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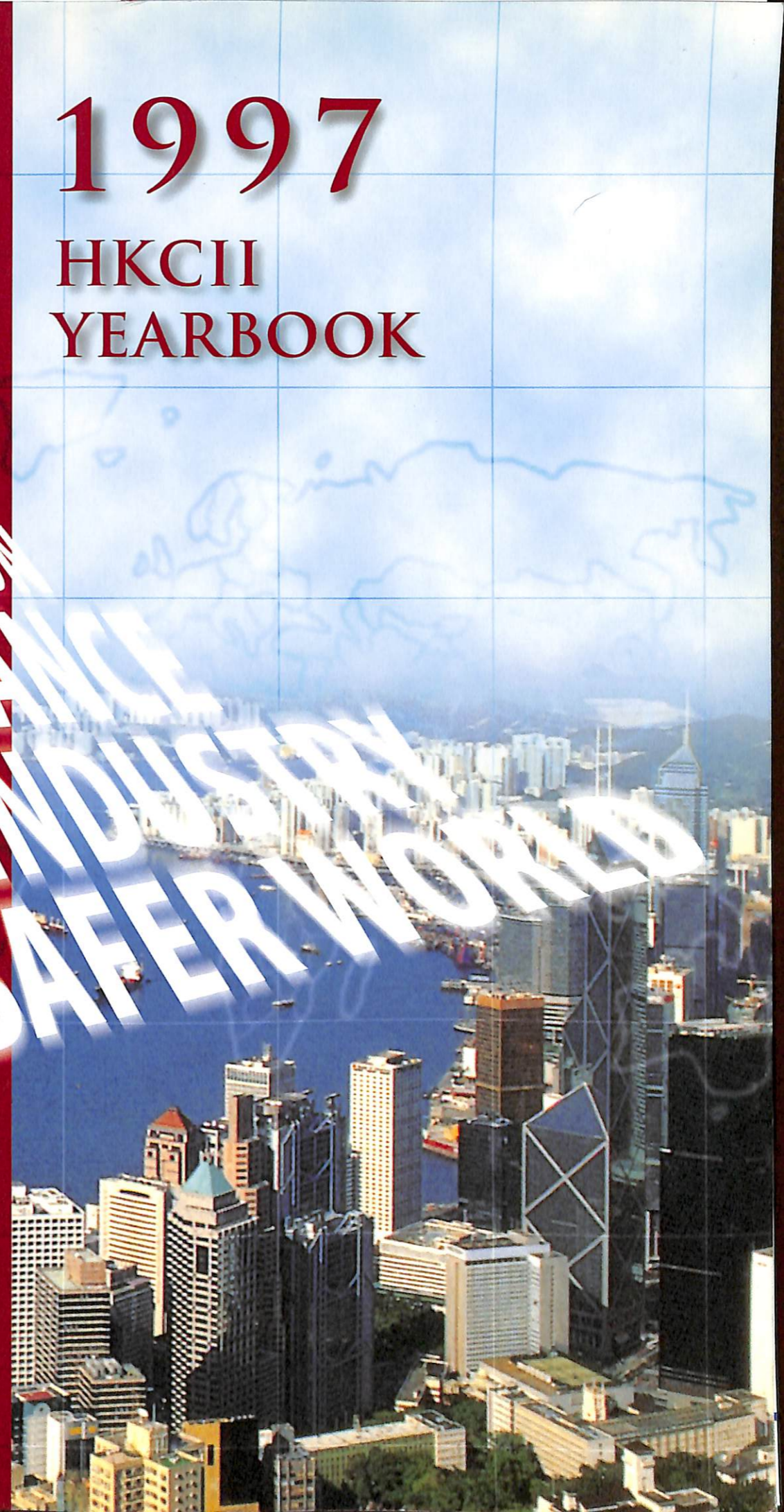
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**1997
 HKCII
 YEARBOOK**

**IMPACTS ON
 INSURANCE
 INDUSTRY
 IN A SAFER WORLD**



**HONG KONG CHAMBER OF
 INSURANCE INTERMEDIARIES**





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5 MISSIONS

HARMONY

To promote and maintain the spirit of fair deal and harmony between and among insurance buyers, intermediaries and insurers.

KNOW-HOW

To prepare, promote and conduct educational seminars, forums, lectures, workshops for the benefit of its members.

CONCERN

To communicate and to coordinate with government, associations, insurance companies or any other persons in regard to all matters relating to insurance, or insurance intermediaries which may be considered to be for the benefit of members and the general public.

INTEGRITY

To enhance self-dignity of the insurance intermediaries through deeds of integrity.

INFORMATION

To collect and disseminate amongst the members information in regard to all matters relating to insurance or to the practice, duties and obligations of insurance intermediaries by means of periodical newsletter and alike.

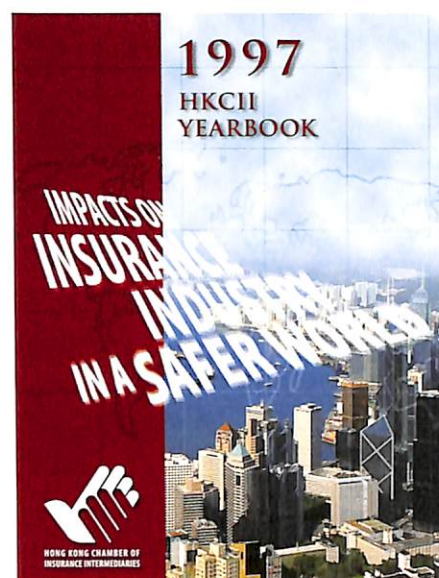


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MESSAGE FROM THE CHAIRMAN OF HONG KONG CHAMBER OF INSURANCE INTERMEDIARIES

I am really proud of the year 1997 firstly because I am one of the Hong Kong people who can see the smooth handover of Hong Kong back to China and secondly because I was elected President of the Chamber for the year. Since its establishment in 1993, the Chamber has been actively involved in many activities and trade issues closely related to the insurance industry. Our hardwork was acknowledged and endorsed by all our members which are now recorded to be around 400. We always stick to the 5 missions of the Chamber i.e. Harmony, Know-how, Concern, Integrity and Information.

Insurance intermediaries are now playing an important role in the arrangement of insurance contracts and have to cope with the ever-changing environment of the economy. So this year, we choose the topic of "Impacts on Insurance Industry in a Safer World" as the main theme of the Year-book 1997. We totally receive 3 valuable articles written from the angle of the insurance practitioner, consumer and scholar. I must express my sincere gratitude to all the writers who make this Year-book meaningful.

Finally, I must thank the Editorial Board of this Year-book and all the sponsors of advertisements for their continuous support to the Chamber.

Ricky Chu
President (1997)



保險業監理專員 獻辭

隨著香港保險業的發展，市民對保險的認識及需求亦相應增加。因此，保險業必須不斷提高服務水平，以配合市民日益嚴格的要求。保險中介人是保險業的前線工作人員，擔演重要的角色。他們的質素和服務水平，不但直接影響投保人士對保險業的印象和信心，更能在推動保險業的發展方面，發揮一定的作用和力量。

作為保險業的一個專業團體，香港保險中介人商會一直以推動保險業的健康發展為己任，除了積極與政府及其他保險業團體溝通外，更致力籌辦各項培訓活動，以提高保險中介人的專業地位和知識，從而令投保人士在得到優質服務之餘，更對保險業留下正面的印象，進一步認同保險業的專業地位。在推動保險業的發展方面，商會實在貢獻良多。我希望在未來的日子裡，商會能繼往開來，集思廣益，群策群力、與保險業各界共同努力，使保險業的發展更趨完善和穩固。

保險業監理專員
黃志光



MESSAGE FROM MEMBER OF THE PROVISIONAL LEGISLATIVE COUNCIL, HONG KONG.

I am pleased to extend my congratulations to the Hong Kong Chamber of Insurance intermediaries on the occasion of its fifth anniversary.

No doubt, insurance intermediaries form an integral part of the insurance industry as they provide an important link between the insuring public and the insurance companies. By promoting high professional standard of insurance intermediaries in the marketing of insurance products and servicing of policyholders, I have great confidence that the insurance industry will continue to prosper.

I very much hope that the Chamber will provide more forums to discuss matters of concern to insurance intermediaries and to contribute towards better protection for the insuring public.

I look forward to seeing the Chamber's continuous growth and prosperity in the years ahead.

Chim Pui Chung
Provisional Legislative Councillor



MESSAGE FROM
THE CHAIRMAN OF
THE HONG KONG
FEDERATION OF INSURERS

The Hong Kong Federation of Insurers extends warmest congratulations to the Hong Kong Chamber of Insurance Intermediaries (HKCII) on the publication of its Yearbook 1997.

