



5th International
**RUSSIAN
 INSURANCE
 FORUM**



16 -17 February 2015
 InterContinental hotel, Moscow, Russia

ANTI-CRISIS MANAGEMENT, INNOVATION AND OPERATIONAL EFFICIENCY

DRAFT AGENDA

Monday 16 February

08.00-09.00	Registration and Morning Coffee
09.00-09.10	Welcoming Address: Adam Smith Conferences
09.10-09.20	Keynote Address:
09.20-09.40	Keynote Address:
09.40-10.30	<p>Session I – Discussion: Anti-Crisis Strategy - Challenges and Opportunities</p> <p><i>How the latest financial crisis and geopolitical environment have created challenges for insurance companies in Russia, forcing them to search for new ways to do business.</i></p> <ul style="list-style-type: none"> • Market restructuring – will there be consolidation and M&As in 2015-2016? • What are the latest developments in compulsory insurance products (compulsory insurance of hazardous objects, liability insurance, compulsory civil liability insurance)? • Bankruptcy - how effective is the measure to place responsibility for customers onto insurance companies? • New investment strategies for the current geopolitical climate. <p>Moderator:</p> <p>Speakers: Nikolay Galushin, First Deputy Chairman of the Management Board, SOGAZ Gunter Geisler, Senior Vice President, AXA and Deputy Chief Executive Officer, RESO Garantia Sirma Gotovats, Chairman and Chief Executive Officer, Insurance Group Uralsib Anastasia Litvinova, Director, Insurance, Russia and CIS, Fitch Ratings Vladimir Skvortsov, Chief Executive Officer, AlfaStrakhovanie Group</p>
10.30-11.20	<p>Session II - Discussion: Macro-Economic Debate</p> <p><i>Economic, demographic and government issues for 2015 and beyond.</i></p> <ul style="list-style-type: none"> • What can the Central Bank and Ministry of Finance do to stabilise the market? • How can we unlock the potential of the insurance market to create a segment of large institutional investors and a new source of "long" money for the economy? • Diversification of the economy – a lot has been done; what are the first results? • Creating a financial centre in Moscow – a dream or necessary reality? • What can the government and financial sector do to strengthen the Russian SME sector? • How do pensions, social and demographic changes influence the market and the economy? • Health care - insurers as underwriters of health risks. <p>Moderator: Ben Aris, Editor, Business New Europe</p> <p>Speakers: Michal Rutkowski, Country Director and Resident Representative, Russian Federation, The World Bank</p>
11.20-11.50	Coffee Break
11.50-13.00	<p>Session III – Keynote Presentations Followed by a Discussion: Government Regulators and Insurers: Speaking the Same Language</p> <p><i>A series of keynote presentations and regulatory updates will be followed by a lively discussion with the industry leaders on how regulators can help to solve the industry's main challenges.</i></p> <ul style="list-style-type: none"> • Prospects for developing the insurance market. • What can the regulator do to make Russian insurers more financially sustainable? What has been done to introduce standards in Russia similar to Solvency II? • What are the latest developments in consumer protection (insurance ombudsman, insurance arbitration courts, cooling-off period for more complex insurance products, compensation mechanisms in the event of insolvency)? • Standardisation and harmonisation (terminology and tax). • Digital exchange of data (legalisation of electronic interaction between insurers, standards for the collection and exchange of data). • Convergence with international regulations (WTO, Customs Union). • Is self-regulation realistic? • How has the life of insurance companies changed since the regulator's reform?

