

# 13<sup>th</sup> Asia Insurance Brokers' Summit

Theme: Brokers 4.0 – Getting Future Ready for the Next Decade

24-25 April 2025  
Mandarin Oriental  
Jakarta, Indonesia



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The insurance industry continues to evolve at an unprecedented pace, shaped by digital disruption, shifting risk landscapes, and ever-changing regulatory frameworks. As the critical link between clients and insurers, insurance brokers must embrace transformation, leverage technology, and enhance client engagement to remain indispensable in the modern insurance ecosystem.

The **13th Asia Insurance Brokers' Summit 2025** will provide a premier platform for industry leaders to explore the evolving role of brokers in an increasingly complex and interconnected world. As Asia emerges as a key player in the global insurance market, brokers must redefine their strategies to stay ahead of the curve.

### Key Focus Areas:

**Regulatory Shifts & Compliance Challenges** – As governments tighten regulations, brokers need to stay ahead of compliance requirements while maintaining a competitive edge. What strategies can ensure regulatory resilience?

**Evolving Risk Landscape & New Coverage Needs** – From climate change to cyber threats, brokers must help clients navigate emerging risks and develop tailored solutions in collaboration with insurers and reinsurers.

**Customer-Centricity & Personalization** – The modern client demands transparency, speed, and customized solutions. How can brokers adopt a more client-centric approach while maintaining profitability?

**Digital Disruption & AI-Powered Broking** – The rise of generative AI, insurtech solutions, and predictive analytics is redefining insurance distribution. How can brokers integrate these innovations to enhance operational efficiency and customer experience?

**The Future of Insurance Distribution & Embedded Insurance** – Traditional broking models are being reshaped by digital marketplaces and embedded insurance. What does the future hold for brokers in an era of direct-to-consumer models?

This summit is a reflection of the critical role that brokers play in addressing key trends that impact the region. The rise of insurtech and digital platforms is revolutionizing how insurance is distributed, managed, and delivered. Brokers are now leveraging artificial intelligence, big data, and predictive analytics to streamline processes and offer personalized solutions. At the same time, sustainability and ESG considerations are taking centre stage, with brokers guiding clients in aligning their risk strategies with environmental and social goals.

In addition, the summit will explore how brokers can navigate regulatory changes and seize opportunities in emerging markets. The ASEAN region, with its diverse economies and rapidly growing middle class, offers immense potential for expanding insurance penetration and delivering innovative, inclusive products. The event will also shed light on key challenges, such as talent acquisition, competition, and client education, while highlighting strategies for overcoming them.

As Indonesia's insurance market continues to evolve, this summit presents a **strategic platform for brokers, insurers, and industry leaders** to engage in critical discussions and forge meaningful partnerships. With our new **"Rendezvous Format,"** the mornings will feature **thought-provoking** sessions, while the afternoons will be dedicated to bilateral meetings, ensuring high-impact business conversations.

Through thought-provoking panel discussions, expert-led sessions, and invaluable networking opportunities, this summit aims to empower brokers with the tools, insights, and strategies they need to stay ahead in this fast-evolving landscape. Whether it's addressing climate-related risks, creating microinsurance solutions, or exploring alternative risk transfer mechanisms, the summit will delve into topics that are highly relevant to brokers across the region.

We are honoured to host this dynamic forum, bringing together professionals from different countries, and perspectives to collaborate on driving progress and resilience. Together, let us envision a future where brokers continue to lead as trusted advisors, innovators, and enablers of growth in the insurance industry.

This summit will bring together top brokers, insurers, reinsurers, regulators, and technology providers to exchange insights, discuss challenges, and explore opportunities. With a focus on **innovation, strategic partnerships, and resilience**, the **13th Asia Insurance Brokers' Summit 2025** is the must-attend event to stay ahead in the dynamic world of insurance broking.

Join us in **Jakarta, Indonesia, on 24-25 April 2025** as we chart the course for the future of insurance broking. Together, let's redefine risk advisory and client engagement in the digital era.

