

AOA Seminar 2016

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Theme:

**“Reaching Tomorrow’s
Customers Today”**

**Tuesday, October 25 -
Thursday, October 27, 2016**
JA Kyosai Building Conference Hall



AOA (*The Asia and Oceania Association of the International Cooperative and Mutual Insurance Federation*)

Co-hosts:

JCIF (*Japan Co-op Insurance Consumers’ Co-operative Federation*)

ZENKYOREN (*National Mutual Insurance Federation of Agricultural Cooperatives*)

ZENROSAI (*National Federation of Workers and Consumers Insurance Cooperatives*)

Greetings from AOA Chair



Tamotsu Shozui
AOA Chair

I would like to begin by expressing my sincere gratitude for your understanding of and support to the Asia and Oceania Association of the ICMIF.

I have the utmost respect for the work and effort our members have put forth towards promoting cooperative and mutual insurance and business development in respective regions, and the various community activities our members are conducting.

AOA holds a biennial seminar aimed at the further development of regional cooperative and mutual insurance. The seminar features expert lectures and presentations through which member organizations introduce successful case studies. The seminar also provides an opportunity for sharing the latest social and economic information, and considering measures to address issues common to member organizations.

The theme of this year's seminar is "Reaching Tomorrow's Customers Today".

According to a survey conducted at the ICMIF General Conference held in Minneapolis last year, the most impressive and exciting were sessions focused on the increasingly popular topics such as using digital technology in the fields of cooperative and mutual insurance, and younger generations (Generation Y), which are more adept at the use of digital technology.

During this seminar, we will look at the issues of the future, which were identified during the ICMIF Minneapolis General Conference, because they also relate to Asia and Oceania. By sharing these topics with as many people as possible beyond those who participated in the Minneapolis General Conference, it is my hope that this information will serve as a frame of reference for future business management by all our members.

I would like to take this opportunity to thank every speaker who willingly accepted our invitation and the organizations serving as hosts at the seminar.

October 2016

Welcome Message from the Host Organizations

Welcome to the city of Tokyo which is the center of various activities in Japan including politics, economy, and culture! JCIF, ZENKYOREN and ZENROSAI are very pleased to host the 2016 AOA seminar in Tokyo and welcome you all from Asia and Oceania region.

In Japan, we enjoy four distinctive seasons and the autumn is the best season to visit. Leaves start to be tinged with red and the beautiful scenery spreads throughout Japan. Autumn is referred to as the season of culture, the season for sports and the season for the arts as weather is at its most pleasant. This time is also well known for “good appetite” because of its fruitfulness. We hope every participant will enjoy this beautiful and “delicious” season in Tokyo and Gunma where we visit for the field trip on the second day. It would be wonderful if this opportunity will be as fruitful as the season through sharing our good practices and having face-to-face discussions.

The 2015 ICMIF Conference was held in Minneapolis last October. There were more than 280 delegates from 35 countries, including 50 delegates from AOA members. Among a number of topics, the two issues appeared clearly as our biggest challenges – they were “digitalization” and “Millennials (Generation Y).”

In that sense, the 2016 AOA seminar is designed to constitute the ICMIF Conference for the Asia and Oceania region.

The opportunity to focus on the issues we face, and build a network to communicate, learn, and broaden the possibilities of each other is valuable. We expect this seminar will be a big step for us to build a better world together through cooperation among AOA members.



Toshiaki Sato
President, JCIF



Tamotsu Shozui
President, ZENKYOREN



Hiroshi Nakaseko
President, ZENROSAI



Agenda of the AOA seminar in Tokyo

1. Dates: October 25 - October 27, 2016
2. Venue: [JA Kyosai Building Conference Hall](#) (2-7-9, Hirakawa-cho, Chiyoda-ku, Tokyo, Japan)
3. Theme and Objective:
 With a main theme of “Reaching Tomorrow’s Customers Today,” this seminar focuses on topics such as digitalization in the insurance industry and younger people referred to as Generation Y, which have recently drawn a lot of attention in the insurance industry. It aims at raising attendees’ awareness of these topics and providing suggestions for solutions to future problems, through presentations by experts and information sharing of the AOA members’ model cases.