Intermediaries who are front-liners contribute invaluable to the rapid growth and development of the Hong Kong insurance business. The HKFI looks forward to the continued growth and expansion of intermediaries in the years ahead.

Best wishes to the HKCII for its future endeavours.

Frank Y.L. Chan
Chairman
The Hong Kong Federation of Insurers



MESSAGE FROM
THE CHAIRMAN OF
CONSUMER COUNCIL

On the occasion of the fifth anniversary of the Hong Kong Chamber of Insurance Intermediaries, I wish to congratulate the Chamber for its commitment to establishing fair trade practices for the industry.

The Chamber has displayed remarkable ingenuity in promulgating its 5 missions representing the acronym HKCII, Harmony, Know-how, Concern, Integrity, Information.

The implementation of these very worthy goals will benefit consumers of life and general insurance. The Consumer Council will be delighted to assist and co-operate with HKCII in the pursuit of these goals.

Anna Wu
Chairman
Consumer Council



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保險顧問， 怨天尤人？

阮德添先生

首先在此感謝貴會邀請我在你們的九七年年報中說一些話。當貴會接觸我時，我第一個感覺是受寵若驚，我已離開了保險行業有兩年多，自問沒有資格在這個專業界發表任何有代表性的說話，但當我知道貴會希望我從一個消費者角度去說一點話，我便欣然接受你們的好意。

我在保險行工作了十八年，同時亦曾在消費者委員會義務工作了七年，實在很難分得清我是單從那一方面去說出我的感想。唯有採取一個態度是融合我多年在保險顧問公司的工作經歷，配合我在消委會工作時有機會從另一個角度去看到顧客怎樣看我們這一個行業，希望能表達一些我個人對保險顧問（經紀）的專業的看法，與各位保險顧問從業員共勉。

今年貴會年刊的主題是「在一個日漸安全的世界下，對保險業的沖擊」，背景是過往幾年由於保費不斷下調，以至保險公司利潤相應大減，多間大型保險公司及保險經紀進行收購及合併，以至從業員擔心其職業保障問題。首先我個人希望主題的前半部所說的「日漸安全的世界」是一個中性的說法。地球生活環境是否愈來愈安全，見仁見智。之所以我們錯覺到這個世界環境是日漸安全起來，是有賴風險管理智慧的成果。推廣風險管理概念，實質為保險顧問（經紀）的最終工作態度。這是一個保險顧問能否提供增值服務的問題，否則，我們根本不能立足於消費者及保險公司之間，建立我們的存在價值。保險顧問若能以其顧客所面對的日常生活、工作、以至投資的風險，作出正確的了解、評估及分析，從而推薦最合乎經濟原則的保障行動或風險轉介，保險顧問才能達到顧客（消費者）的期望。否則單從做到以上所提到的功能中的一鱗半爪，保險顧問的角色必然被其他「通天經紀」所取代，其專業地位自當日漸式微，這個結果與地球是否愈來愈安全，以至影響其行業的成敗，根本拉不上直接關係。

首先個人並不同意我們的生活世界較以往安全，相反，往後我們的生活環境是愈來愈複雜，要面對的自然災害如環境污染所帶來的生態禍害，及人為的災難，包括經濟災難，如數家珍。無論風險管理做得如何完善，亦只能盡量但不能完全減低各種自然及人為災害所帶來的經濟損失，保險所扮演的角色，無可取代。保險費一年平過一年，有可能其過往曾經太貴，或可能是商



業競爭的短期現象。我始終相信保險費的厘定最終是不能脫離由大多數比較幸運者去補償少數不幸運者的理論。

再者，近期我們見到不斷有保險公司及保險顧問（經紀）公司收購及合併活動，我深信這不外乎是一項正常及可能是每經過一個經濟起落週期的必然商業經營手段，目的是透過該等手段來爭取更大的市場佔有率及因透過精簡人手，汰弱留強，達到更高的邊際利潤。當然該等活動有保衛性或進攻性之分，然而其基本性質亦不外殊途同歸，在商言商，適者生存而矣。我們的地球更美好與否，與保險業的汰弱留強活動，不應混為一談。

在此我不用分析誰是弱者，因為始終他們必被淘汰，最重要是了解何為強者，因為只有是精英份子，才能於各種風浪中生存。作為一個專業的保險顧問，保險知識固然重要，但這點只是基本入門資格，其服務範圍實質遠超出推銷保險產品的框框。不論是個人或機構性的消費者，所要求的保險顧問服務是其能否提供上述所提到的增值服務，單憑價錢平的保險計劃，並不能保證爭取到長期客戶，因為在商業競爭的現實下，你的競爭對手不難在下一個週期找到總比你平一點的價格，只有是能為你的客人提供附加值的服務，才能令你的客人接受你的存在價值，才能令你的競爭對手無法將你輕易地比下去；只有從提供完善，周詳及有遠見的風險管理服務，才能將保險顧問行業的專業形象提升，使其有別於保險公司所扮演的角色，從而強化其存在的價值。

總括來說，保險顧問工作能否生存，壯大及至受人重視，從而建立其尊嚴，完全視乎於其從業員能否了解其工作目標和意義，在經濟活動環節中，扮演其適當的角色，在這個日益多災多難的地球生活，其功能不單不會被淘汰，相反，消費者是更需要這種服務，以補其單從保險公司所不能得到的。從營運角度而言，我深信並無一間公司能獨霸整個市場，只要你懂得找到並且專注適當的市場空間及環節，則不論你的顧問公司規範大小，自能在市場上佔一席位。

從某一角度而言，能成為投資者收購的對象或另一機構獵頭的人選，一定程



FEATURE ARTICLES

1

度已肯定了你的成功。在此祝願各在職的從業員能成為下一位被狩獵的精英。

阮德添先生

阮德添先生現年四十五歲，從事保險業十八年，於九五年至九七間任職機場管理局總經理，分別掌管機構規劃部及商業服務部。現時阮先生從事其私人地產及建材貿易業務。

在保險業，阮先生曾任職怡和保險、港福渣打保險、及新鴻基保險顧問。在轉入公共機構服務前，他是加怡人壽保險的副主席。

阮德添先生亦積極參與多項社會服務，其中包括歷任北區區議員；保險業諮詢委員會委員；消費者委員會委員，九廣鐵路董事及香港政府中央策研究組組員。他現時為交通諮詢委員會委員。

阮先生在一九七七年畢業於香港中文大學，一九八六年獲取香港大學工商管理碩士學位。一九九一年，獲公司贊助派往美國哈佛大學進修資深管理學課程。他現時為英國管理學會資深會員及英國特許市場學會會員。阮先生於一九九二年獲選十大傑出青年，並於一九九五年獲委任為非官守太平紳士。



FEATURE ARTICLES

2

BROKERS- MEETING THE CHALLENGE OF A NEW CENTURY

by Adrian H. King

The last few years have seen tremendous changes and challenges both to traditional forms of insurance and the way that they are marketed. In this age of communication, this has become a global phenomenon as both purchasers and providers reassess their corporate exposures, their needs and their abilities to compete in the greater market place.

But why have these concerns emerged and these changes come about. It has been suggested that we now live in a safer world so that consumers are buying less insurance and therefore insurers and brokers are rushing into mergers to reduce the number of competitors chasing a reducing number of premium dollars. Like most generalisations this is an over simplification which misses some of the most significant points.

The press have recently pointed to several factors which they say support this contention. Improved risk management and increased self-insurance by major corporate clients they say, is one cause for reduced premiums as they become more selective as to which risks they insure. That improved risk management and loss prevention should reduce claims and therefore rates is clear and desirable and that large corporations should opt for self-insurance of risks which their corporate structures can easily absorb is academic and both will reduce premiums. What is not mentioned however, is the increasing incidence of the establishment of captives, managed by insurance brokers and utilizing the international reinsurance markets.

Another view is expressed that natural disasters such as Hurricane Andrew which hit the United States in 1992 and later storms causing billions of US dollars damage have not impacted international market rates. Again this does not explain higher deductibles imposed following earlier disasters and massive self-retentions by local carriers which effectively insulated these losses within the US domestic market.

That these losses occurred at all and that major corporations feel the need to establish their own captive protection belies the suggestion of a



safer world particularly as we daily watch the results of El Nino on our TV screens. What is happening is not that the world has become a safer place but that we are learning to manage financial risk better.

As the catalyst of change and insurance development and being in the forefront of the insurance negotiation and distribution chain, brokers have been the first to recognise new trends and to respond to them.