## Key Topics

### 1. The Regulatory Shift: Adapting to New Compliance Landscapes in Asia

- Key regulatory changes impacting brokers in ASEAN and APAC
- The impact of IFRS 17, data privacy laws, and ESG regulations
- Strategies for ensuring compliance without disrupting business operations

### 2. Brokers as Risk Architects: Expanding the Role of Brokers in the New Risk Economy

- Brokers as risk management consultants and trusted advisors
- The impact of alternative risk transfer solutions (ART)
- Building resilience in clients' supply chains and business operations

### 3. The Future of Broking: Tech-Driven, Data-Led, and Client-Focused

- The use of AI and machine learning for risk assessment and underwriting
- How brokers can leverage data analytics for personalized client engagement
- The evolving role of chatbots and robo-advisors in customer service

### 4. Redefining Resilience: Brokers' Role in a Volatile World

- Strategies for advising clients amid economic slowdowns and geopolitical tensions
- Managing risks related to climate change and natural disasters
- How brokers can help businesses build continuity plans and financial resilience

### 5. Hyper-Personalization in Insurance: Meeting Client Expectations in the Digital Age

- Data-driven personalization: Using AI to customize coverage options
- Behavioural underwriting: How customer behaviour influences policy recommendations
- Digital engagement strategies: Enhancing customer experience through automation

### 6. Ecosystem Partnerships: The Broker-Insurer-Reinsurer Synergy

- Creating value-driven partnerships between brokers, insurers, and reinsurers
- Co-developing innovative insurance solutions to address emerging risks
- How brokers can enhance negotiation power with insurers for better client outcomes

### 7. Embedded Insurance & Parametric Solutions: Game Changers for the Future?

- The rise of embedded insurance in e-commerce, travel, and retail sectors
- The role of brokers in distributing parametric insurance solutions
- How technology platforms are enabling real-time, automated claims processing

### 8. Managing Emerging Risks: Climate Change, Cyber Threats, Political Risks & Supply Chain Disruptions

- Cyber insurance: The evolving threat landscape and broker strategies
- The impact of climate-related risks on insurance availability and pricing
- Managing business interruption risks in global supply chains

### 9. The Digital Brokerage Firm: Building a Future-Ready Business Model

- Transitioning from traditional broking to a digital-first operation
- Implementing insurtech solutions for policy management and client engagement
- Leveraging automation to improve efficiency and reduce costs

### 10. Insuring the Under-insured: Microinsurance, SME Markets & Financial Inclusion

- Expanding insurance accessibility in underserved markets
- Developing customized insurance products for SMEs and gig economy workers
- The role of brokers in driving financial inclusion through microinsurance

### 11. Winning the Talent War: Attracting, Retaining, and Developing Future Leaders in Broking

- Upskilling brokers in digital tools, analytics, and new risk areas
- The changing demographics of the insurance workforce: Attracting younger talent
- Retention strategies: Career development, mentorship, and culture-building

### 12. Mergers & Acquisitions in Broking: What's Next for Consolidation in Asia?

- The growing trend of M&A in the brokerage sector and its impact on competition
- Challenges in post-merger integration: Culture, technology, and client retention
- How smaller brokers can stay competitive amid increasing consolidation

### 13. Sustainable Insurance: The Broker's Role in Driving ESG & Green Insurance Solutions

- The growing demand for ESG-aligned insurance products
- Helping clients transition to sustainable business models with green insurance
- ESG reporting and disclosure requirements: What brokers need to know

### 14. Marketing & Growth Strategies: Building a Stronger Brand in a Digital-First World

- Digital marketing strategies for brokers: SEO, social media, and content marketing
- Lead generation through data-driven targeting and online engagement
- Measuring marketing ROI: Tracking conversion rates and client retention

### 15. AI vs. Human Touch: Finding the Right Balance in Broking

- AI-driven risk profiling vs. human advisory: Striking the right balance
- The role of relationship-building in an increasingly automated industry
- Ethical considerations of AI usage in insurance broking

## Who Should Attend

- Insurance Brokers
- CEOs & Senior Management of Insurance Companies
- Regulators & Supervisory Authorities
- Risk Managers
- Service Providers including Management Consultants, Lawyers, Technology Companies & Loss Adjusters

8:00am **Registration & Welcome Coffee**

9:00am



**Chairperson's Opening Remarks & Introduction to the Conference Theme**

**Boyke Lukman**

Vice Chairman 1, The Association of Indonesian Insurance and Reinsurance Brokers (APPARINDO)

