in Australia, New Zealand, Japan, Hong Kong, Taiwan, South Korea, Malaysia, China, India and Singapore.

RGA believes insurance solutions are an integral part of a person’s life journey, and we are constantly looking for ways to make life insurance more inclusive, innovative, relevant and exciting. By expanding coverage to more customers, regardless of their current health status, age or past claims history, we are changing lives, improving societies and elevating the perception of insurance.

We understand and value the power of fresh thinking and innovative ideas. We listen to our clients, and continually strive to provide ways to help them prosper and grow. Ultimately, our goal is to provide security and improve people’s lives. At RGA, we pursue that goal relentlessly.



太平再保險有限公司  
Taiping Reinsurance Co., Ltd.

Taiping  
Reinsurance Co., Ltd.



Taiping Re’s “Go Global, Grow Local” solution has served the reinsurance demand of the client so as to comprehensively and effectively manage their overseas operations from the insurance perspective.

Responding to the growing demand of risk management from Chinese enterprises on their overseas expansion and “go global” strategy, Taiping Reinsurance Co., Ltd. (TPRe) has successfully provided and executed a tailor-made reinsurance solution for a principal’s project in Latin America. Our “Go Global, Grow Local” solution was worked out to serve the reinsurance demand of the client so as to comprehensively and effectively manage their overseas operations from the insurance perspective.

TPRe is best positioned to offer tailor-made solutions to answer clients’ various reinsurance needs in a multinational environment, in view of our background of a state-owned reinsurer headquartered in Hong Kong with strong connection with Chinese companies, our sound financial security ratings and market leading position, as well as rich experience in more than 100 territories worldwide.

With more and more Chinese companies going overseas under One Belt One Road (OBOR) Initiative, it is anticipated that solutions like our successful case are in growing demand. With Hong Kong’s super-connector role in OBOR, the model demonstrated in our case study could be replicated, hence becomes one of the accelerators for the development of Hong Kong as a reinsurance hub, which would be beneficial to the local insurance industry.

# Outstanding Professional of the Year - Corporate Award

This award recognises an insurance professional (non-sales) who demonstrates excellence/achievement in the industry that is distinct from the norm and possesses outstanding leadership qualities. Nominees should also show in-depth industry expertise and has used to help the industry's advancement. He/She should also influence the development of industry practices to enhance the stability, growth and professionalism of the market.



**Mr Eddie Kwok**  
BOC Group Life Assurance Company Limited



*Eddie is a seasoned human capital consultant in leadership and organisation development*

*Hosting a lunch & learn with a distinguished speaker*



Founded in Hong Kong, BOC Life has served the local market for years and grown to a leading life insurance company offering one-stop insurance and financial services. We strive to be the preferred employer to our staff, with six core values guiding them to achieve the highest level of service and develop to their full potential.

In his career with us, Mr. Eddie Kwok has served as a seasoned human capital consultant in leadership and organisation development. He thinks and acts as a valued partner to bridge people solutions and business actions through holistic planning and meticulous execution. His confidence in sharing innovative ideas and influencing leader performance has demonstrated his praiseworthy caliber and contribution to the organisation.

BOC Life is proud to have Eddie elected as a finalist of Outstanding Professional of the Year (Corporate), and will continue to give our people the best support to excel in the industry and serve the community.



**Ms Elaine Chan**  
Zurich Insurance (Hong Kong)



*Elaine joined Zurich Insurance (Hong Kong) in Feb 2014 and spearheaded the growth of the company's new Medical Division at the time.*

*Ever the innovator, Elaine, along with her dedicated teammates, brought flexible benefit options to SMEs through FlexiCare.*



Elaine Chan is the Chief Health Officer of Zurich Insurance (Hong Kong). She is responsible for managing the strategic development and performance of Zurich's accident and health insurance business.

She has extensive experience in building distribution channels, partnership alliances, product development, as well as best practices in healthcare and medical insurance sectors for over 25 years.

Prior to joining Zurich, she was with AXA as Chief Health Distribution Officer. She has also worked with a number of key global insurers including AIA, Manulife, CIGNA and BUPA, focusing mainly on employee benefits and medical insurance.

Currently, she is a member of the Consultative Group on the Voluntary Health Insurance Scheme formed by the Food and Health Bureau, as well as a co-opted member of the Working Group on Regulation of Private Hospitals under the Steering Committee on Review of the Regulation of Private Healthcare Facilities. She is also an appointed mentor of the mentorship program for the School of Public Health and Primary Care of the Chinese University of Hong Kong.