This same period has seen global development evolve on a scale and at a rate of change as never before. Technological advances in such fields as transport and communications and the inexhaustible demand for them require massive capital resources and expose those industries to huge potential economic as well as physical and environmental risks far greater than they have ever faced in the past.

The strength to provide the means for such development and to meet the increasing challenges comes from size bringing together the abilities to raise the necessary capital on a base large enough to withstand the economic vagaries and the pitfalls of advanced product development and intense competition. It is significant that all of the spearhead industries for the future -- information technology, telecommunications, aerospace and pharmaceuticals have created the largest mergers in corporate history. It should therefore be no surprise to find that the insurance companies and insurance brokers have followed this trend with mergers and takeovers of their own on a scale unprecedented in this industry.

Far from giving up in the face of declining premium volumes in the traditional insurance areas, international brokers are restructuring themselves to better serve their corporate clients' greater needs in the wider field of risk through alternative forms of risk transfer and financing. As brokers led the way in the past, so they are determined to do in the future and as well as developing captives, advances have already been made with the securitization of risk and the use of capital markets. While



some of the new corporate portfolio plans and even captives still utilize basic established insurance underwriting principles, the thrust is towards protection of the corporate financial entity through broader means and it is therefore no surprise to find the insurance market responding to this challenge with a series of proposed mergers of insurance companies with financial institutions. Taking a lead from the brokers, insurers are now building themselves to participate in this new era of risk transfer financing where the scope of risk and dollar amounts involved are beyond the capacity of the traditional insurance market to bear.

It is true that these developments are so far happening at the top end of the corporate scale and that a large market for traditional insurance remains. However it was the top end which produced the larger proportion of the premium pool and this will continue to erode as industrial corporate mergers continue and the exodus to alternative risk financing moves down the corporate scale with time. This may well happen sooner rather than later as the world moves into the competitive and technology led 21st Century.

Where therefore do these developments leave brokers in Hong Kong? As with the rest of the world the recent spate of mergers and takeovers has led to the emergence of two groups. The very large international brokers with access to worldwide technology and the ability to handle multinational corporations whose increasing demand for innovation and global service gave rise to the formation of these broker conglomerates originally. These groups will also, due to their technical abilities and economies of scale, handle the traditional insurance arrangements of the large to medium local corporate clients. Their success will depend on innovation, standards of service and market presence.

The second group comprises the non-affiliated local brokers ranging from medium size to one man operatives and small specialised niche brokers.



In the greater scale of the industry there has always been room for the small broker. Traditionally as the major London brokers merged in the 1970's and 1980's, small teams split off forming specialised new brokers whose continued innovation earned them a place in the market. The key to their success however was specialisation. The days of brokers acting purely as a postbox intermediary for traditional general insurance are drawing to a close. Corporate and small business buyers are becoming more discerning as are individuals purchasing personal lines policies who will be looking for more than just a discount. Competition is also emerging from more efficient marketing arms of the insurance companies and from direct selling. For smaller brokers to survive, they will need to demonstrate a significant value added component to their service. They will need to provide a degree of advice and support at all stages of the relationship which their clients would not get from an insurance company directly.

To the local corporate, small business or personal lines client the suggestion of a safer world is a myth. They are continuously disrupted by fires, battered by the elements, suffer from water leakages and are preyed upon by burglars, usually through circumstances beyond their control. Unlike the larger corporate organisations with their own premises and budgets for security and risk management, the smaller operative is at the mercy of poor building management and unruly neighbours who skimp on maintenance. His careless staff injure themselves and damage his motor vehicles however much he may cajole them to be careful. Here truly is the client who needs help. Here is a person who needs to have his risk exposures carefully analyzed and his insurance options and possibilities clearly explained. Here is a person who will need advice and assistance when claims arise. Here is, and always will be, a client for a small broker.

To face the challenge of the future, the medium to small broker must make just as much of an effort as the larger groups. Proper management and accounting practices are a must as is the need for increasing



technical knowledge and professionalism.

Apart from the changing customer base as the nature of Hong Kong's business has changed over the years with the opening up to the China hinterland, so also have there been changes to the brokers' business environment through the 1995 introduction of regulation to what was previously one of the few unregulated insurance intermediary markets left in the world. On reflection, it is interesting that the requirements for insurance brokers' conduct of business as laid down in the regulations go no further than to codify what will be seen as the minimum level of professional and business standards needed to sustain a successful insurance broking operation in the future and to satisfy clients' needs for trust and transparency.

The history of the broking industry is one of change and innovation. Despite regular prophecies down the years that for one reason or another it was doomed to fail, it has survived and continued to serve its clients and the market with professionalism and the innovative development of new products now taken for granted in the range of traditional insurance. What is now unfolding is a further step in the evolution of insurance broking with the industry rising to meet the challenge as it has in the past.

So as usual there are two sides to the story, big is beautiful and small is sweet. The common denominator is that neither will survive unless they provide their clients with innovative value added professional service.

Adrian King is a Director of Aon Risk Services Hong Kong Ltd and was a former Chairman of both Hong Kong Confederation of Insurance Brokers and previously of the Hong Kong Insurance Brokers Association. He commenced his insurance broking career in New Zealand in 1963 and has practised as a commercial and construction insurance broker in Hong Kong continuously since 1974.



Creating Customer Value in the Insurance Industry through Relationship Selling

by T.S. Chan,
Lingnan College

Introduction

The marketing environment for insurance has been changing. The insurance brokers are suffering as the world is becoming a relatively safe place to live (Kohli, 1997). There are more mergers among insurance firms in hope of overall cost savings. Besides, there exists an increasing trend of combining risk management know-how and self-insurance among the larger corporate customers. Overall speaking, the demand for services has changed and the competition in the industry intensified.

As a result of the important linkage between companies and their customers, sales agents can create customer value through relationship selling (Fierman, 1994). Relationship selling is the practice of establishing long-term relationship through the sales agent's focus on quality and commitment in serving customer needs over a long period of time. The emphasis is not to target for closing the sale, but rather to focus on serving long-term customers. A survey of 300 senior sales executives in the US revealed that 96 percent of the respondents considered "building long-term relationships with customers" to be the most important activity affecting sales performance (Cravens, 1995). The purpose of this article is to discuss the importance of relationship selling and explore techniques for insurance agents to build mutual respect and trust with their customers.

Importance of Relationship Selling

In most aspects of marketing insurance services, whether it is property, liability, life, or health insurance, personal selling serves very important roles. To begin with, sales agents are representatives of insurance companies and the critical link between the firms and their customers. This would require the agents to evaluate customers' insurance needs and match packages of insurance services in satisfying customer needs and wants. Besides, personal selling is an important component of most insurance companies'



marketing activities. Sales agents are responsible for bringing in sales revenues, but they are also accounted for a large proportion of marketing expenses. Senior insurance executives would emphasize the importance of getting good value and return for their personal selling expenditures. In addition, sales agents help to project the image and positioning of the companies they represented. Since most of the personal contacts in the selling of insurance services occur between the agents and customers, customers would often treat the agents as the "company". Whatever the sales agent's behaviors project, the resulting impressions formed by customers would have strong positive or negative impact on the company.

What makes relationship selling necessary for the insurance industry? Today's insurance customers' attitudes and behaviors, as mentioned earlier, are constantly changing. They demand better quality, value, and service. An increasing number of customers is willing to pay higher premiums for better quality and improved service. In particular, customers of insurance services are demanding for product and customer service that are tailored to meet their unique wants and needs. The section to follow will discuss some of the ways to improve the level of customer service. Excessive business costs are driving many insurance companies to review the costs of marketing activities in selling insurance coverage. These include the personal selling costs, other promotional expenses, and product development costs. Senior insurance executives are monitoring carefully the revenues that each operating unit within their firms should and actually generate over a specified period of time. With the aid of computerized records, these executives are in better positions in keeping track of individual and/or product performances in both revenues and profit terms, both by product or territorial categorizations.

In view of the competitive nature of the industry, it is important to develop a beneficial relationship with selected customers over a longer period of time. Selected customers should normally include individual or corporate customers with large amount of insurable assets or potentials for taking out large insurance policies.



Unfortunately, many of the sales agents in the industry are too focused on closing sales immediately in order to meet their performance expectations. As a result, there is not much trust to be found in most insurance agent-customer selling situations. Most sales agents concentrate on maximizing the number and size of insurance policies, and very often attempt to close the sales with the fewest number of calls. This is a short-term view. While the sales agent is maximizing the size of insurance policy, is he or she serving the needs of the customer taking out the insurance coverage.