9:10am



**Welcome Address**

**Yulius Bhayangkara**

Chairman, Association of Indonesian Insurance and Reinsurance Brokers (APPARINDO)

9:25am



**Distinguished Regulator Keynote Address**

**Ogi Prastomiyono**

Chief Executive of Insurance, Surety, and Pension Fund Supervision  
The Financial Services Authority (OJK)

9:40am



**Brokers as Risk Architects: Expanding the Role of Brokers in the New Risk Economy\***

- Brokers as risk management consultants and trusted advisors
- The impact of alternative risk transfer solutions (ART)

**Willy Ignatius**

President Director, Howden Indonesia

10:10am



**Strengthening the Future of Insurance: The Role of Professional Education and Certification in Indonesia**

- Advancing industry standards through structured education helps build trust, professionalism, and long-term resilience
- How the certification and training programs are equipping brokers with the competencies needed for a more complex and digital insurance environment
- A strong foundation in insurance knowledge empowers local talent to drive innovation, improve service quality, and compete regionally

**Bambang Suseno**

President Director - PT Mitra Harmoni Insurance Broker & Chairman - The Association of Indonesian Qualified Insurance and Reinsurance Brokers (APARI)

10:40am **Interactive Q&A Session**

10:55am **Morning Refreshments Break – Hosted by HDI Global SE Singapore**

11:25am **Power Talk / Panel Discussion**

**The Evolving Role of Risk Managers: Strategic Partnerships and Collaboration with Insurance Brokers for a Resilient Future**

- Bridging the Gap – How risk managers and brokers can collaborate to navigate emerging risks and regulatory challenges.
- Beyond Traditional Coverage – Leveraging data, technology, and analytics to craft innovative risk transfer solutions.
- Proactive vs. Reactive – The shift from risk mitigation to strategic risk advisory in a rapidly changing business landscape.



**Moderator:**

**Boyke Lukman**

Vice Chairman 1, The Association of Indonesian Insurance and Reinsurance Brokers (APPARINDO)



**Panellists:**

**Raden Rachmadi Gustrian**

Secretary General, Indonesia Risk Management Professional Association (IRMAPA)



**Lucky Hatreztyo**

Commissioner, PT Etos Kreatif Indonesia



**Troy Steve Kipuw**

Division Head- Risk Management, PT MSIG Life Insurance Indonesia Tbk

12:10pm

## Power Talk / Panel Discussion

### Ecosystem Partnerships: The Broker-Insurer-Reinsurer Synergy

- Creating value-driven partnerships between brokers, insurers, and reinsurers
- Co-developing innovative insurance solutions to address emerging risks
- How brokers can enhance negotiation power with insurers for better client outcomes\*



#### Moderator:

**Erickson Mangunsong**

Senior Vice President, PT Marsh Reinsurance Brokers



#### Panellists:

**Budi Herawan**

Chairman, General Insurance Association of Indonesia (AAUI)



**Francis Savari**

Chief Executive Officer, UIB Asia Reinsurance Brokers



**Cristiano Pizzocheri**

Head of Market Management – ASEAN, South Asia and Middle East  
HDI Global SE Singapore

12:55pm

## Interactive Q&A Session

1:05pm

## Networking Lunch

2:30pm



### Value Creation Role of Intermediaries in An Increasingly Sophisticated Marketplace

- Enhancing client value through tailored risk solutions and data-driven insights
- Leveraging digital tools to streamline operations and improve client engagement
- Strengthening strategic partnerships to navigate complex regulatory and market dynamics

**Francis Savari**

Chief Executive Officer, UIB Asia Reinsurance Brokers

3:00pm



### **Managing Emerging Risks: Climate Change, Cyber Threats, Political Risks & Supply Chain Disruptions**

- Cyber insurance: The evolving threat landscape and broker strategies
- The impact of climate-related risks on insurance availability and pricing
- Managing business interruption risks in global supply chains