Day 1 (Tuesday, October 25, 2016) at JA Kyosai Building Conference Hall

Time	Speaker	Topic
<u>Registration</u> 8.45 – 9.15		
<u>Opening address</u> 9.15 – 9.35	<p>Tamotsu Shozui AOA Chair and President of the Board of Directors, ZENKYOREN</p> <p>Hiroshi Nakaseko President, Board of Directors, ZENROSAI (representing the host organizations)</p>	<p>The hosts will be three AOA members in Japan:</p> <p>JCIF (<i>Japan Co-op Insurance Consumers’ Co-operative Federation</i>)</p> <p>ZENKYOREN (<i>National Mutual Insurance Federation of Agricultural Cooperatives</i>)</p> <p>ZENROSAI (<i>National Federation of Workers and Consumers Insurance Cooperatives</i>)</p>
<u>Keynote Speech</u> 9.35 - 10.15	<p>Liz Green Senior Vice-President, Membership Services, ICMIF</p>	<p><u>The Global Reputation Report 2016</u></p> <p>There are more than 900 million members of cooperative and mutual aid insurance sector throughout the world. It is said that there are several million members of unofficial insurance organizations operated by communities in developing countries. Ms. Green will consider and pursue the magnitude of the impact of this type of insurance on the societies, based on ICMIF’s latest research report about global reputation of the sector.</p> <p>Furthermore, as there are few opportunities for individual organizations to get in on discussions about the topics like the global economy, the society, and other international issues, ICMIF, representing the cooperative and mutual aid insurance sector, speaks on behalf of its members, improves a degree of recognition of the sector, and tries to expand its influence on a global scale.</p>
10.15 - 10.30		Coffee Break
<u>Speech 1</u> 10.30 - 11.30	<p>Yuji Ohkita Managing Director – Financial Services, Accenture Japan Ltd</p>	<p><u>Beyond Conventional “Insurance” Business</u> - Evolution of Insurance Business via Digital Innovation</p> <p>It goes without saying that social media and other technologies have led to major changes in lifestyles of people over the past several years. The presentation is expected to analyze how advances in digital technology have impacted the lifestyles of people and to provide an explanation of not only leading examples of non-insurance</p>

Time	Speaker	Topic
		companies entering the insurance industry but also leading examples of the survival of traditional insurance companies.
<u>Speech 2</u> ICMIF member model case 11.30 - 12.40	Bill McKinney Vice President, Strategy and Long Term Development, Management and People Solutions, Thrivent Financial (USA)	<u>Attracting Young Generation and Utilizing the Digital Innovation</u> As customer behavior has changed, Generation Y (the post-Generation X cohort, particularly people born in or after 1980; referred also to as “Millennials”) is growing more and more important for the insurance industry. Mr. McKinney will explain about Thrivent Financial’s philosophy on services, products, and communications, while digital technology and Generation Ys are transforming the way how business is conducted.
12.40 - 13.40		Lunch
<u>Report from AOA</u> 13.40 - 13.50	The AOA Secretariat	The result of a questionnaire survey on “digitalization and younger generations” which AOA conducted earlier this year.
<u>AOA member Case</u> 13.50 - 14.10	Koichi Otani Department Manager Yuki Masumoto Vice-Chairperson of Student Committee University Cooperatives Mutual Aid Federation (UCMAF) (Japan)	<u>Characteristics and Challenges of UCMAF, Life Style and Values of Students</u> UCMAF provides insurance products for university students. A unique aspect of UCMAF is that it depends on the network of students in promoting insurance products. Mr. Koichi Otani and Ms. Yuki Masumoto will talk about characteristics and challenges of UCMAF. We will also hear from them about changing life style and values of university students, i.e. younger generation.
<u>Speech 3</u> AOA member model case 14.10 - 14.55	Ken Ng CEO, NTUC Income Insurance Co-operative Limited (Singapore)	<u>Organisation Change and Digital Innovation</u> NTUC Income is a well-known and outstanding trade union-related cooperative insurance company in Singapore. As Singapore's economy had developed, foreign insurance companies targeted at the company. In response to this situation, NTUC Income felt the importance of not only the trustworthiness it had built up but also corporate strength and dynamism. Balancing the traditional principles of cooperative and the nature of an insurance company, NTUC Income undertook two consecutive organizational reforms, one of which was “Cultural Revolution” (started in August 2007 and its duration was 1,500 days) in order to improve the quality of the organization, and the other was “Orange Revolution” (started in September 2011 and its duration was also 1,500 days) in order to differentiate the company from its rivals. In addition to these reforms, Mr. Ken Ng will speak about his strategy on aging society and he will also talk about the utilization of digital technology to reach tomorrow’s customers today.
14.55 - 15.15		Coffee Break
<u>AOA member Cases</u> 15.15 - 16.15	Four AOA member organizations	1. N. Peter Palaniswami , Founder & Secretary General, Shepherd (India) – Title is to be announced