Why do we need relationship selling? The simple answer is to build up a customer base made up of repeat customers with good business prospect. Customers would return for additional services only when they are satisfied. Besides, it is far easier to sell to repeat customers than new customers, since they already knew about the sales agent and the company. In addition, a good referral from satisfied customers will make selling to new prospects easier. In relationship selling, the emphasis is on quality rather than quantity of customers, and the focus is to develop long-lasting relationships building on understanding and trust with selected key customers. Relationship selling complements the concept of market segmentation in targeting customers -- both individual and corporate -- with the greatest need, ability and willingness to buy large insurance policies.

How to improve Service and build Trust?

The most important consideration is to have a customer orientation. Sales agents must put the customer's needs and interests first. They are to help customers solve their problems in relation to insurance needs. They need to look beyond the time horizon of the immediate sale, and take on a perspective of consultants or partners in the decision-making processes of buying insurance. The idea is to look at the selling situation as a win-win scenario and not as an adversarial I-win-you-lose scenario.



In terms of improved customer service, an effective sales agent would treat customers exactly the way he or she would like to be treated by other people under similar circumstances. Most of the mishaps encountered by insurance agents are not from a lack of technical competence but rather due to error in processing insurance policies. Some of the common complaints made by customers include: failure to place coverage promptly, failure to place type of coverage requested, failure to increase coverage limit of update policy, failure to recommend needed coverage (too high or too low), failure to explain limitations of coverage, failure to advise the insured of cancellation, non-renewal, or restrictions in policy (IRMI, 1995).

What can be done to ensure that these types of complaints made against insurance agents could be minimized? A thorough evaluation of the insurance needs of potential customers will help to discover the risk exposures and determine the appropriate coverage. Taking the time to talk to clients in finding out about their situations help to establish rapport. All verbal instructions and understandings should be documented and communicated in writing with the customers. Insurance agents should review the policies and accompanying endorsements before sending them to clients. The objective of such review is to ensure that there are no errors or inconsistencies with information provided during the client's application for coverage. Throughout the whole process of handling the customers' request for coverage, communicating with clients should be of the highest quality both in terms of promptness and accuracy of information.

Keeping clients informed periodically about status of policies and company developments is a helpful way of staying in touch. The worst practice is to disappear after successfully closing a sale, and reappearing when it's time for policy renewal. Frequent written and telephone communications or personal visits are important in keeping in touch with new developments or changing conditions about clients. For example, a routine courtesy visit by a sales agent to the client's office discovered that the client's son is furthering his study in Canada, the agent was subsequently able to successfully



offer education and travel insurance packages for the client. The client appreciated the service, it is nice to have an agent who come to you to help you determine and meet your insurance needs rather having to go and look for help. In particular for property and liability insurance, actual visits on site could help to identify impending problems where combinations of risk management techniques and insurance protection could be deployed.

With the advance in information technology, it is possible to design and manage a computer and communications system for an insurance company and its sale agents to support relationship selling activities. For example, with the use of notebook computers, sale agents could satisfy the requirements for speedy information processing and access in terms of demonstrating the benefits of different insurance packages while visiting the clients. Sales presentation would be so much more effective when the computer could generate valuable information and data in a few seconds in demonstrating the various options available for insurance coverage, riders and exclusion clauses. Maintaining a customer database with all the relevant demographic and statistical data would enable sale agents to reach specific customers with specific products, specific promotional appeals, and customized offers. The use of such data marketing approach involves continuous efforts by a company to collect demographic and consumption profiles of customers in order to target them more effectively. Today, the costs of adopting information technology are more affordable and the benefits unlimited.

Closing Remarks

With the changing marketing environment for the insurance industry, it is vital to explore new ways of becoming more effective in selling. Relationship selling answers the needs of customers today for more "personalized" insurance packages, higher demand for quality and service. As customers are less "dedicated" or "loyal" to any particular firm, the need for establishing a long-term relationship with clients to prevent customer defections is paramount



to the success of an insurance company. In the age of information, it is possible to create customer value and competitive advantage for companies through relationship selling. With the advent of information technology, the links between insurance companies and their customers will be restructured into the twenty-first century.

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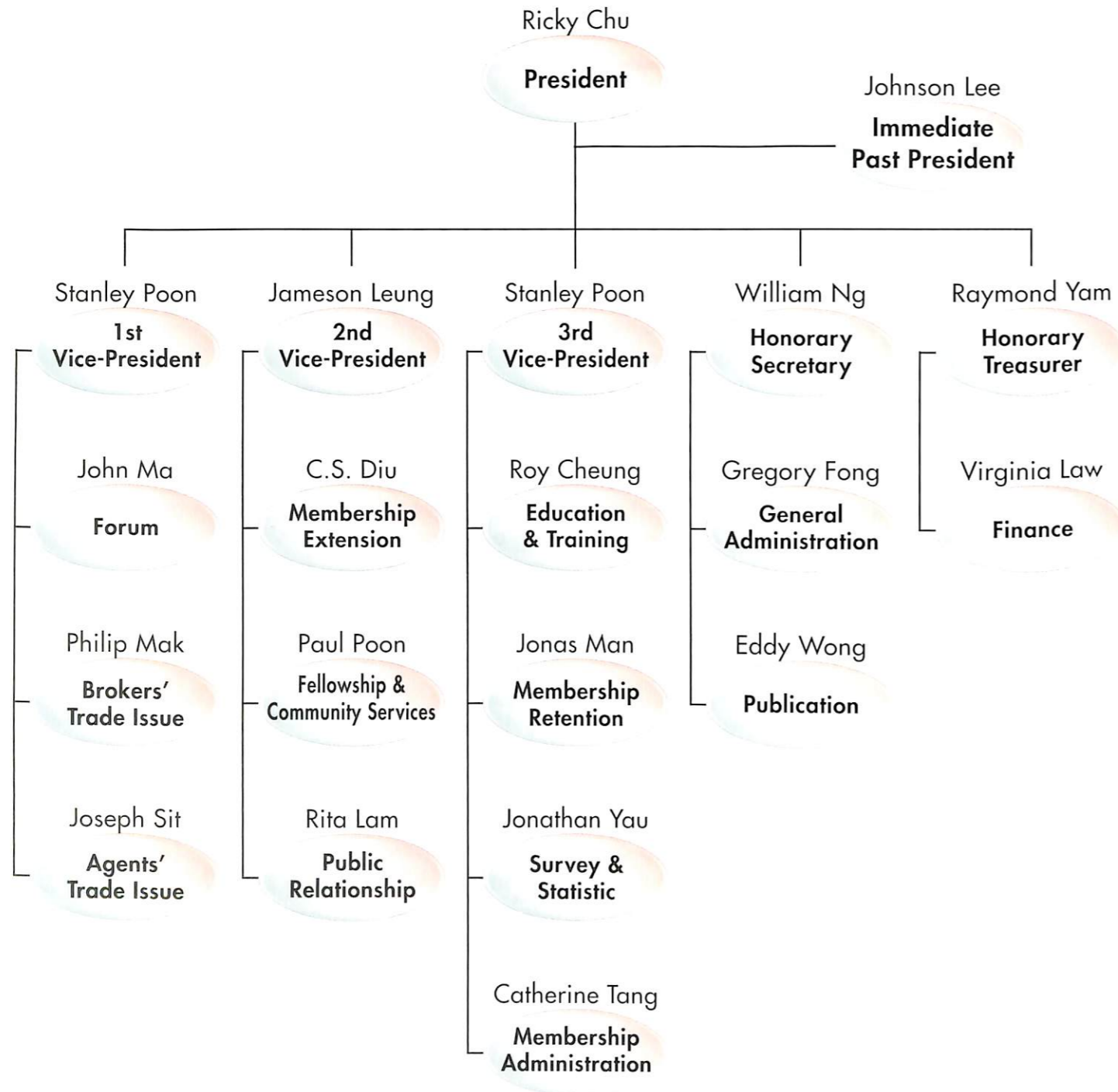
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Dr. T.S. Chan

Dr. T.S. Chan is Dean of the Faculty of Business and Chair Professor of Marketing at Lingnan College, Lingnan College has been approved by the University Grants Committee for launching a Risk and Insurance Management stream in the Bachelor of Business Administration (Hons) program starting September 1998.



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USEFUL TRADE INFORMATION

The statistics below are quoted from the Annual Report of the Office of the Commissioner of Insurance for 1996, giving results of companies for the fiscal year ended 1995, unless stated otherwise.