	<p>Moderator: Andrey Veselkov, General Director, MIG Strakhovaniye Speakers: Representative, Ministry of Finance of the Russian Federation* Dmitry Markarov, General Director, Board Member, Rosgosstrakh Kornei Bizhdov, President, National Union of Agrarian Insurers Pavel Bunin, President, Russian Motor Insurers Union Andrey Yuriev, President, National Union of Liability Insurers</p>	
13.00-14.00	Lunch	Lunch Briefing: Women in Insurance
14.00-14.35	Session IV – Spotlight Presentations	
14.00-14.20	Telematics	
14.20-14.35	Innovative Cost-Cutting Measures	
14.35-15.40	<p>Session V – Discussion: Anti-Crisis Methods for Operational Efficiency</p> <p>Focus Presentation: Client-Focused Economy Speaker: Alexei Zoubets, Head of Strategic Marketing, Head of the Centre for Strategic Research, Rosgosstrakh</p> <p><i>Cutting costs while operating effectively is a key task for managers. This discussion will outline innovative approaches to the challenges the industry is facing.</i></p> <ul style="list-style-type: none"> • New ways of doing business in a difficult market. • New approaches to reducing costs at insurance companies. • Best new approaches to customer relationship management. • Segmentation of the market in times of crisis – what are the best examples? • What are the areas of continued demand in the market? What areas need to be abandoned? • What is the role of the insurance company CFO in managing assets and attracting investment? How is this role changing in the current geopolitical environment? • How can insurance portfolio management be improved? What systems are being used in performance evaluation? • Can there be an optimal structure for the Russian market? • IT-solutions for crisis management • Operational centres – do they really cut costs or are they an extra burden? <p>Moderator: Speakers: Svetlana Asabina, Internal Auditor, Association of Mutual Insurance of Developers, and Associate Professor, MGIMO (U) MID of Russia Igor Fatianov, Chief Executive Officer, Zurich Insurance Nick Frei, General Director, Allianz Alexei Zoubets, Head of Strategic Marketing, Head of the Centre for Strategic Research, Rosgosstrakh</p>	<p><i>This closed session will celebrate the role and achievements of women in insurance. We will publish a white paper at the end of the conference day and the session's findings will be reported at the close of the conference.</i></p> <p>Inspirational Talk Round Table Discussion Speakers: Sirma Gotovats, Chairman and Chief Executive Officer, Insurance Group Uralsib Elena Kovaleva, General Director, Soglasie Vita Tatiana Puchkova, Marketing Director, Deputy CEO, Alfastrakhovanie</p>
15.40-16.00	Coffee Break	
16.00-16.50	<p>Session VI: Discussion: Russian Reinsurance Market and Risk Management</p> <p><i>This panel discussion will investigate the state of the Russian reinsurance market.</i></p> <ul style="list-style-type: none"> • What has been the influence of the financial crisis and recent geopolitical situation on the Russian reinsurance market? • What are the prospects for developing the reinsurance market? • What is the relationship between Russian insurers and their western partners like? • What should Russian reinsurers do to create real competition for foreign reinsurers? • Profitability – what can be done to grow while keeping costs down? • Sanctions – what do they mean for the reinsurance market? • Transparency – what are the first results (if any) of the government's de-offshorisation policies? When (if at all) will a fair and transparent market become a reality in Russia? • Risk management <p>Moderator: Andrey Veselkov, General Director, MIG Strakhovaniye Speakers: Andrey Shein, Head of Reinsurance Department, Rosgosstrakh</p>	
16.50-19.00	Cocktail Reception	