Time	Speaker	Topic
		2. Shigefumi Miyamoto , Manager, Sales Promotion Department, Zenrosai (Japan) - <u>Appealing Benefits and On-line Promotions</u> 3. Kaori Tamanaga , Public Relations Group, JCIF (Japan) - <u>Public Relations for Young Generations</u> 4. Koji Kawamura , Manager, Sales Department, Zenkyoren (Japan) – <u>Thinking about Tomorrow’s Customers Today</u> (tentative)
16.15 - 16.30		Coffee Break
Speech 4 Primary Society model case 16.30 - 17.15	Fumihide Nishizaka General Manager, Ochi-Imabari Agricultural Cooperative (Japan)	<u>Sales Strategies with Consideration Given to Coexistence with Local Communities</u> - Nokyo(agricultural cooperative) / Nokyo(strengthening agriculture) / Nokyo(teaching agriculture) In response to various issues including people giving up farming for any of various reasons such as getting old; a decline in the scale of production; shortage of successors; and changes in food culture due to the declining and aging population, this JA (Japan Agricultural Cooperative) undertakes cutting-edge efforts to invigorate local communities and strengthen its foundations under its business philosophy of “warm and friendly relationships.” Mr. Nishizaka will speak about JA Ochi-Imabari’s various new efforts in order to promote agriculture and contribute to local communities, including an online supermarket for elderly people who have difficulty in shopping, a system to check on the health condition of elderly people, and attempts to capture the next generations.
<u>Closing Remarks</u> 17.15 - 17.30		
<u>AOA Dinner</u> 17.45 - 19.45		Venue: Midori Cafeteria (JA Kyosai Building, 3F) A Buffet Style Dinner Party

- During the meeting and dinner, delegates are asked to wear “**Business Attire (tie not required)**”
- Please note that the program is subject to change

Day 2 (Wednesday, Oct. 26, 2016) Field Trip & Dinner Party hosted by JCIF, ZENKYOREN, and ZENROSAI

Time	Tour site	Details
8.00 - 17.30	Kanra-Tomioka Agricultural Cooperative	<u>Business Reforms</u> In the past, Kanra-Tomioka Agricultural Cooperative (JA Kanra-Tomioka), which is located in the mountainous area in Gunma Prefecture, about 100 km northwest of Tokyo, was one of the successful JAs thanks to then profitable products such as silk and konnyaku (jelly-like healthy food). However, as times changed, serious business problems arose, including people giving up farming. Under these circumstances, JA Kanra-Tomioka changed its way of thinking and transformed itself into an organization truly for members (producers) and consumers. It still strives to continually generate successes. Mr. Kenji Kurosawa , Director, will make a presentation

Time	Tour site	Details
	Co-op Fujioka of Co-op Gunma Tomioka Silk Mill	Participants will tour a Consumers' Co-operative store in Japan's typical rural area. They will also visit Tomioka Silk Mill, a World Heritage and a National Treasure.
<u>Dinner Party hosted by JCIF, ZENKYOREN, and ZENROSAI</u> 18.00 - 20.00		Venue: TKP Garden City Nagata-cho 2-13-12, Hirakawa-cho, Chiyoda-ku, Tokyo, Japan * You will meet NINJAs!

- During the field trip and dinner, the dress code will be "**Smart Casual**"
- Please note that the program is subject to change

Day 3 (Thursday, Oct. 27, 2016) **Optional Tour**

Time	Tour site	Details
<u>Optional Tour</u> 10.00 - 16.00	Tokyo Half Day Bus Tour	The Imperial Palace, Asakusa, Bay Area and more

- During the tour, the dress code will be "**Casual**"

Keynote Speech



Liz Green

**Senior Vice-President, Membership Services
ICMIF**

Liz joined ICMIF as Senior Vice President in 2012, reporting to Chief Executive Shaun Tarbuck. Before then she worked as a senior communications adviser within the UK life insurance sector for 17 years and achieved a first class honours degree in Business and Consumer Studies.

She has led a number of high profile projects for ICMIF focusing on topics such as Reputation, Generation Y and Women in Leadership as well as devising ICMIF's first global manifesto.

Liz is a regular key note speaker at conferences all over the world and last year gave the opening speech at a regulatory conference in Shanghai, organized by the Chinese regulator, CIRC.

Liz is also a qualified Neuro Linguistic Programming Coach and lives near Liverpool in the UK with husband, Richard. They have two children, Charlotte and Daniel.

Speech One



Yuji Ohkita
Managing Director – Financial Services
Accenture Japan Ltd

Mr. Yuji Ohkita is Managing Director of Financial Services at Accenture Japan Limited, a subsidiary of Accenture which is one of the world's largest consulting firms and has been ranked in Fortune Global 500 companies.

