

■ EVENT REPORT ■



Honourable guests of the Hong Kong Insurance Awards 2020, together with governing committee members and chief executive of the Hong Kong Federation of Insurers (HKFI) and South China Morning Post COO. Photo: SCMP

# AWARDS ADAPT TO PANDEMIC ERA

Hong Kong Federation of Insurers live-streamed the ceremony and added awards for work on health and volunteering initiatives

Since launching in 2014, the annual Hong Kong Insurance Awards have developed into a prestigious signature event for the industry, recognising innovation and celebrating excellence across the insurance community.

In light of the ongoing Covid-19 outbreak and current distancing regulations, event organiser the Hong Kong Federation of Insurers (HKFI) opted to suspend the gala dinner of the awards this year, choosing instead to broadcast the prize presentation ceremony via live-stream on October 29.

“Organising an award at this scale has never been an easy task,” said HKFI chairman Eric Hui during his speech at the ceremony, which was held at Grand Hyatt Hong Kong. “In these unprecedented times due to Covid-19, the awards 2020 are confronted with various challenges, as you can imagine. The volatile nature of the outbreak, together with the constantly evolving restrictions on social distancing have posed immense challenges to our team.”

The Hong Kong Insurance Awards are given to recognise the achievements and celebrate the brightest successes of companies, teams and individuals. This year, 16 awards from a hundred quality entries were judged by a panel of the most notable and respected figures from across the insurance industry and related fields in Hong Kong.

Over the last six years, the awards have introduced various categories to encourage performance, raise standards and bolster public confidence in the insurance industry. This year, one new category was

announced, including the timely addition of the Outstanding Initiative on Community Health Crisis Award.

Elsie Cheung is COO of South China Morning Post, which is co-organiser of the Awards for the fourth consecutive year.

“The new award is for showing outstanding initiative during the community health crisis,” explained Cheung at the presentation ceremony. “In particular, the judges were looking for proactive steps taken in response to the Covid-19 pandemic – and special measures to lessen its impact on policyholders and members of the public.”

Hong Kong has long been a global centre for the insurance industry. After establishing itself as the leading player in the APAC region in the 1980s, by the 1990s Hong Kong had one of the highest numbers of licensed insurers per capita in the world.

The Special Administrative Region currently has some 165 insurance companies, with insurance and financial services overall accounting for about 18 per cent of the city’s overall GDP. Statistics show that total gross premiums of the Hong Kong insurance industry in 2019 increased by 10.2 per cent to HK\$566.9 billion. The insurance sector is also a major employer for local workers, with estimates indicating over 110,000 Hongkongers work in the industry, serving millions of customers.

Following the introduction of Fast Track, a virtual insurance licensing scheme, and the transition of the self-regulatory organisational functions of HKFI to the Insurance Authority in 2019, the local industry is now

heading into a whole new era.

The global outbreak of Covid-19 may have thrown up untold challenges this year, but Hui took the opportunity to highlight some of the industry’s proactive moves during the pandemic. These include “providing various alleviation measures and complimentary Covid-19 benefits, like offering extra hospital cash, expanding cover for sanitising expenses, prolonged grace period, waiving certain claims documents, just to name a few”.

Hui added that “at this special juncture, practitioners should be honoured for going the extra mile in serving our customers and public”.

Other award categories at this year’s Insurance Awards acknowledge the contribution of professionals in important roles such as corporate social responsibility and customer services, as well as prizes for innovative products and services, claims management, digital marketing, and training and development.

Hui offered thanks to judges, members and nominees for their “staunch support” received during the difficulties brought about by the events of this year, and highlighted how these unprecedented months have served to underpin the importance of the industry to broader society.

“Though we are not able to host the Gala Dinner amid the pandemic, our determination to recognise top-notch performers from the industry would never sway,” Hui said. “Indeed, the status quo serves to highlight the vital role that our industry – insurance – plays in offering protection, even in this moment of stress.”



Hong Kong Federation of Insurers chairman, Eric Hui. Photo: SCMP



SCMP COO Elsie Cheung at Hong Kong Insurance Awards. Photo: SCMP

## LIST OF WINNERS

**Outstanding Claims Management Award**  
Blue Cross (Asia-Pacific) Insurance Limited

**Outstanding Customer Services Award**  
AIA International Limited

**Outstanding Training & Development Award**  
FWD Life Insurance Company (Bermuda) Limited

**Outstanding Corporate Social Responsibility Award**  
Bupa (Asia) Limited

**Outstanding Initiative on Community Health Crisis Award – General Insurance**  
Bupa (Asia) Limited

**Outstanding Initiative on Community Health Crisis Award – Life Insurance**  
AIA International Limited

**Outstanding Integrated Marketing Strategies Award**  
Manulife (International) Limited

**Outstanding Digital Marketing Campaign Award**  
Bowtie Life Insurance Company Limited

**Excellence in Digital Transformation Award**  
AXA Hong Kong and Macau

**Outstanding MPF/Employees’ Benefit Product/Service Award**  
AIA International Limited

**Most Innovative Product/Service Award – General Insurance**  
Bupa Hong Kong Workplace Health Programme 2.0, Bupa (Asia) Limited

**Most Innovative Product/Service Award – Life Insurance (Health)**  
Bowtie Group Insurance Plan, Bowtie Life Insurance Company Limited

**Most Innovative Product/Service Award – Life Insurance (Wealth)**  
Robotic Investment Choice Service, AIA International Limited

**Outstanding Agent of the Year**  
Wave Chow, AIA International Limited

**Outstanding Community Intermediary of the Year**  
Lisa Tsui, AIA International Limited

**Outstanding Young Professional of the Year – Intermediary**  
Cheung Sze Yiu, Prudential Hong Kong Limited



Hong Kong Insurance Awards, presented by Hong Kong Federation of Insurers. Photo: SCMP