*Speaker provisionally confirmed

INNOVATIVE PRODUCTS, MARKETING AND DISTRIBUTION

08.00-09.00	Registration and Morning Coffee
09.00-10.20	<p>Session VII – Presentations and Roundtable Discussions: Associations’ Views</p> <p><i>Presidents of associations and unions will speak about the development of the most popular insurance segments: medical insurance, travel insurance, marine insurance, car insurance, compulsory hazardous industrial facility liability and compulsory insurance of the civil liability of vehicle owners, and agricultural insurance.</i></p> <p>Moderator:</p> <p>Speakers: Kornei Bizhdov, President, National Union of Agrarian Insurers Pavel Bunin, President, Russian Motor Insurers Union Andrey Yuriev, President, National Union of Liability Insurers Alexandr Zaretsky, President, Life Insurance Association, and President, MetLife</p>
10.20-11.00	<p>Session VIII - Discussion: Life Insurance – Moving into the Mass Market?</p> <p><i>Investment in life insurance continues to grow: at the end of the second quarter of 2014, life insurance premiums had grown by 30% due to long-term insurance premiums. This session will discuss growth prospects for the life insurance market.</i></p> <ul style="list-style-type: none"> • How does the reduction of credit insurance, and at the same time, the growth of long-term savings and investment products in Russia, change the life insurance market? • How to stimulate life insurance in the mass segment? • Unit-linked insurance plans • What should be done to increase demand for classical long-term life insurance in Russia? Tax benefits - what's missing? How to increase returns on these policies? <p>Moderator: Marina Shumilina, Editor-in-Chief, Sovremennye Strakhovye Tekhnologii Speakers: Maxim Chernin, Chief Executive Officer, Sberbank Life Insurance, and Head of the Life Insurance Committee, All-Russian Insurance Union Elena Kovaleva, General Director, Soglasie Vita Sergey Perelygin, Chief Executive Officer, PPF Insurance Life</p>
11.00-11.30	Coffee Break
11.30-12.00	Session IX - Spotlight Presentation: Digital Marketing
12.00-12.50	<p>Session X - Discussion: Innovative Distribution and Sales Channels – Modern Trends in Russia and Abroad</p> <p><i>This panel discussion will focus on innovations in distribution channels in Europe, the Americas and Africa. Which of these can be successfully implemented in Russia is yet to be determined.</i></p> <ul style="list-style-type: none"> • Will independent financial advisers ever be popular in Russia? How can regulators help? • Aggregators (price comparison websites) • Distributors – utility, retailers, car dealers • Banca • Direct - company branches/franchises – sales reps and agents • What new channels are out there? • Focus on the consumer: how do the characteristics of the Russian consumers influence their relationships with insurers? <p>Moderator:</p> <p>Speakers: Denis Makarkhin, Founder, MFA Insurance Center Oleg Merkulov, Deputy General Director for Development and Sales, Member of the Board, Chairman of the Product Committee, VTB Insurance Tatiana Puchkova, Marketing Director, Deputy Chief Executive Officer, Alfastrakhovanie</p>
12.50-14.00	Lunch
14.00-14.50	<p>Session XI – Discussion: Bancassurance</p> <p><i>Bancassurance is still one of the main distribution channels for most insurance companies in Russia. Future tendencies and modern approaches to managing relations with banks will be the focal point of the discussion.</i></p> <ul style="list-style-type: none"> • Latest updates on regulatory changes affecting bancassurance in Russia - how (if at all) will these changes affect the banking business and the business of insurance companies and their clients? • Bancassurance abroad and in Russia – what are the latest trends and challenges? How different is the Russian bancassurance market from the global markets? • How should insurers use segment-specific product design, distribution models and specific distribution technologies to tap pools that generally go untapped in Banca: mass market customers, SME owners and corporate clients? • Product development and innovation: what do customers want? What do distribution staff want? What are the popular bancassurance products in Russia? Abroad? How can this be implemented in Russia? Can they? • From a product-based approach to a customer needs-based approach

	<p>Moderator:</p> <p>Speakers: Marina Busova, Head of Bancassurance Administration Department, Alfa-Bank Aleksandr Gazizov, Director of Sales for Welfare Products, Sberbank Russia Roman Karandin, Head of Bancassurance, Raiffeisenbank Goetz Kuras, Partner, Oliver Wyman Alexandr Zaretsky, President, Life Insurance Association, and President, MetLife</p>
14.50-15.10	Session XII – Spotlight Presentation: New Bancassurance Product
15.10-15.30	Coffee Break
15.30-16.20	<p>Session XIII - Discussion: New Technologies in Insurance – Focus on Your Client</p> <p><i>Existing and new products need to be offered to clients effectively. This panel discussion will focus on how insurance companies can use new technologies to maximise relationships with clients, acquire new sources of income and cut costs.</i></p> <ul style="list-style-type: none"> • Telematics/smart insurance • Predictive data analytics • Smart phones and other smart devices • From workforce to crowdsource –open platforms to solve insurance problems • SMS insurance • Social Media • Electronic insurance card <p>Moderator: Goetz Kuras, Partner, Oliver Wyman Speakers: Igor Kozlov, Head of Department of Technological Development, Insurance Company Rosgosstrakh-Life Alexey Omelyuta, Director of Department of Methodology and Product Development, Insurance Company Soglasie Maxim Pichugin, General Director, Cherehapa Insurance Representative, Insurance Group Uralsib</p>
16.20-17.10	<p>Session XIV – Focused Discussion: Online Insurance</p> <p>Moderator:</p> <p>Speakers: Denis Gavrilov, Chief Executive Officer, Nezavisimost (Vazhno. New Insurance) Maria Malkovskaya, Chief Executive Officer, INTOUCH Insurance</p>
17.10	Close of Conference

NB: The programme is subject to additions and amendments. Adam Smith Conferences is not responsible for any oral statements by speakers or these published in written form.