Mr. Ohkita has worked on a wide range of projects, including various types of strategy-making, planning and implementation of company-wide reforms, formulation of business operation models, and operational and organizational reformations, mainly for clients in the life and non-life insurance industry in Japan.

In addition to those responsibilities, Mr. Ohkita is expanding his range of activity into planning new types of services beyond the insurance industry, and reformation of business models by utilizing digital technology.

Speech Two



William B. McKinney
Vice-president of Strategy and Long Term Development
Thrivent Financial

Bill McKinney is Vice-president of Strategy and Long Term Development at Thrivent Financial, the country's largest fraternal benefit society. Thrivent, a fortune 500 company, manages more than \$100 billion dollars in assets offering a wide range of financial products and services to over two million members throughout the United States. Bill joined Thrivent in 2003 and has led a wide variety of groups including: distribution strategy, financial associate recruiting and launch, mass market strategy, new business development, marketing research and analytics, business intelligence, and talent and change management.

In his current role, Bill is responsible for ensuring that Thrivent is effectively leveraging market and company insights to identify and develop critical strategic and human resource capabilities that Thrivent will need over the next 3-5 years.

Bill currently serves on the Board of Directors of CaringBridge, MinnPost and the Intelligence Committee for the International Cooperative and Mutual Insurance Federation. He formerly served as Chair of the Board of Directors for the American Fraternal Alliance and the Minnesota Children's Museum where he served for 8 years.

Bill grew up in Eastern Kentucky, earned his bachelor's degree in history from Carleton College in Northfield, Minnesota and an MBA from the University of Minnesota. Prior to joining Thrivent, he worked at McKinsey & Company where he led strategic consulting engagements with global 500 financial services organizations. Bill lives in Minneapolis with his wife Amy and their children; Ellie, Finn, and Mette. He is an avid endurance athlete who has completed two Ironman triathlons and several half and full marathons.

Bill has been at Thrivent for 11 years and has led a wide variety of groups. In his current role, Bill is a member of Thrivent's Strategic Leadership Team and is responsible for ensuring that Thrivent is effectively leveraging market and company insights to identify and develop critical strategic and human resource capabilities that Thrivent will need over the next 3-5 years.

Bill grew up in Eastern Kentucky, earned his bachelor's degree in history from Carleton College in Northfield, Minnesota and an MBA from the University of Minnesota. Bill is currently on the Board of Directors for CaringBridge, the board for the American Fraternal Alliance and a member of the Intelligence Committee for the International Co-operative and Mutual Insurance Federation.



Ken Ng
Chief Executive
NTUC Income Insurance Co-operative Limited

Mr. Ken Ng was appointed as Chief Executive of NTUC Income on 1 October, 2013.

Ken joined NTUC Income in 2007 as its Senior Vice President, Chief Actuary and Chief Risk Officer.

Before joining NTUC Income, Ken held various leadership positions in global insurance companies. He was based in the UK, China, Hong Kong and Singapore at different times.

Mr. Ng holds a Masters of Business Administration degree from Imperial College School of Management, UK. He is a fellow of the Institute of Actuaries, UK.

Speech Four



Fumihide Nishizaka
General Manager, Direct Marketing Development
Ochi-Imabari Agricultural Cooperative (JA Ochi-Imabari)

In 1984, Mr. Fumihide Nishizaka joined Imabari-Minami Agricultural Cooperative, which is currently JA Ochi-Imabari after consolidation of agricultural cooperatives in the neighboring areas.

Since then, he has experienced various types of responsibilities such as sales promotion, particularly cooperative marketing and joint selection of fruits and vegetable. He also has been involved in a lot of projects such as cargo-pickup facilities, consolidation of organizational committees, development of new markets, and establishing relationship with large retailers.

Mr. Nishizaka led the cargo-pickup construction project in 1996. JA Ochi-Imabari opened farmers' markets based on his suggestion in 2000, and JA Ochi-Imabari established a large-scale farmers' market in 2007.

Mr. Nishizaka was assigned as General Manager, Direct Marketing Development, in 2014 and he helped JA Ochi-Imabari open a composite facility where customers can visit a JA bank branch, a cafe, a farmers' market, and a restaurant, on the same floor in 2016. JA Ochi-Imabari also opened a shop in Aeon Mall - Imabari Shintoshi, which is a shopping mall operated by Aeon Group, a group of retail and financial services companies, this year.

Mr. Nishizaka has received various awards from the Ministry of Agriculture, Forestry and Fisheries (MAFF), Food Action Nippon, JA-ZENCHU, etc.