

SPECIAL REPORT

RECOGNISING TALENT



Honourable guests and judges together with governing committee members and the chief executive of the HKFI celebrated the remarkable accomplishments of the awardees of the Lifetime Achievement Award and 22 industry categories. Photo: SCMP

# INSURANCE AWARDS CELEBRATE COMEBACK YEAR FOR THE INDUSTRY

The 2023 Hong Kong Insurance Awards highlighted the excellent accomplishments of all the awardees as well as the resilience of the industry throughout the past year, writes **Ben Young**

The annual Hong Kong Insurance Awards has become the hallmark celebratory event for one of the city's most vital business sectors – and the 2023 edition offered a timely reminder of why Hong Kong is, and will continue to be, a global insurance hub.

This year's award ceremony took place once more at the Grand Hyatt in Wan Chai, welcoming nearly 500 guests, top industry professionals. The event on October 25 was hosted by the Hong Kong Federation of Insurers (HKFI), which was celebrating its 35th

anniversary, supported by the South China Morning Post. "The Hong Kong Insurance Awards was launched in 2014 and it is with great delight that we have witnessed their remarkable ascent over the last decade, solidifying the awards' position as the most prestigious accolade in our industry," said HKFI chairman Orchis Li.

In response to market challenges – which arose due to general economic lulls, Covid-19 and closed borders – the HKFI set up a think tank in August 2022 with the aim of "reinventing Hong Kong's international insurance hub status". "At HKFI we bear witness to the immense power of collaboration and unity – with a can-do attitude and spirit of collaboration, we are actively engaged in implementing the nine recommendations put forth by our think tank to revitalise Hong Kong as an international insurance hub," added Li.

"Despite the hurdles, Hong Kong's insurance sector remains one of the world's strongest, and will undoubtedly play an integral role in the city's economic future," said the Post's COO, Kevin Huang. "It's crucial that we garner the collective support and active involvement of stakeholders across the ecosystem, including the government, regulators, insurers, intermediaries and friends of the industry," Li added. "By joining forces, let us collaborate towards the advancement of our industry and contribute to the greater good of Hong Kong."

She went on to announce that Hong Kong will be hosting the prestigious East Asian Insurance Congress conference next year, which will feature hundreds of top delegates from around the globe. This year, 22 awards were given out to the industry's top companies, teams and professionals. To mark the HKFI's 35th Anniversary, the

Lifetime Achievement Award was reintroduced, recognising industry veterans with several decades' worth of invaluable contributions. The Lifetime Achievement Award for General Insurance went to Allan Yu, an ACII Chartered Insurance Practitioner with more than 50 years of experience in his field. An active and integral member of the industry, Yu was recognised for the pivotal role he has played in shaping the current industry landscape.

Samuel Yung, SBS, MH, JP, was the recipient of the Lifetime Achievement Award for Life Insurance. His career began more than 40 years ago at AIA and he has earned a vast array of awards over the following decades and set a record in receiving GAMA Global's Master Agency Award for 29 consecutive years. Innovation is another key focus of the awards, as seen with categories like Excellence in Digital Transformation, which

recognises the successful implementation of big data and artificial intelligence; and the Most Innovative Product/Service Award for both general and life insurance, which rewards intriguing new products based on customers' ever-evolving needs. Importantly, there are also categories rewarding Excellence in ESG and Sustainability, and Outstanding Corporate Social Responsibility. "These categories reflect the

rich diversity and inclusivity that are at the core of our shared values, and the talent and passion that contribute to the continued success of the Hong Kong insurance industry," added Huang. "The overwhelming response and support from industry players for the awards demonstrates unwavering commitment from our participants to excellence and innovation."

## THIS YEAR'S AWARD WINNERS

**Lifetime Achievement Award – General Insurance**  
Allan Yu

**Lifetime Achievement Award – Life Insurance**  
Samuel Yung

**Outstanding Claims Management Award – General Insurance**  
Cigna Worldwide General Insurance Company Limited

**Outstanding Claims Management Award – Life Insurance**  
HSBC Life (International) Limited

**Outstanding Customer Services Award**  
AXA Hong Kong & Macau

**Outstanding Training & Development Award**  
HSBC Life (International) Limited

**Outstanding Corporate Social Responsibility Award**  
AIA International Limited

**Excellence in ESG and Sustainability Award**  
Zurich Insurance (Hong Kong)

**Outstanding Equal Opportunity Employer Award**  
Prudential Hong Kong Limited

**Outstanding Financial Education Award**  
Prudential Hong Kong Limited

**Outstanding Integrated Marketing Strategies Award**  
Prudential Hong Kong Limited

**Outstanding Digital Marketing Campaign Award**  
FWD Life Insurance Company (Bermuda) Limited

**Excellence in Digital Transformation Award**  
FWD Life Insurance Company (Bermuda) Limited

**Most Innovative Product/Service Award – General Insurance**  
PRUChoice Furkid Care Insurance, Prudential General Insurance Hong Kong Limited

**Most Innovative Product/Service Award – Life Insurance**  
SunProtect, Sun Life Hong Kong Limited

**Most Innovative Product/Service Award – Health**  
Satellite Medical Examination, Prudential Hong Kong Limited

**Most Innovative Product/Service Award – Wealth**  
Wealth Elite 2 & Premier Service Ecosystem, AIA International Limited

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

**Best Partnership Project Award – General Insurance**  
AXA Hong Kong & Macau

**Best Partnership Project Award – Life Insurance**  
FWD Life Insurance Company (Bermuda) Limited

**Outstanding Reinsurance Scheme Award**  
RGA Reinsurance Company, Hong Kong Branch

**Outstanding Agent of the Year**  
Henry Cheng, Prudential Hong Kong Limited

**Outstanding Community Intermediary of the Year**  
Billy Ng, AIA International Limited

**Outstanding Young Professional of the Year – Intermediary**  
Adrian Lee, AIA International Limited



Glasses raised to this year's Hong Kong Insurance Awards awardees



Orchis Li, chairman of HKFI



Prize presenter Christopher Hui (middle), Secretary for Financial Services and the Treasury, together with Lifetime Achievement Award winners Allan Yu (left) and Samuel Yung (right)



Winners of this year's Insurance Awards assemble onstage to toast the industry's best and brightest