

# AFRICA INSURANCE SUMMIT 2018

25th - 26th June 2018  
Kenya School Of Monetary Studies,  
Nairobi, Kenya

*Digital Disruption –  
Unlocking The Vast Insurance  
Market*



## 1. BACKGROUND

According excerpts from Kenyan Insurance Industry Strategy Report prepared by Transector International, September 2017, Kenyan mobile penetration is at 88%; Internet penetration is at 90%; there is high engagement on social media (6 million Facebook accounts; 2 million active users on twitter; 10 million WhatsUp active users; 3 million Instagram and 1.5 million on LinkedIn); there are over 32 million mobile money subscribers; and a daily ever increasing technology adoption. Comparatively, according to Association of Kenya Insurers (AKI) 2016 Insurance Industry Annual Report, insurance penetration in Kenya (for instance, there are less than 1 million life assurance policyholders, and a life insurance GDP penetration ratio of 1.03%) is a pittance, although showing some growth.

According to Swiss Re Global Insurance Review 2016 and Outlook in 2017/18, the Sub Saharan Africa (SSA) reflects the same pattern as in Kenya. The Life insurance penetration is estimated to have slowed down to 1.1% in 2016, South Africa accounting for 90% of the SSA life premiums (South Africa penetration is at 14%). Viewed positively, this performance is an indication of vast insurance market opportunities that should be unlocked.

Being the 2018 Africa Insurance Summit host, it is Insurance Information Bureau's view that Digital disruption, alongside complementary innovation in product development, customer centricity and alternative distribution channels, will unlock this vast insurance market. Consequently, the summit will delve into the following two emergent million-dollar questions:

- Is there capacity and resources to commence the journey towards a double-digit insurance penetration?
- How can the African market utilize technological innovation to significantly increase insurance penetration?

## 2. THE INSURANCE SUMMIT 2018

With the overall Theme, *"Digital Disruption - Unlocking the vast African Insurance Market for growth and transformation"*, the Africa Insurance Summit 2018 will focus on progressing insurance penetration through identifying the disruptive forces shaping the future of the industry and delve into the emerging growth opportunities.

The key focus areas shall include:

- Financial and Insurance Literacy in Africa – Digitalization to enhance insurance literacy and inclusion.
- Innovative Products and Pricing – How providers utilize new technology to competitively create and price products?
- Creative Promotion and Distribution Channels – Technology to enhance promotion and delivery of insurance products.
- Customer service and Processes – Client Value Relationship Management (CVRM) and other ICT systems to enhance customer relationship.
- Micro-Insurance and Bancassurance – Digital application to increase penetration.
- Enhancing Local Capacity in Mega and Emerging Risks - areas such as:
  - Marine
  - Corporate Insurance whose placements cut across several states
  - Upstream oil and gas
  - Agriculture
  - Infrastructure
  - Indexed policies
  - Mobile assurance
  - Islamic products
  - Investment products
  - Reinsurance – The role, place and support system reinsurers play in in digital environment.

## 3. METHODOLOGY

This shall be a two-day conference, involving top 5 to 10 strategic objectives per Sub-Theme to be tracked evaluated and implemented, in the next 5 years to progress insurance penetration in the continent.

The summit shall involve all the participating delegates to collate sufficient information on the topics above for a robust post-summit tracking and implementation. In this regard, the attending delegates shall be grouped into small discussion units under various leading facilitators identified across the globe to discuss and share ideas on the topics. Thereafter, the facilitators shall present to the plenary for Q & A before adoption.

The strategy emanating from the discussions shall form the foundation of strategy implementation workshops on specific Sub-Themes before the next summit in 2019 and the subsequent 4 years to be hosted by in countries. Meanwhile, tracking insurance uptake and reporting progress will be shared with stakeholders on a regular basis.

## 4. WHY ATTEND

Join insurance leaders across the Sub-Saharan Africa and indeed the whole African continent in laying the strategy for progressing insurance penetration to double-digit figure in the next 5 years: 2018-2023. Attendees shall include:

- CEOs/Managing Directors and executive Directors of Regulatory bodies, banks, Insurance companies, brokers and/or Finance directors;
- Reinsurers and financial planning and advisory firms;

- Actuaries, and heads of sales distribution and Bancassurance;
- Country and regional heads of strategy development consultants and lawyers;
- Heads of risk and governance, underwriters and service providers;
- Representatives from government, regulators, professional associations, academia and media;
- ICT Companies;
- Multinationals such as ILO, World Bank; other Donor and development Agencies.