Elaine is now the deputy chairperson of the Healthcare Reform Taskforce, a committee member of the Medical Insurance Association and served as chairperson of the Medical Insurance Association from 2006-2009 under the Hong Kong Federation of Insurers.



**Mr Franz-Josef Hahn**  
Peak Reinsurance Company Limited



*Chief Executive Officer, Peak Re*

Peak Re is headquartered in Hong Kong with shareholder funds of US\$909.0 million as of 30<sup>th</sup> June 2017. It is authorised by the Office of the Commissioner of Insurance (took over by Insurance Authority from 26<sup>th</sup> June 2017) and is rated "A-" by A.M. Best, a leading international insurance industry credit rating agency. The Company is backed by Fosun International Limited (HK.656) and International Finance Corporation, a member of the World Bank Group, which have respectively invested 86.93% and 13.07% in the Company. Peak Re offers reinsurance services covering a range of lines across Asia Pacific, EMEA and the Americas, tailor-making risk transfer and capital management solutions to best fit clients' needs.



# Outstanding Agent of the Year Award

This award will focus on the development of long term relationships with clients and insurers, commitment to promoting the work of the industry and the company as well as enhancing the industry image, and demonstration of professionalism and industry expertise. The award will recognise service excellence with vivid sample of overcoming difficulties or outstanding performance for clients. The award winner should also be able to make a positive impact on people's lives and inspire others as a role model.



## Mr Kinson Ng Prudential Hong Kong Limited



Kinson won the "Top Five Award" in the 47th Distinguished Sales Person Award (DSA) of the Hong Kong Management Association (HKMA).

Kinson was the speaker in the ConneXion Zone of Orlando Annual Meeting of MDRT.



The college motto of "Vos Parate Ut Serviatis", meaning "Prepare Yourself that You May Serve", is a principle that Kinson Ng has been upholding throughout his 26 years of career.

Mr. Kinson Ng, graduated from the University of Hong Kong, commenced his journey with Prudential in 1991 and has started as an agency leader since 2000. He is currently the regional manager of Pilot Agency at Prudential.

In the last 26 years, Kinson has been a qualified MDRT member for 24 years with three times COT and one time TOT. He is appointed by Prudential as the mentor in the "RUN to MDRT" programme. He has also been invited as a trainer, committee member and speaker at numerous events, including being a speaker at the ConneXion Zone of Orlando Annual Meeting of MDRT 2017. Under the leadership of Kinson, over 20% of agents in his region have become MDRT.

Kinson was the top five performers in the 47th Distinguished Sales Person Award (DSA) of the Hong Kong Management Association (HKMA) in 2015. He was also a committee member of the DSA Competition in 2016, 2017 and 2018, and he is currently being appointed as chairman of the Programme Sub-Committee of HKMA Sales and Marketing Executives Club for the year of 2017-2018.



## Ms Pecky Wong AIA International Limited



Pecky was given a 30 years long service award. She is passionate about her career and devoted to offer the best protection to every single client.

Every year, Pecky volunteers in the MDRT annual meeting to promote the benefits of MDRT and encourages our fellow members of the industry to strive for excellence.



Pecky Wong has served the industry and AIA for 31 years, advising over 900 individuals and families. She believes in the philosophy of insurance because it does not only provide protection to human during different stages of life, but it also helps customers to manage their wealth, leading them to live their dream life.

Pecky's key to success is to stay humble and stay foolish. She understands the significance of lifelong learning and attained the following professional qualifications:

- Registered Financial Consultant (RFC) in 2004
- Chartered Financial Practitioner (FChFP) in 2005
- Foundation Certificate in Life Coaching in 2013
- Neuro-Linguistic Programming (NLP) in 2015
- Master Practitioner of NLP in 2016

Over the years, Pecky gained a broad recognition from local and global organizations for her contributions to the industry and the company. Since 2008, She was awarded by the GAMA every year. Internationally, Pecky has achieved MDRT for 25 consecutive years (5 years of COT and 1 year of TOT). Most importantly, she recognises the significance of giving back, becoming the first person in Hong Kong who was nominated as the Divisional Vice President twice in MDRT Executive Committee.



