

13th Asia Insurance Brokers' Summit

24-25 April 2025,
Mandarin Oriental,
Jakarta, Indonesia

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



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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

Distinguished Speakers and Thought Leaders



Willy Ignatius
President Director, Howden Indonesia



Budi Herawan
Chairman, General Insurance Association of Indonesia (AAUI)



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



Erickson Mangunsong
Senior Vice President, PT Mars Reinsurance Brokers



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



Budi Maharesi
Past President, The Association of Indonesian Insurance Adjusters



Ir. R. Ricky S. Natapradja
President Director, J.B. Boda Viva Indonesia Reinsurance Brokers



Aditya Budi

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