Long Term Insurance Business

Policies in Force - Individual Life Insurance

Number of Policies #	2,837,620
Total Office Premium (HK\$m)	16,578
Average Premium per policy	5,842
Total Sum Assured (HK\$m)	1,081,860

Policy Type	Office Premium	Market Share%
Whole Life Policies	11,307.4	68.21
Endowment Policies	1,858.2	11.21
Term Policies	273.7	1.65
Other	3,138.3	18.93
Total	16,577.6	100.00

Policies in Force - Group Life Insurance

	HK\$
Number of Policies #	9,210.0
Total Office Premium (HK\$m)	673.1
Average Premium per policy	69,175.0

Policies in Force - Retirement Schemes

	HK\$
Number of Policies #	14,414.0
Total Contributions (HK\$m)	6,370.3
Average Contribution / Scheme	441,952.0
Net Liability (HK\$m)	27,886.0
Average Net Liability / Scheme	1,934,647.0

Persistency - Overall Voluntary Termination Rate%

(For individual linked long-term business)

Whole Life Policies	14.6
Endowment Policies	8.6
All Policies	11.7

(For individual non-linked long-term business)

Whole Life Policies	9.3
Endowme	8.6
All Policies	11.7

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EAGLE STAR
ASIA



USEFUL TRADE INFORMATION

No. of Agents - 20.5.97	Total	General	Life	Both
Company Agents	3,499	2,994	65	440
Individual Agents	28,758	7,134	2,402	19,222

Source: The Hong Kong Federation of Insurance

General Insurance Business

Net Premiums Analysis for the year ended 1995				
All amounts in HK'M				
Class of Business	Direct Business	Reinsurance	Total	Share%
Accident & Health	2,002.4	300.5	2,302.9	15.10
Motor Vehicle	2,583.6	748.6	3,332.2	21.85
Aircraft	0	2.6	2.6	0.02
Ships	155.6	431.3	586.9	3.85
Goods in Transit	874.6	535.2	1,409.8	9.25
Property Damage	1,791.2	2,020.2	3,811.4	24.99
General Liability	2,210.3	1,315.6	3,525.9	23.17
Pecuniary Loss	78.4	198.7	277.1	1.82
Overall	9,696.1	5,552.7	15,248.8	100.00

Direct Business Analysis for the year ended 1995				
All amounts in HK'M				
Class of Business	Commissions Payable	As % of Gross Premium	Net Claims Paid	Claims Ratio on %
Accident & Health	409.3	17.8	1,124.9	56.18
Motor Vehicle	842.3	25.3	1,096.2	42.43
Aircraft	0.1	3.8	0	0
Ships	75.8	27.3	43.9	28.21
Goods in Transit	331.4	23.5	180.5	20.64
Property Damage	1,454.5	38.2	239.0	13.34
General Liability	723.6	39.3	761.3	34.47
Pecuniary Loss	55.8	20.1	10.3	13.14
Overall	3,893.1	25.5	3,456.1	35.64

Extract of Underwriting Result of Direct Business for 1995				
All amounts in HK'M				
	Property Damage	Goods in Transit	Motor Vehicle	Overall for all class
Gross Premium	3,811.4	1,409.8	3,332.2	15,248.8
Net Premium	1,791.2	874.6	2,583.6	9,696.1
Net Claim Incurred	246.2	229.5	1,444.9	4,512.8
Underwriting Profit / (Loss)	426.4	259.1	126.7	1,039.6

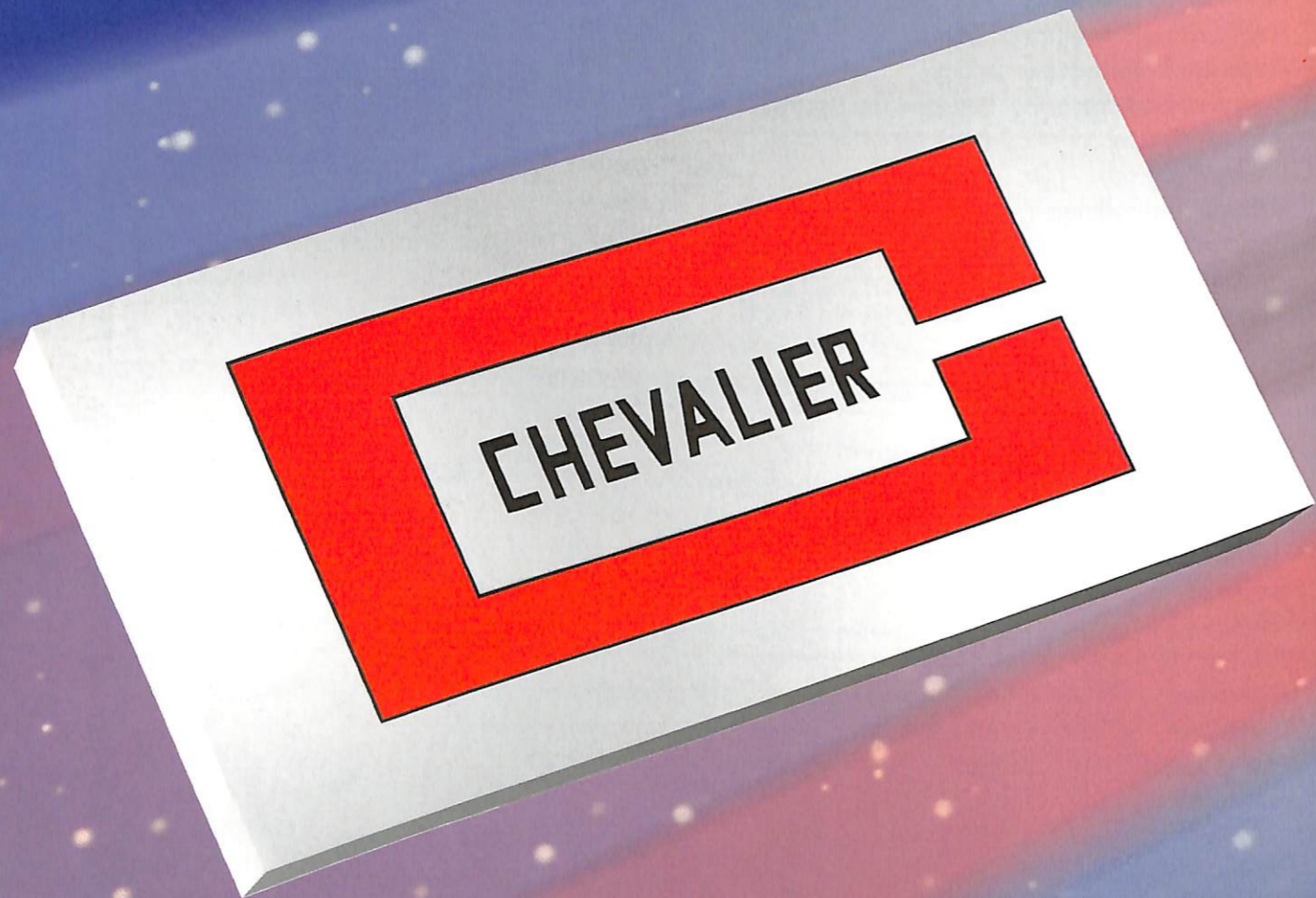


USEFUL TRADE INFORMATION

New Business - Individual Life Insurance	
Number of Policies #	604,613
Total Office Premium (HK\$m)	4,698
Average Premium per policy	7,770

Policy Type	Office Premium HK\$m	Market Share%
Whole Life Policies	3,438.4	73.19
Endowment Policies	434.9	9.26
Term Policies	271.3	5.77
Others	553.4	11.78
Total	4,698.0	100.00

Number of Authorized Life Insurers		
Place of Incorporation	Pure Long Term	Composite
Australia	1	0
Bermuda	7	2
Canada	4	0
China	2	1
France	1	0
Germany	0	1
Guemsey	1	0
Hong Kong	7	9
Isle of Man	4	0
Italy	0	1
South Africa	1	0
Switzerland	3	1
United Kingdom	8	3
U.S.A.	7	1
Total	46	19



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FORUMS

It is our mission to provide platforms for our members to voice out their opinions on insurance issues. From the following, you will see how meaningful and interesting are the topics we have chosen, as evidenced by attendance of over 100 each time.

- 15th Forum : Monday, 24th March, 1997
 Topic : "The Prospect and Development of Hong Kong Insurance Intermediaries in PRC"
 Speaker : Mr Paulus Kam
 Chief Representative & Director (China Development) of Prudential Insurance Co. Ltd.
- 16th Forum : Thursday, 24th July, 1997
 Topic : "Personal Data (Privacy) Ordinance and its Impact on the Practice of Insurance Intermediaries"
 Speaker : Mr Tony Lam
 Assistant Privacy Commissioner for Personal Data



SNAP SHOTS OF CHAMBER'S ACTIVITIES

PUBLIC RELATIONS

Contacts & Friendship

During the past years, the Executive Committee members had met regularly with various local government departments and insurance bodies, and maintained direct dialogue with them on subject of mutual interest.