**Ir. R. Ricky S. Natapradja**

President Director, J.B. Boda Viva Indonesia Reinsurance Brokers

3:30pm



### **Closing Keynote**

#### **Redefining Resilience: Brokers' Role in a Volatile World**

- Strategies for advising clients amid economic slowdowns and geopolitical tensions
- Managing risks related to climate change and natural disasters
- How brokers can help businesses build continuity plans and financial resilience

**Boyke Lukman**

Vice Chairman 1, The Association of Indonesian Insurance and Reinsurance Brokers (APPARINDO)

4:00pm

**Interactive Q&A Session**

4:15pm

**Chairperson's Closing Remarks and Networking Tea**

5:00pm

**End of Day One**



8:00am **Registration & Welcome Coffee**

9:00am



### **Chairperson's Opening Remarks & Introduction to the Conference Theme**

**Ir. R. Ricky S. Natapradja**

President Director, J.B. Boda Viva Indonesia Reinsurance Brokers

9:10am



### **Digital Engagement Strategies: Enhancing Customer Experience Through Automation**

- Leverage AI-powered chatbots and self-service portals to deliver real-time customer support.
- Use data-driven automation to personalise client interactions and streamline the policy onboarding journey.
- Integrate omni-channel communication tools to ensure consistent, seamless engagement across digital touchpoints.

**Aditya Budi**

Chief Executive Officer, Premiro and Head - Statistics, Research & IT Department, APPARINDO

9:40am



### **Creative Client Engagement: Touchpoints That Transform Relationships**

- Personalization techniques that demonstrate deep client understanding
- Timing strategies that maximize emotional impact and reciprocity
- Budget-friendly yet high-impact recognition systems
- Technology tools that help track preferences and automate thoughtfulness

**Akshay Sardana**

Vice President of Strategy & International Development, Continental Financial Services, UAE

10:10am



### **The Future of Broking: Tech-Driven, Data-Led, and Client-Focused**

- The use of AI and machine learning for risk assessment and underwriting
- How brokers can leverage data analytics for personalized client engagement
- The evolving role of chatbots and robo-advisors in customer service

**Harindra Perera**

Managing Director, P & A Insurance Brokers, Sri Lanka

10:40am



### Mergers & Acquisitions in Broking: What's Next for Consolidation in Asia?

- The growing trend of M&A in the brokerage sector and its impact on competition
- Challenges in post-merger integration: Culture, technology, and client retention
- How smaller brokers can stay competitive amid increasing consolidation

**Julian Coates**

Chief Broking Officer, Price Forbes Broking (Asia) Pte. Ltd

11:10am

### Interactive Q&A Session

11:30am

### Networking Lunch

1:30pm

### Power Talk / Panel Discussion

#### Winning the Talent War: Attracting, Retaining, and Developing Future Leaders in Insurance

- Upskilling the workforce in digital tools, analytics, and new risk areas
- The changing demographics of the insurance workforce: Attracting younger talent
- Retention strategies: Career development, mentorship, and culture-building



**Moderator:**

**Ir. R. Ricky S. Natapradja**

President Director, J.B. Boda Viva Indonesia Reinsurance Brokers



**Panellists:**

**Budi Maharesi**

Past President of APKAI (The Association of Indonesian Insurance Adjusters) & President Director - PT. McLaren Indonesia



**Tatang Nurhidayat**

President Director, PT Asuransi Tugu Pratama Tbk



**M. Jusuf Adi Sofyadi**

President Director, PT Energi Mandiri International

2:15pm



**Shaping Future Business Initiatives & Strategic Growth – How leading brokers and insurers are evolving their business models to drive innovation, efficiency, and profitability**

**Erickson Mangunsong**

Senior Vice President, PT Marsh Reinsurance Brokers

2:45pm



**Closing Keynote**

**Building a Stronger Brand in a Digital-First World**

- Leverage digital ecosystems and data insights to create a personal and purpose-driven brand experience
- Build trust and loyalty by delivering consistent, transparent, and values-led messaging across all digital touchpoints
- Empower team members as brand ambassadors by equipping them with digital tools and narratives that reflect the company's vision and customer promise

**Niharika Yadav**

President Director & CEO, PT AXA Financial Indonesia

3:15pm

**Interactive Q&A Session**

3:30pm

**Bilateral Discussions & Networking Opportunities**

4:30pm

**End of the Conference**