



Judges, honourable guests, governing committee members and the chief executive of the Hong Kong Federation of Insurers celebrate the 10th anniversary of the Hong Kong Insurance Awards and the awardees' accomplishments. Photos: Handout

INDUSTRY GO-GETTERS ENSURE THE FUTURE REMAINS BRIGHT

The Hong Kong Insurance Awards celebrated its 10th anniversary, recognising stand-out efforts in the sector that have contributed to the city's outperformance compared to much of the world, writes **John Cremer**



Honourable guests with the chairman and the chief executive of the Hong Kong Federation of Insurers

Marking the 10th anniversary of the Hong Kong Insurance Awards 2024, the Oscars of the local insurance industry, was both a golden opportunity to celebrate the successes of the past year and a fitting way to highlight the enduring importance of the insurance sector within the wider Hong Kong economy.

The prize presentation ceremony and gala dinner, which took place on October 24 at the Regent Hong Kong, was attended by more than 500 honourable guests, senior executives and professionals representing every branch of the industry.

They came together to honour the finalists and winners in a range of categories designed to give due recognition to insurance companies, individual

practitioners and the members of various teams.

While acknowledging notable achievements over the preceding 12 months, the event also serves as a forum for networking and reflection on major trends and developments affecting the industry.

Such exchanges, of course, have special relevance at a time when new tools and digital technologies are promising to transform many long-established practices.

As a result, companies must be ready to invest in the future, and their staff should continue to adapt as possibilities open up, creating greater choice for customers, higher levels of operational efficiency, and the chance to expand sales in the Greater Bay Area and beyond.

"Over the last decade, our industry has experienced

significant changes," said Ivan Tam, chairman of the Hong Kong Federation of Insurers (HKFI), in his welcoming speech. "We are happy to see that the city of Hong Kong and the insurance sector stand resilient, vibrant and have grown even stronger.

"All our efforts have paid off, despite the hurdles and difficulties we faced during the Covid-19 pandemic."

Confirming this, Tam noted that, according to the recent Sigma Report on World Insurance, Hong Kong was recognised for having the highest penetration rate and the second highest density – two key metrics used in gauging the global market.

Locally, that translated into total premiums of HK\$550 billion, a figure that ranked Hong Kong 16th among the



Ivan Tam, chairman of the Hong Kong Federation of Insurers

world's insurance markets, an outstanding achievement given the comparatively small size of the city and its population.

"This reflects the commitment of all stakeholders in the ecosystem," Tam said. "What they have done should not be overlooked."

In this respect, it was particularly encouraging that an "avalanche" of entries had been received for this year's awards, a clear sign of the spirit, commitment and professionalism evident within the sector.

Separately, Tam drew attention to sections of Chief Executive John Lee Ka-chiu's mid-October policy address, which gave the sector plenty of cause for optimism.

"Our recommendations on further strengthening Hong Kong's status as an international insurance hub have been reflected in a raft of government measures," Tam said. "We were delighted to learn about that."

Addressing the gathering, Kevin Huang, COO of the South China Morning Post,

co-organiser of the event alongside the HKFI, congratulated the winners and emphasised how much the sector does for the city.

"The insurance industry makes a significant contribution to Hong Kong by providing financial protection for residents, strengthening the city's economic stability and supporting local businesses," Huang said. "The overwhelming response and support for this year's awards underscores the sector's unwavering commitment to excellence and continued innovation."

In their remarks, Tam and Huang both thanked the panel of judges who carefully assessed the entries and selected the deserving winners.

"They devoted their time and expertise to a difficult task, making hard decisions and picking the most deserving teams and individuals in each category," Tam said.

"We look forward to everyone's continuing participation in the years to come," he concluded.

HONG KONG INSURANCE AWARDS 2024: WINNERS LIST

- Outstanding Claims Management Award – General Insurance**
Zurich Insurance (Hong Kong)
- Outstanding Claims Management Award – Life Insurance**
Prudential Hong Kong Limited
- Outstanding Customer Services Award – General Insurance**
Bupa (Asia) Limited
- Outstanding Customer Services Award – Life Insurance**
HSBC Life (International) Limited
- Outstanding Training and Development Award**
Prudential Hong Kong Limited
- Outstanding Corporate Social Responsibility Award**
Generali Hong Kong
- Excellence in ESG and Sustainability Award**
Zurich Insurance (Hong Kong)
- Excellence in Customer Acquisition and Engagement Award**
FWD Life Insurance Company (Bermuda) Limited
- Outstanding Equal Opportunity Employer Award**
Manulife (International) Limited
- Outstanding Integrated Marketing Strategies Award**
AIA International Limited
- Outstanding Digital Marketing Campaign Award**
FWD Life Insurance Company (Bermuda) Limited
- Outstanding MPF/Employees' Benefit Product/Service Award**
AIA International Limited
- Most Innovative Product/Service Award – General Insurance**
SCOR Reinsurance Company (Asia) Limited, SCOR Smart Credit
- Most Innovative Product/Service Award – Life Insurance**
China Taiping Life Insurance (Hong Kong) Company Limited, Taiping GBA Elderly Care Solution
- Most Innovative Product/Service Award – Health**
FWD Life Insurance Company (Bermuda) Limited, Crisis OneMaster Series
- Most Innovative Product/Service Award – Wealth**
AXA Hong Kong & Macau, FortuneXtra Savings Plan
- Outstanding Campaign for Targeted Community Award**
Sun Life Hong Kong Limited
- Excellence in Digital Transformation Award**
FWD Life Insurance Company (Bermuda) Limited
- Best Partnership Project Award**
AXA Hong Kong & Macau
- Excellence in KOL Partnership Award**
Bowtie Life Insurance Company Limited
- Outstanding Risk Management Award**
Prudential Hong Kong Limited
- Outstanding Reinsurance Scheme Award**
RGA Reinsurance Company, Hong Kong Branch
- Outstanding Agent of the Year**
Glen Wong, AIA International Limited
- Outstanding Community Intermediary of the Year**
Marcus Wong, AIA International Limited
- Outstanding Young Professional of the Year – Intermediary**
Kelly Tong, Prudential Hong Kong Limited



Winners of the Hong Kong Insurance Awards 2024 for the local industry's best-performing companies, teams and individuals