## 5. SUMMIT VENUE

*NB: You can all find directions using Google Maps!*

- The Main 2-day Conference Venue shall be at the Kenya School of Monetary Studies (KSMS), Nordin Road, Off Thika Super Highway, Next To De La Rue Ltd, P.O. Box, 65041- 00681, Nairobi, Kenya Tel: +254 (020) 8646000 +254 727/733 600668 Email: info@ksms.or.ke
- The Evening CEOs' Forum Venue shall be at Safari Park Hotel, Off Thika Super Highway, Opposite NEEMA Hospital, P.O. Box 45038- 00100 Nairobi, Kenya Tel: +254 (020) 3633137 / 3633000; +254 0725 226250; +254 0725 224 450; Email: sales@safariparkhotel.co.ke; Reservations: reservations@safariparkhotel.co.ke

## 6. INVITED GUESTS SPEAKERS AND FACILITATORS

### i) Magdalena Ramada | Senior Economist Willis Towers Watson



Magdalena has over 15 years' experience in R&D and international consulting. She holds a PhD in Quantitative Economics and Finance and was the firm's Head of Research and Analytical Services. She currently focuses on strategic consulting for the Insurance Industry, especially around emerging markets, insurtech and blockchain.

Her main areas of expertise include internationalization processes, technology and innovation, emerging markets, global governance, macroeconomic and sociopolitical risks. She executed many research projects for multilateral organizations on micro insurance, financial inclusion and innovation.

### ii) Jeremy Leach | Chief Executive Officer, Inclusivity Solutions



Jeremy is recognised as a global expert in microinsurance and digital insurance and has been involved in advising, researching and implementing many initiatives across the world. He has been a Director at BFA, a consultancy focused on innovation in responsible financial services, advising and supporting a number of global insurers and mobile operators. Previously he was Divisional Director and Head of Microinsurance at the Hollard Insurance Group driving a number of their low income insurance innovations internationally from product development to distribution to consumer engagement.

He led Hollard's work on m-insurance including establishing a partnership and pilot with MTN and advised the group on initiatives in Pakistan, China and other countries. Prior to Hollard, Jeremy was Executive Director at FinMark Trust where he was responsible for insurance and mobile money, both of which have had global impact. Jeremy is a Chartered Certified Accountant (UK) and holds an MSc in International Development (Bath, UK). He is a founding member and adviser to Cenfri, and a member of the IAIS-Micro Insurance Network Joint Working Group on Micro-insurance. He also chaired the SA Insurance Association committee on financial education and has served on the South African Short Term Insurance Advisory Committee at the behest of the Minister of Finance, as well as sat on the board of MicroEnsure, a specialist microinsurance intermediary that focuses on mobile insurance.

He speaks regularly at international conferences on microinsurance, m-insurance, mobile money and innovation in financial services.

### iii) Pieter Likkerkerk | Senior Consultant, IBM



Graduated in Financial Econometrics (the intersection of mathematics, statistics and economics) and Business Administration from Erasmus University Rotterdam, one of Europe's top schools in Economics. I also hold an MBA from INSEAD, one of the world's top business school.

Formerly CEO and founder of EscolherSeguro, Brazil's premier online insurance brokerage/financial services portal backed by one of the leading Brazilian VCs. Exited through a trade sale to Banco Brasil Plural/Geração Futuro, a leading financial holding in Brazil.

Currently helping clients in the insurance industry in Latin America to improve business results by leveraging IBM's capabilities in Consulting, Technology and Outsourcing.

His Focus areas and milestones as a CEO include:

- IT development

- Search engine marketing / E-commerce
- Big data / process and customer analytics
- Built the platform with the broadest automated quoting capacity in the market
- Achieved market leading operational metrics and designed a market-leading lead-scoring model
- Risk management
- Corporate finance- M & A
- Financial services e-commerce
- Insurance distribution, brokerage / Insurer relations
- Lean operations, focused on call centers
- Retail and wholesale banking, including credit analysis and risk exposure management
- Internationalization strategy formulation and implementation.

**iv) John Kashangaki | IIB Partner; CEO and Consultant**



John is a consultant with 20 years of work experience in private sector development consulting, spanning over 15 countries in Africa as well as in the USA. He holds a Bachelor of Science (BSc) Degree in Engineering from the University of Michigan School of Engineering and a Master of Public Affairs (MPA), Economics and Public Policy from Princeton University.