- The Commissioner of Insurance, Hong Kong
- The Hong Kong Federation of Insurers
- The Life Insurance Council
- The General Insurance Council
- The Accident Insurance Association
- The Life Underwriters Association of Hong Kong
- The Hong Kong Confederation of Insurance Brokers
- The Professional Insurance Brokers Association
- The Insurance Training Centre, Vocational Training Council
- The Independent Commission Against Corruption
- The Consumer Council
- Office of the Privacy Commissioner for Personal Data



INAUGURATION CEREMONY OF EXECUTIVE MEMBERS

A solemn inauguration ceremony of EC members was held on 8th May 1997. Mr Alan Wong JP, Commissioner of Insurance Authority and two Legislative Councillors were invited to be our Guest of Honours. Over 150 guests participated in this meaningful event.



INAUGURATION CEREMONY OF EXECUTIVE MEMBERS





SNAP SHOTS OF CHAMBER'S ACTIVITIES

BEIJING VISIT

The Chamber organised a delegation to visit Beijing as from 10th to 14th of September 1997. We visited and received hospitality from the departments, companies and institutions as below:-

- 1) The Hong Kong and Macau Affairs - Mr. Zhou Bo, Vice Director of Hong Kong Economic Department.
港澳辦香港經濟司副司長 — 周波
- 2) The United Front Work Department of the CPC Central Committee - Mr. Tian He-Nian, Vice Secretary General & General Office Director.
中共中央統戰部副秘書長兼辦公廳主任 — 田學年
- 3) Peoples' Insurance Company of China - Mr. Wu Xiao-ping, Vice President and Executive Director.
中國人民保險集團常務董事及副主席 — 吳小平
- 4) Peoples' Bank of China - Mr. Yu Hua, Deputy Division Chief of Department of Insurance Administration Division.
中國人民銀行保險司綜合處副處長 — 于華
- 5) Liaison Department of All - China Federation of Industry & Commerce - Mr. Bao Yu-Jun, Vice Chairman.
全國工商聯副主席 — 保育鈞
- 6) Insurance Institute of China - Mr. Pan Lu-Fu, Executive Vice Chairman.
中國保險學會常務副會長 — 潘履孚

我們的表達

- 1) 我們希望通過全國工商聯之接觸，以後能串連全國省市的聯系，使中港兩地保險中介人商會有更正確的接觸渠道，互相交流及探討合作機會以推動中港兩地保險事業健康發展。
- 2) 我們希望從保險學會了解中國保險從業員之訓練，專業教育機會及現實狀況。我們強調高教育、高質素從業員才是保險業健康發展之重要支柱。
- 3) 我們希望從人民銀行了解中國保險業之監管法規，原則及保險公司發牌之制度。我們極力主張中國加快多發保險公司牌照，使市場有足夠競爭，並充份利用保險中介人推動市場迅速健康發展。
- 4) 我們充份解釋保險中介人的意義及功能，並強調有活躍中介人的保險市場有助保險公司減低固定支出，從而降低經營成本。
- 5) 我們希望了解香港保險中介人如何融入角色在中國保險市場發展。
- 6) 我們希望從中國人民保險集團了解中國保險市場保費及佣金之厘訂制度及中介人之聘用情況。
- 7) 我們希望從港澳辦了解香港 97 回歸後，中港政制發展方向。
- 8) 我們希望了解中央統戰部的工作。既然中國處理香港事務的高級官員都謙虛地說要讀懂“香港”這本書，我們就表示願意以誠懇虛心的態度，多花時間去讀懂“中華人民共和國”這本既複雜又浪漫又激情的書。



SNAP SHOTS OF CHAMBER'S ACTIVITIES

BEIJING VISIT

我們獲得的訊息

- 1) 中國保險業的發展主要由大城市開始，上海步伐特別快，AIA在上海的人壽保險推銷方法，對中國現有保險公司運作產生了很大的刺激作用。現在已獲發牌的外資保險公司已達九家。
- 2) 中國政府對保險行業的監管非常嚴緊，以防市場出現不必要麻煩。保險費率由中國人民銀行厘訂，但保險佣金由中國財政部厘訂而由保險公司支付。
- 3) 保險經紀人的概念在中國保險法(1995年6月30日人大會議通過，1995年10月1日起實施)已存在，但有關保險經紀人運作的法規尚未產生。“保險代理人管理之暫行規定”雖已清楚公佈(1996年2月2日公佈，1996年5月1日執行)，現階段中國人民銀行仍未受理香港特別行政區居民及外籍人士參加中國保險代理人資格證書考試。
- 4) 中國內地保險費率及佣金比率都有明確而劃一的規定。然而，保險公司仍酌情彈性處理。
- 5) 中國保險市場已是初春時份，還是盛夏，請各自行評估。然而，國內老百姓或商業經營者都需要忙於應付保險推銷員的約會。





SNAP SHOTS OF CHAMBER'S ACTIVITIES

BEIJING VISIT



SNAP SHOTS OF CHAMBER'S ACTIVITIES

BEIJING VISIT



BEIJING VISIT



GUANGZHOU VISIT

It was held between 16th and 17th October 1997. This was jointly organized with Macau Insurance Agents and Brokers Association. A delegation of 15 members visited Guangzhou and met with the representatives of Peoples' Insurance Company of China and Peoples' Bank of China (Guangzhou Branch).





SNAP SHOTS OF CHAMBER'S ACTIVITIES

GUANGZHOU VISIT



SNAP SHOTS OF CHAMBER'S ACTIVITIES

FELLOWSHIP

B-B-Q Tour was organized on 16th November, 1997 for members to visit Tsing-Ma Bridge & Lung Kwu Tan.





SNAP SHOTS OF CHAMBER'S ACTIVITIES

ANNUAL GENERAL MEETING

It was held on 16th December 1998. EC Reports and Financial Statements were passed by general assembly. Most importantly, we have successfully elected the 1998 EC members in the AGM. They are as follows:

(HKCII) - 1998 Executive Committee Members

Position	Name	
President	Ricky Chu	朱信光
I.P.P.	Johnson Lee	李鎮成
1st Vice President	William Ng	伍華
2nd Vice President	Philip Mak	麥順邦
3rd Vice President	C.S.Diu	刁志成
Hon. Secretary	Eddy Wong	黃志榮
Hon. Treasurer	Rita Lam	林美華
Brokers' Trade Issues	Geoffrey Lung	龍達明
Agents' Trade Issues	David Wong	黃世雄
Life Issues	Simon Kwan	關世明
General Insurance Issues	Jonathan Yau	丘振雄
Publication	Jonas Man	文天賜
Forum	Raymond Yam	任家鑫
Mem. (Extension)	Stanley Chan	陳志強
Mem. (Adm. & Retention)	Paul Poon	潘建生
Education	Sam Kan	簡灼垣
P.R. & Community Services	Jameson Leung	梁逸熙
Fellowship	Stephen Yuen	袁國強
Finance	Poon Hong Chi	潘康志
General Administration	Joseph Sit	薛祖麟



Ricky Chu



Johnson Lee



William Ng



Philip Mak



C.S. Diu



Eddy Wong



Rita Lam



Geoffrey Lung



David Wong



Simon Kwan



Jonathan Yau



Jonas Man



Raymond Yam



Stanley Chan



Paul Poon



Sam Kan



Jameson Leung



Stephen Yuen



Poon Hong Chi



Joseph Sit



HONG KONG CHAMBER OF INSURANCE INTERMEDIARIES

SNAP SHOTS OF CHAMBER'S ACTIVITIES

ANNUAL GENERAL MEETING



全球

3,600 萬人

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傳真：2826 9189

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JAN 02



SNAP SHOTS OF CHAMBER'S ACTIVITIES

COMMUNITY SERVICE

Community Service Visit to Children Patient Room in Kwong Wah Hospital

It was a wonderful experience for a group of HKCII members. We shared joy and happiness with approximately 50 children patient in Kwong Wah Hospital in the sunny afternoon on December 20, 1997. Our Director of Forum Mr John Ma played as the Santa Claus and delivered lots of gifts to the lovely children. We also invited some professionals to make performance as popular cartoonists. The room was full of smiles and all children were temporarily relieved from their pain and loneliness. Taking this opportunity, HKCII also donated 2 drinking machines and several sizable toys for this Children Patient room. Next year, we hope you will join us to share your care and concerns to the needed.



