

Agenda of the AOA seminar in Tokyo

1. Dates: October 25 and 26, 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, Oct. 25, 2016) at JA Kyosai Building Conference Hall

Time	Presenter	Topic
Registration 8.45 – 9.15		
Opening address 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 (Japan Co-op Insurance Consumers’ Co-operative Federation)</p> <p>Zenrosai (National Federation of Workers and Consumers Insurance Cooperatives)</p> <p>Zenkyoren (National Kyosai Federation of Japan Agricultural Cooperatives)</p>
Keynote Speech 9.35 - 10.15	<p>Liz Green Senior Vice-President, Membership Services, ICMIF</p> <p>[Biography]</p>	<p>The Global Reputation Report 2016</p> <p><i>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.</i></p> <p><i>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.</i></p>
10.15 - 10.30		Coffee Break
Speech 1 10.30 - 11.30	<p>Yuji Ohkita Managing Director – Financial Services Accenture Japan Ltd</p> <p>[Biography]</p>	<p>Beyond Conventional “Insurance” Business - Evolution of Insurance Business via Digital Innovation</p> <p><i>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 companies entering the insurance industry but also leading examples of the survival of traditional insurance companies.</i></p>

Time	Presenter	Topic
<p><u>Speech 2</u> ICMIF member model case 11.30 - 12.40</p>	<p>Bill McKinney Vice President, Strategy and Long Term Development, Management and People Solutions Thrivent Financial (USA) [Biography]</p>	<p><u>Attracting Young Generation and Utilizing the Digital Innovation</u> <i>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.</i> <i>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.</i></p>
12.40 - 13.40		Lunch
<p><u>Report from AOA</u> 13.40 - 13.50</p>	The AOA Secretariat	The result of a questionnaire survey on “digitalization and younger generations” which AOA conducted earlier this year.
<p><u>AOA member Case</u> 13.50 - 14.10</p>	<p>Koichi Otani Department Manager Yuki Masumoto Vice-Chairperson of Student Committee University Cooperatives Mutual Aid Federation (UCMAF) (Japan)</p>	<p><u>Characteristics and Challenges of UCMAF, Life Style and Values of Students</u> <i>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. 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.</i></p>
<p><u>Speech 3</u> AOA member model case 14.10 - 14.55</p>	<p>Ken Ng CEO, NTUC Income (Singapore) [Biography]</p>	<p><u>Organisation Change and Digital Innovation</u> <i>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.</i> <i>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.</i> <i>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 capture tomorrow’s clients today.</i></p>
14.55 - 15.15		Coffee Break
<p><u>AOA member Cases</u> 15.15 - 16.15</p>	Four AOA member organizations	<ol style="list-style-type: none"> N. Peter Palaniswami, Founder & Secretary General, Shepherd (India) – Title is to be announced Shigefumi Miyamoto, Manager, Sales Promotion Department, Zenrosai (Japan) - Appealing Benefits and On-line Promotions Kaori Tamanaga, Public Relations Group, JCIF (Japan) - Public Relations for Young Generations

Time	Presenter	Topic
		4. Koji Kawamura , Manager, Sales Department, Zenkyoren (Japan) – <u>Thinking about Tomorrow’s Customers Today</u>
16.15 - 16.30		Coffee Break
Speech 4 Primary Society model case 16.30 - 17.15	Fumihide Nishisaka General Manager, Ochi-Imabari Agricultural Cooperative (Japan)	Sales Strategies with Consideration Given to Coexistence with Local Communities - Nokyo(agricultural cooperative) / Nokyo(strengthening agriculture) / Nokyo(teaching agriculture) <i>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.”</i> <i>Mr. Nishisaka 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.</i>
Closing Remarks 17.15 - 17.30		
AOA Dinner 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, Zenrosai and Zenkyoren

Time	Tour site	Details
8.00 – 17:30	Kanra-Tomioka Agricultural Cooperative Mr. Kenji Kurosawa , Director, will make a presentation Co-op Fujioka of Co-op Gunma Tomioka Silk Mill	Business Reforms <i>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.</i> <i>Participants will tour a Consumers’ Co-operative store in Japan’s typical rural area.</i> <i>They will also visit Tomioka Silk Mill, a World Heritage and a National Treasure.</i>

Time	Tour site	Details
<u>Dinner Party hosted by JCIF, Zenrosai and Zenkyoren</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 Tour	The Imperial Palace, Asakusa, Bay Area and more

- During the tour, the dress code will be “**Casual**”