## Mr Sammy Hui MetLife Limited



Mr. Sammy Hui, Senior Division Director of MetLife Hong Kong

Mr. Sammy Hui and his team



Sammy Hui began his insurance career in 1990, after graduating from the Chinese University of Hong Kong. Currently, he is the Senior Division Director of MetLife Hong Kong.

Sammy has served as the secretary and the director of the GAMA board for over ten years, and is a regular platform speaker at the GAMA Convention and other conferences.

Throughout his thirty years of industry experience, Sammy has received multiple awards and qualifications, including MDRT life and qualifying membership, Distinguished Sales Awards from HKMA and Distinguished Agent Award from LUAAHK. He is one of the top 100 best financial planners, and 10 Best Financial Planner Trainer.

Sammy aspires to reposition our industry from association with salespeople to association with professional financial planners to upgrade its image. To this end, not only did he acquire full membership in the Society of Trust and Estate Practitioners, with the designation of TEP, but he has also developed his own courses in Estate and Trust Planning, and has trained over 5,000 students.

The gift of life insurance is the way to show our love to our family. Sammy is so proud of being a life insurance agent, living up to his motto: "I believe in the life insurance not because someone must die, but someone has to live."

# Outstanding Young Professional of the Year - Intermediary Award

This award recognises a young insurance professional under 35 years of age with more than 3 years of experience in the industry. He/she must demonstrate excellence/achievement in the industry that is distinct from the norm. Nominees should also show the potential for leadership and a commitment to the advancement for the insurance industry.



**Mr Ray Iu**  
MetLife Limited



Mr. Ray Iu, Associate  
Division Director of  
MetLife Hong Kong

Ray Iu received the Agency  
Leader of the Year Award  
(Champion) from Mr. Lee Wood,  
CEO of MetLife Hong Kong



Ray Iu joined the insurance industry in 2007. He worked in the film industry prior to that, and becoming a film director has always been his aspiration.

Ray's vision is to have a career that allows him to have a meaningful journey. The "work hard, play hard" mantra is his key to success. He started recruiting in 2009 and focused on recruiting underprivileged teenagers, hoping to create more opportunities for them to achieve their dreams. Currently, he is leading a team of over 90 agents, of which 97% are under age 30. So far the team has nurtured 6 managers, 1 COT and 3 MDRT.

Ray has won several GAMA awards over the years, including Rookie Manager Award, Best Growth Award (Gold), Frontline Leader Award (Gold) and International Management Award (Gold). In MetLife, he was the Champion of Agency Leader of the Year (Associate Division Director) in both 2015 and 2016, and also the Champion Recruiter of the Year in 2015.

With his team's support, He has produced 2 micro films and a song to promote the importance of insurance.

Ray will continue to expand his team and to assist his team members to achieve their own dreams.



**Mr Steven Wang**  
AIA International Limited



Steven Personal  
Professional Photo

Steven's core Team Building  
in 2017



Mr. Wang Chenjie, Steven, joined AIA in 2013 as fresh graduate after finishing his two Masters degrees from USA and HKUST. Since then, he has achieved 4 times MDRT, including 1 COT and 1 TOT. His philosophy is "keep sharing personal growth makes you increasingly more attractive to clients and potential candidates". Since he was promoted to agency leader in 2014, he keeps applying the philosophy and managed to build a "MBA school" style young professional agency, which has grown from 5 persons in 2015 to 55 persons in 2017 so far and achieved 1st runner up AIA UM level agency of AIA in 2016 as well as 100% MDRT ratio. His agency name is "Attraction", using their own excellence to attract more excellent clients and teammates.



**Ms Xu Meng**  
Prudential Hong Kong Limited



Xu Meng represented  
Prudential in 2015  
to win the Oscar in  
insurance industry - 47th  
Distinguished Salesperson  
Award Top 5



Xu Meng's team, Trusty Agency, has totally 158 team members

Xu Meng, the founder of Trusty Agency, quickly achieved double MDRT within one and half months since she joined Prudential in November 2013, followed by COT in 2014 and TOT in 2015 and 2016. She is not only the youngest but also the fastest to be promoted as a Regional Director at Prudential Hong Kong. Xu Meng was invited as a sharing guest to many Prudential events, and was the tutor of the Prudential Young Leadership Programme. Moreover, Xu Meng represented Prudential in 2015 and won the Top 5 Award at the prestigious 47<sup>th</sup> Distinguished Salesperson Award held by the Hong Kong Management Association in 2015.