SNAP SHOTS OF CHAMBER'S ACTIVITIES

COMMUNITY SERVICE





SNAP SHOTS OF CHAMBER'S ACTIVITIES

FINANCES

HONG KONG CHAMBER OF INSURANCE INTERMEDIARIES

(LIMITED BY GUARANTEE)

BALANCE SHEET AT 30TH JUNE, 1997

(Expressed in Hong Kong Dollars)

	\$	\$	1996 \$
CURRENT ASSETS			
Accounts receivable		4,470	25,242
Prepayment		122	287
Cash at banks		385,204	253,502
		<u>389,796</u>	<u>279,031</u>
CURRENT LIABILITIES			
Accounts payable & accrued charges	9,026		2,910
Provision for taxation	<u>63,156</u>		<u>45,889</u>
		72,182	<u>48,799</u>
NET ASSETS		<u><u>317,614</u></u>	<u><u>230,232</u></u>
Representing:-			
ACCUMULATED SURPLUS		317,614	230,232
CHAMBER'S FUNDS		<u><u>317,614</u></u>	<u><u>230,232</u></u>

Approved by the Executive Committee on 06 NOV 1997

President

Treasurer

The annexed notes form an integral part of these financial statements



SNAP SHOTS OF CHAMBER'S ACTIVITIES

FINANCES

HONG KONG CHAMBER OF INSURANCE INTERMEDIARIES

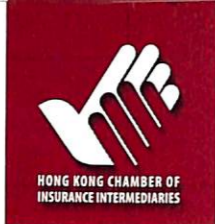
(LIMITED BY GUARANTEE)

INCOME AND EXPENDITURE ACCOUNT

FOR THE PERIOD FROM 1ST JANUARY, 1997 TO 30TH JUNE, 1997

(Expressed in Hong Kong Dollars)

	\$	\$	1996 \$
INCOME			
Membership subscriptions		72,200	92,600
Advertising income		151,780	-
Bank interest earned		8,860	11,824
		<u>232,840</u>	<u>104,424</u>
EXPENDITURE			
Advertising	1,800		-
Bank charges	20		250
Deficit from functions	21,963		38,681
Insurance	165		287
Miscellaneous	595		6,145
Postage	-		4,173
Printing & stationery	91,576		16,210
Telecommunication	<u>12,072</u>		<u>26,475</u>
		128,191	<u>92,221</u>
SURPLUS BEFORE TAXATION		<u>104,649</u>	<u>12,203</u>
TAXATION		17,267	2,013
SURPLUS FOR THE PERIOD/YEAR		<u>87,382</u>	<u>10,190</u>
ACCUMULATED SURPLUS BROUGHT FORWARD		230,232	220,042
ACCUMULATED SURPLUS CARRIED FORWARD		<u><u>317,614</u></u>	<u><u>230,232</u></u>



SNAP SHOTS OF CHAMBER'S ACTIVITIES

NEWSBULLETIN

我們深信與會員保持緊密聯繫，是促進本會健康地成長的因素，是以我們每月均採用雙語出版會員通訊，用傳真方式，發放給各會員，使每一位會員，都能清楚地知道本會最近的動態及即將舉辦的各項活動，如會員對此通訊有甚麼意見，歡迎致函賜教。

News Bulletin (January 1997) - Includes Executive Committee members, financial status, and upcoming events.

News Bulletin (February 1997) - Includes financial status, board of councilors, and trade counseling.

News Bulletin (March 1997) - Includes financial status, board of councilors, and upcoming events.

News Bulletin (June 1997) - Includes financial status, board of councilors, and upcoming events.

News Bulletin (September 1997) - Includes financial status, board of councilors, and upcoming events.



SNAP SHOTS OF CHAMBER'S ACTIVITIES

NEWSBULLETIN

News Bulletin (June 1997) - Includes financial status, board of councilors, and upcoming events.

News Bulletin (January 1997) - Includes financial status, board of councilors, and upcoming events.

News Bulletin (April 1997) - Includes financial status, board of councilors, and upcoming events.

News Bulletin (May 1997) - Includes financial status, board of councilors, and upcoming events.

News Bulletin (August 1997) - Includes financial status, board of councilors, and upcoming events.

News Bulletin (September 1997) - Includes financial status, board of councilors, and upcoming events.

News Bulletin (March 1997) - Includes financial status, board of councilors, and upcoming events.



MEMBERSHIP APPLICATION FORM

Full Member / Individual Member / Individual Associate Member

Please complete and mail this form together with your payment to: Director of Membership Extension, King's Rd. PO Box 34965, H.K. If you have any queries, please contact Mr. Stanley Chan at 28613682

Type of Membership Applied (Please refer to the membership definition stated below before completion)

- Full Member =====> Please complete Section 1 and Section 2, and refer to the Notes stated below.
- Individual Member } =====> Please complete Section 2 only.
- Individual Associate Member }

Section 1 - Full Member (Entrance Fee: HK\$1,000.-, Annual Subscription: HK\$500.-)

Name of Company _____
 Company Address _____
 _____ Tel _____ Fax _____
 Business Registration No. _____ Year Established _____
 We are a registered agent / approved broker in compliance with the law of H.K. Main line of Business: General / Life / Composite Insurance
 Appointed Nominee _____ (Please also complete Section 2 to become an Individual Member.)
Please enclose a copy of your Business Registration Document with this application for our record

Section 2 - Individual Member (Entrance Fee: HK\$200.-, Annual Subscription: HK\$200.-) or Individual Associate Member (Entrance Fee: HK\$200.-, Annual Subscription: HK\$100.-)

Name: (Mr / Mrs / Miss) _____ Name in Chinese (if any) _____
 Date of Birth _____ Nationality _____ Passport / ID No. _____
 Name of Company _____
 Correspondence Address _____
 _____ Tel _____ Fax _____
 I am a registered agent / approved broker in compliance with the law of Hong Kong.
 Position Held _____ Experience in insurance field: since **19** _____
 Insurance Qualification (if any): () FCII () ACII () AAI () FLMI () CLU Others (please specify) _____
 My main line of business: General / Life / Composite Insurance. Others _____

I / We, the undersigned hereby apply for admission to Full Member / Individual Member / Individual Associate Member of the Hong Kong Chamber of Insurance Intermediaries and agree to comply with all the regulations as set by the Chamber from time to time. I / We understand that the acceptance of my / our application is subject to the final approval of the Executive Committee of the Chamber.

My / our membership fee drawn payable to

Hong Kong Chamber of Insurance Intermediaries
is herewith enclosed as follows:

Bank Name _____

Cheque No. _____

Amount (HK\$) _____

Proposer _____

Signature of Applicant (with company chop where appropriate)

Name: _____ Date: _____

NOTES:

- **"Full Member"** --- is an organisation who carries on business in Hong Kong as an insurance intermediary under a valid business registration certificate issued by Hong Kong Government and is to be represented by a Nominee of such organisation registered with the Chamber and duly accepted by the Chamber. (A "Nominee" is an Individual Member of the Chamber who is the chief or a very senior executive officer of, and nominated by a Full Member) Total membership fee for full Member: HK\$1,900.00
- **"Individual Member"** --- is an insurance intermediary who represents himself in person in the Chamber and duly accepted by the Chamber.
- **"Associate Member"** --- is a person or an organisation whose business activities are closely related to the insurance industry and duly accepted by the Chamber.

For office use only

Date Received: _____ Date Ack Sent: _____

Date Approved: _____ Date Cert Sent: _____

Membership due date: _____

Remarks: _____

Membership No. Assigned	
Full	
Individual	
Ind. Associate	



MEMBERSHIP APPLICATION FORM

CORPORATE ASSOCIATE MEMBER

Please complete and mail this form together with your payment to: Director of Membership Extension, King's Rd. PO Box 34965, H.K. If you have any queries, please contact Mr. Stanley Chan at 28613682

Corporate Associate Member (Entrance Fee: HK\$1,000.-; Annual Subscription: HK\$500.-)

Name of Company _____
 Company Address _____
 _____ Tel _____ Fax _____
 Main line of business: General / Life / Composite Insurance. Others _____

Name of Nominee(s) (Corporate Associate Membership is entitled to nominate upto five nominees. All correspondence will be c/o Nominee 1).