John has strong skills in project design, monitoring and evaluation, as well extensive market research/business planning experience for projects in East Africa. He possesses strong experience in agriculture and SME access to finance issues as well as SME advisory support. Further, he has strong experience advising governments in Africa on policies and programmes to enhance access.

**v) Henry Oketch Oloo | IIB Partner; Research and Development Consultant, Maarifa Consultants Ltd**



Henry provides oversight in research and development. He is an Economist and expert in inclusive finance and small enterprise development of more than 24 years' of work and regional consulting experience in the field in Africa; His notable achievements include assignments in strategy development, business development, project management, policy analysis, R & D. He has worked for Maarifa Consultants Ltd, an advisory services company in research and training to financial institutions targeting low-income households and small enterprises. He also previously worked for the United Nations Capital Development Fund (UNCDF) as Chief Technical Adviser in Malawi, providing technical support to the Government of Malawi on national financial inclusion strategy, building capacity for inclusive finance, improving coordination for financial sector deepening, and managing the multi-donor funded Financial Inclusion in Malawi (FIMA) Project on a day-to-day basis. He formerly worked for the Kenya Rural Enterprise Programme (K-REP) for 12 years. Was part of the team that built the NGO into the first fully-fledged microfinance bank in Africa.

**vi) Partner - Tom Joseph - Training, Consultancy and Corporate Strategy**



Tom Joseph provides oversight in consultancy and corporate strategy. He has over 16 years rich work experience with track of achievements in manufacturing and service sector. Currently working as Head of OPI/COYA at The Kenya Institute of Management (KIM), he has helped organizations conduct diagnostic evaluation of their systems/ processes to become globally competitive thus moving from good to great culminating into the annual recognition during the prestigious Company of the Year Awards (COYA).

He is a highly-focused-motivated business leader and consultant with exceptional leadership and communication skills, punctuated with passion for perfecting world class organizational excellence in companies desiring to be globally competitive. As a team player/leader, he comfortably handles unfamiliar problems and easily adapts to changing environments while enthusing positively those whom he interacts with. Tom is an excellent public speaker emceeing and moderating high profile corporate events. He has prominently featured in local and international conferences as he shares his passion for business excellence and visionary leadership.

## 7. SPONSORSHIP

For sponsors and partners, the Africa Insurance Summit 2018 is a unique opportunity to:

- Be part of the winning strategy in Insurance progression in the continent;
- Meet insurance and financial services leaders across the globe as they undergo the decision making process to invest and or expand in the region;
- Raise your individual understanding and appreciation of insurance and financial services labyrinth across the continent;
- Raise your individual and company's profile in the largest gathering in the continent in Insurance and financial services.

IIB will be contacting you regarding the sponsorship and partnership packages available.



## 8. CONTACT US FOR REGISTRATION, REGISTRATION AND PRESENTATION

Park Place Business Centre, 2nd Parklands Avenue, off Limuru Road. Nairobi, Kenya

Email: info@insuranceinformation-bureau.com

Faith Njambi: Cell phone +254 (20)3685461, +254722959102

Sheila Awuor: Cell phone: +254723991396

Jennifer Karanja: Cell phone + 254722842386

TIME	ACTIVITY	FACILITATOR	VENUE
7.30 - 9.30pm	Delegates welcome dinner	IIB /OESAI	KSMS BALL ROOM
<b>Monday, 25th June 2018</b>			
7.00 - 8.00am	Delegates' Registration Media Briefing	IIB/OESAI	Auditorium Lobby KSMS Boardroom
8.00 - 8.30am	Introductions: guests, delegates, sponsors, facilitators and partners	IIB/OESAI	Conference Auditorium
8.30 - 9.00am	Welcome Speech, Conference narrative and clarity of expectations	IIB/OESAI	Conference Auditorium
9.00 - 9.30am	Conference Official Opening: IRA CEO/Governor Central Bank of Kenya/CS Finance- Kenya)	Insurance Regulatory Authority Kenya CEO	Conference Auditorium
9.30 - 10.00am	Conference Methodology – the 6 Working Groups	IIB/OESAI	Conference Auditorium
10.00 - 10.30am	TEA/COFFEE BREAK		
10.30 - 12.30pm	Working Group in sessions	Respective Group Facilitators	Break away Rooms
12.45 - 1.30pm	LUNCH		
1.45 - 2.15pm	Group 1 Presentation	Group Facilitator	Conference Auditorium
2.15 - 2.45pm	Plenary discussion with Group 1	All delegates	Conference Auditorium
2.45 - 3.15pm	Group 2 Presentation	Group facilitator	Conference Auditorium
3.15 - 4.15pm	Plenary discussion with the Group 2	All delegates	Conference Auditorium
<b>Break Away - End of Day 1</b>			
6.00 - 9.30pm	CEO Forum – Integrating the Summit outcomes with the annual corporate business plans	Dr. Magdeline Ramada	Safari Park Hotel
<b>Tuesday, 26th June 2018</b>			
8.00 - 8.30am	Group 3 Presentation	Group facilitator	Conference Auditorium
8.30 - 9.00am	Plenary discussion with Group 3	All delegates	Conference Auditorium
9.00 - 9.30am	Group 4 Presentation	Group facilitator	Conference Auditorium
9.30 - 10.00am	Plenary discussion with Group 4	All delegates	Conference auditorium
10.00 - 10.30am	Group 5 Presentation	Group facilitator	Conference Auditorium
10.30 - 11.00am	Plenary discussion with Group 5	All delegates	Conference Auditorium
11.00 - 11.30am	Group 6 Presentation	Group facilitator	Conference Auditorium
11.30 - 12.00pm	Plenary discussion with Group 6	All delegate	Conference Auditorium
12.30 - 2.00pm	LUNCH		
2.00 - 3.00PM	Draft Strategy Presentation	IIB/OESAI	Conference Auditorium
3.00 - 3.30pm	Plenary Feedback on Draft Strategy	IIB/OESAI	Conference Auditorium