Xu Meng graduated from Zhejiang University in 2011 and holds a Master degree of Social Science from The Chinese University of Hong Kong (CUHK) in 2012. Xu Meng's team, Trusty Agency, has a total of 158 team members. Trusty is committed to developing professional and elite financial consultants and nurturing more insurance talents in Hong Kong.



# Top 3 at a Glance

## Outstanding Claims Management Award

 真生活 真夥伴  
THE REAL LIFE COMPANY  
AIA International Limited

 安盛  
AXA Hong Kong

 中銀人壽  
BOC LIFE  
BOC Group Life Assurance  
Company Limited

## Outstanding Customer Services Award

 真生活 真夥伴  
THE REAL LIFE COMPANY  
AIA International Limited

 MetLife  
大都會人壽  
MetLife Limited

 PRUDENTIAL  
英國保誠  
Prudential  
Hong Kong Limited

## Outstanding Training & Development Award

 真生活 真夥伴  
THE REAL LIFE COMPANY  
AIA International Limited

 安盛  
AXA Hong Kong

 宏利  
Manulife  
Manulife  
(International) Limited

## Outstanding Corporate Social Responsibility Award

 AIA MPF  
AIA Pension  
and Trustee Co. Ltd.

 安盛  
AXA Hong Kong

 PRUDENTIAL  
英國保誠  
Prudential  
Hong Kong Limited

## Outstanding Integrated Marketing Strategies Award - Corporate

 真生活 真夥伴  
THE REAL LIFE COMPANY  
AIA International Limited

 FTLife  
富通保險  
FTLife Insurance  
Company Limited

 MetLife  
大都會人壽  
MetLife Limited

## Outstanding Integrated Marketing Strategies Award - Product / Service

 安盛  
AXA Hong Kong

 宏利  
Manulife  
Manulife  
(International) Limited

 PRUDENTIAL  
英國保誠  
Prudential  
Hong Kong Limited

## Outstanding New Media Marketing Strategies Award

 真生活 真夥伴  
THE REAL LIFE COMPANY  
AIA International Limited

 安盛  
AXA Hong Kong

 MetLife  
大都會人壽  
MetLife Limited

## Outstanding Online Platform Award

 中銀集團保險  
BOCG INSURANCE  
Bank of China Group  
Insurance Company Limited

 FWD  
富衛  
FWD Life Insurance Company  
(Bermuda) Limited

 PRUDENTIAL  
英國保誠  
Prudential  
Hong Kong Limited

## Most Innovative Product / Service Award

 Swiss Re  
Corporate Solutions  
Insur8  
Swiss Re International SE

 FTLife  
富通保險  
Regent Series  
FTLife Insurance Company Limited

 TRANSAMERICA  
LIFE BERMUDA LTD  
Universal Life Alpha  
Transamerica Life (Bermuda) Ltd.

## Most Innovative Product / Service Award - Health Specialty

 宏利  
Manulife  
ManuShine Healthcare  
Series/Benefit  
Manulife (International) Limited

 HSBC  
Insurance  
ONEdna  
HSBC Insurance (Asia) Limited

 Sun  
Life Financial  
永明金融  
SunHealth Medical Premier and  
SunHealth Medical Essential  
Sun Life Hong Kong

# Top 3 at a Glance



## Outstanding InsurTech Innovation Award



安盛

AXA Hong Kong



China Life Insurance  
(Overseas) Company Limited



FWD General Insurance  
Company Limited



## Outstanding Reinsurance Scheme Award



Peak Reinsurance  
Company Limited



RGA Reinsurance Company



Taiping Reinsurance Co., Ltd.



## Outstanding Professional of the Year - Corporate



Mr Eddie Kwok  
BOC Group Life Assurance  
Company Limited



Ms Elaine Chan  
Zurich Insurance (Hong Kong)



Mr Franz-Josef Hahn  
Peak Reinsurance Company Limited



## Outstanding Agent of the Year



Mr Kinson Ng  
Prudential Hong Kong Limited



Ms Pecky Wong  
AIA International Limited



Mr Sammy Hui  
MetLife Limited



## Outstanding Young Professional of the Year - Intermediary



Mr Ray Iu  
MetLife Limited



Mr Steven Wang  
AIA International Limited



Ms Xu Meng  
Prudential Hong Kong Limited





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