1 Name: (Mr / Mrs / Miss) _____ Name in Chinese (if any) _____
 Date of Birth _____ Nationality _____ Passport / ID No. _____
 Position Held _____ Experience in insurance field: Since **19** _____
 Insurance Qualification (if any): () FCII () ACII () AAI () FLMI () CLU Others (pls specify) _____

2 Name: (Mr / Mrs / Miss) _____ Name in Chinese (if any) _____
 Date of Birth _____ Nationality _____ Passport / ID No. _____
 Position Held _____ Experience in insurance field: Since **19** _____
 Insurance Qualification (if any): () FCII () ACII () AAI () FLMI () CLU Others (pls specify) _____

3 Name: (Mr / Mrs / Miss) _____ Name in Chinese (if any) _____
 Date of Birth _____ Nationality _____ Passport / ID No. _____
 Position Held _____ Experience in insurance field: Since **19** _____
 Insurance Qualification (if any): () FCII () ACII () AAI () FLMI () CLU Others (pls specify) _____

4 Name: (Mr / Mrs / Miss) _____ Name in Chinese (if any) _____
 Date of Birth _____ Nationality _____ Passport / ID No. _____
 Position Held _____ Experience in insurance field: Since **19** _____
 Insurance Qualification (if any): () FCII () ACII () AAI () FLMI () CLU Others (pls specify) _____

5 Name: (Mr / Mrs / Miss) _____ Name in Chinese (if any) _____
 Date of Birth _____ Nationality _____ Passport / ID No. _____
 Position Held _____ Experience in insurance field: Since **19** _____
 Insurance Qualification (if any): () FCII () ACII () AAI () FLMI () CLU Others (pls specify) _____

We, the undersigned hereby apply for admission to Corporate Associate Member of the Hong Kong Chamber of Insurance Intermediaries and agree to comply with all the regulations as set by the Chamber from time to time. We understand that the acceptance of our application is subject to the final approval of the Executive Committee of the Chamber.

Our membership fee drawn payable to

Hong Kong Chamber of Insurance Intermediaries
is herewith enclosed as follows:

Bank Name _____

Cheque No. _____

Amount (HK\$) _____

Proposer _____

Signature of Applicant (with company chop where appropriate)

Name: _____ Date: _____

NOTE:

- **Corporate Associate Member** is an organisation whose business activities are closely related to the insurance industry and duly accepted by the Chamber.

For office use only

Date Received: _____ Date Ack Sent: _____

Date Approved: _____ Date Cert Sent: _____

Membership due date: _____

Remarks: _____

Membership No. Assigned	
Company	
Nominee 1	
Nominee 2	
Nominee 3	
Nominee 4	
Nominee 5	



Name of Trade Association / Institution	Tel. No.	Fax. No	Correspondence Address
Actuarial Society of Hong Kong	2520 1868	2520 1967	9/F., First Pacific Bank Centre, 56 Gloucester Road, Wanchai, Hong Kong.
Agents Registration Board	2520 1868	2520 1967	9/F., First Pacific Bank Centre, 56 Gloucester Road, Wanchai, Hong Kong.
Chinese Insurance Association of Hong Kong	2815 7700	2523 5166	Room 2413, Wing Shan Building, 173 Des Voeux Road Central, Hong Kong.
Chinese Underwriters Club	2545 5077	2541 3310	c/o Mr. P.L. Chan, 15/F., China Insurance Group Building, 141 Des Voeux Central, H.K.
FLMI Society of Hong Kong	2851 0851	2851 0078	GPO Box 3471, Hong Kong.
General Agents and Managers Association of Hong Kong	2570 2256	2570 1525	Room 1303 Corn Yan Centre, 3 Juptier Street, North Point, Hong Kong.
General Insurance Council	2520 1868	2520 1967	9/F., First Pacific Bank Centre, 56 Gloucester Road, Wanchai, Hong Kong.
Hong Kong Chamber of Insurance Intermediaries	2577 3233	2577 3363	GPO Box 6542 Hong Kong
Hong Kong Confederation of Insurance Brokers	2882 9943	2890 2137	22/F., Prince's Building, LD Chater Road, Central, Hong Kong.
Hong Kong Federation of Insurers	2520 1868	2520 1967	9/F., First Pacific Bank Centre, 56 Gloucester Road, Wanchai, Hong Kong.
Hong Kong Insurance Industry Coalition	2520 1868	2520 1967	9/F., First Pacific Bank Centre, 56 Gloucester Road, Wanchai, Hong Kong.
Hong Kong Loss Adjusters' Association	2544 6115	2545 2762	c/o Brocklehursts (Far East) Ltd., 802, Car Po Comm. Bldg., 18-20 Lyndhurst Terrace, H.K.
Insurance Claims Complaints Board	2520 1868	2520 1967	9/F., First Pacific Bank Centre, 56 Gloucester Road, Wanchai, Hong Kong.
Insurance Institute of Hong Kong	2866 9682	2866 9536	Rm 901, First Pacific Bank Centre, 56 Gloucester Road, Wanchai, Hong Kong.
Life Insurance Council	2520 1868	2520 1967	9/F., First Pacific Bank Centre, 56 Gloucester Road, Wanchai, Hong Kong.
Life Underwriters Association of Hong Kong	2570 2256	2570 1525	Room 1303 Corn Yan Centre, 3 Juptier Street, North Point, Hong Kong.
Macau Insurers' Association	853-511923	853-337531	Rua da Praia Grande, No.69A Edif. 'Financas", 15" Andar, Macau
Macau Insurers' Agents and Brokers Association	853-312312	853-335563	P.O. Box 1830, Macau
Mandatory Provident Fund Office	2918 0268	2918 0248	Suites 1407-09, One Pacific Place, 88 Queensway, Hong Kong.
Motor Insurers' Bureau of Hong Kong	2520 1868	2520 1967	9/F., First Pacific Bank Centre, 56 Gloucester Road, Wanchai, Hong Kong.
Office of The Commissioner of Insurance	2867 2546	2869 0252	21/F., Queensway Government Offices, 66 Queensway, Hong Kong.
Professional Insurance Brokers Association	2869 8515	2770 2372	Rm 905, Hip Kwan Commercial Bldg., 38 Pitt Street, Yaumatai, Hong Kong.
Vocational Training Council-Insurance Training Centre	2836 1866	2891 5582	8/F., VTC Tower, 27 Wood Road, Wanchai, Hong Kong.



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Zurich Insurance Group Head Office: Mythenquai 2, CH-8002, Zurich, Switzerland
Tel: 41-1-205-2121 Fax: 41-1-202-2667

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Tel: (852) 2968 2222 Fax: (852) 2968 2228

Agents Hotline: (852) 2968 2128



MEMBERSHIP ROSTER

TYPE	NUMBER	SURNAME	GIVEN-NAME	COMPANY-NAME	TEL	FAX
I	0247	YAM	ANDREW	GERLING GENERAL INSURANCE	25988338	25988838
I	0221	YAM	WAI ON	TRINITY GENERAL INSURANCE CO. LTD.	25595175	25593971
I	0067	YAM	RAYMOND	INSUR-UNION INSURANCE BROKERS LTD.	23977208	23977149
F	0066	YAM	RAYMOND	INSUR-UNION INSURANCE BROKERS LTD.	23977242	23977149
I	0103	YAN	SHIU LUN JEFFREY	RELIABLE RESOURCES LTD.	23851166	27827922
I	0268	YAO	H. DANNY	TRADE INSURANCE SERVICES (ASIA) LTD.	28653572	28652317
F	0267	YAO	H. DANNY	TRADE INSURANCE SERVICES (ASIA) LTD.	28653572	28652317
I	0315	YAU	CHUN HUNG, JONATHAN	CHEVALIER (INSURANCE BROKERS) LTD.	28955063	28905671
F	0314	YAU	CHUN HUNG, JONATHAN	CHEVALIER (INSURANCE BROKERS) LTD.	28955063	28905671
I	0043	YAU	C.M. KENDY	ASSURANCE APPRAISAL LTD.	25979218	28345195
F	0042	YAU	C.M. KENDY	ASSURANCE APPRAISAL LTD.	25979218	28345195
I	0283	YEUNG	CHING	RISING BRIGHT LTD.	23888243	27716925
A	0215-4	YEUNG	SIMON	TUGU INSURANCE CO. LTD.	28242939	28243070
I	0097	YEUNG	DAVID	SHERATION UNDERWRITERS CORP.	27716807	27713269
F	0096	YEUNG	DAVID	SHERATION UNDERWRITERS CORP.	27716807	27713269
I	0194	YIP	PAK HONG	NATIONAL MUTUAL	28857077	25138602
I	0316	YIU	TIU TAI MING PATRICK	EAGER INSURANCE BROKERS LTD	27718850	23742868
A	0331	YIU	KAI CHUNG JASE	HANG SENG INSURANCE CO LTD	25252151	28459180
A	0220	YU	Y.F. JOYCE	SUN LIFE ASSURANCE CO. OF CANADA	21038802	28949298
I	0319	YUEN	KWOK KEUNG	MAXABLE INSURANCE CONSULTANCY CO LTD	23663313	23663373
A	0248			MOLLERS' AGENTS LTD	28653228	28652386

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