**3:30 - 5:00pm: TEA/COFFEE BREAK/SOCIAL INTERACTIVE SESSION**

**6.30 - 9.00pm: CONFERENCE CLOSURE COCKTAIL**

## 10. AFRICA INSURANCE SUMMIT CEOs / TOP EXECUTIVES FORUM

### a) FORUM OBJECTIVE

We are bringing together over 100 CEOs, top executives, influencers and consultants from across Africa and globally, to engage in a 3-hour high impact discussion forum on how to effectively integrate the outcomes of the Summit into their companies annual business planning.

They will gain full access to the minds and successful experiences of today's game changing thought leaders, based on 2018 Theme – "Digital Disruption- Unlocking the Vast African Insurance Market – effective, viable and commercial strategies," and explore what it takes for their individual organizations to succeed in exponentially unlocking this market, in a business landscape which is fast-paced and ever-changing.

The Summit, therefore, will address 2 strategic and thematic questions:

- i) Why is the vast African and local population uninsured, yet comparatively well-banked and better connected telephony?
- ii) How can the industry CEOs tap into technologic strides and advances that exist in the 1st world, to increase insurance penetration and their own growth?

### b) FORUM SPEAKER

The forum speaker, Magdalena Ramada, Senior Economist, Willis Towers Watson, will share her global and African perspective on emerging markets, insurtech and block chain; and will challenge each individual CEO / org. to grow 10 times faster than their peers. Magdalena has over 15 years' experience in R & D and international consulting. She holds a PhD in Quantitative Economics and Finance and was the firm's Head of Research and Analytical Services. She executed many research projects for multilateral organizations on micro insurance, financial inclusion and innovation.

TIME	ACTIVITY	THEME	FACILITATOR
6.00 - 6.30pm	Welcome and Introductions	De-brief and Connectivity	IIB
6.30 - 7.25pm	Introduce Keynote Speaker	Integrating Summit outcomes into annual companies business plans	IIB / Dr. Magdalena Ramada
7.25 - 8.55pm	CEOs / Top Executives Peer Group Session	Peer Groups to Identify and cite 3 high impact challenges /solutions	Dr. Magdalena Ramada
8.55 - 9.30pm	Speakers Feedback	Speakers Feedback to CEOs Peer Groups	Dr. Magdalena Ramada
9.30pm onwards	Resolutions; Dinner and Networking	Resolutions; Networking / Social Hour	OESAI

The CEOs and top executives Forum will provide them with the highest impact, least time- intensive peer learning. CEOs will benefit in the following ways:

- Leveraging best practices and experiences to accomplish corporate SMART objectives to viably and commercially insure vast local mass market;
- Connecting with result-oriented, award winning, most admired and best managed company CEOs across Africa and globally;
- Expanding a growing business network of leading African CEOs and trusted consultants;
- Being inspired, motivated and held accountable by peers; also motivated by own impact;
- Own professional and personal development;
- Getting agenda-free, confidential, peer feedback through topical guest presentations;
- Getting access to our exclusive leadership resources and business system.

***We look forward to each and all CEOs' and Industry Top Executives' participation.***



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