



Bancassurance

Strengthening financial stability by developing broad array of consumer-focused products

27– 28 August 2014 | Dar es Salaam, Tanzania

‘Your premium brand had better be delivering something wonderful, or it’s not going to get the business.’

Warren Buffett

Why you cannot miss this event

Bancassurance has become firmly established among banks and insurers across Africa. As a revenue-making deal it can generate dynamic growth together with new opportunities coming by. Despite different rules and regulations in each African country, there are more Bancassurance deals that need to be reviewed and signed.

Growing demand for private insurance and tailor-made financial products can generate lucrative deals for Bancassurance ventures. Cooperation between bank and insurer must result in attractiveness of products offerings, full scale involvement in selling insurance products, profitable distribution channels and comprehensive operational models. Wisely chosen development strategy is critical to overall programme growth and to generate well earnings. This will lead to a mature Bancassurance structure and successful strategy of maximising the insurance penetration of a bank and insurer client’s database.

Bancassurance by **Trueventus** is an industry leading conference which addresses current findings on the obstacles to spearhead the next financial growth in Africa and its robust evolution. Be sure to engage yourself and your company to get closer to your business partners and industry leaders to attract and retain more customers!

This unique conference will bring delegates the benefits of:

Jumping into the world of current trends in banking and insurance industry

Overcoming old stereotypes and changing mind-set to close a successful deal

Indicating the best business model between bank and insurer

Networking with new and existing business partners to ensure big deals

Unleashing the benefits of microfinance and microinsurance by speeding up development

Stimulating financial institutions to optimise their strategies and products innovations

Who should attend?

This conference is designed but not limited to Director Generals, Chief Executive Officers, Chief Operating Officers, Chief Finance Officers, Chief Compliance Officers, Managing Directors, Executive Directors, Operation Directors, General Managers, Branch Managers, Insurance Agents, Heads of departments, Financial Services Consultants, Insurance Brokers, Legal Counsels and key decision makers from the banking and insurance industry who are responsible for:

- Bancassurance
- Alliances & Insurance
- Business strategy & development
- Channel distribution
- Retail & Branch network
- Operational strategies
- Banking and financial services
- Distribution
- Products developments and innovations
- Customer relationship & segmentation
- Sales & Marketing
- Human resources
- Risk analysis
- Tax and accountancy
- Alternative investments
- Capital market
- Equity market



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Our areas of expertise include: affinity and partnership marketing; bancassurance; commercial non-life insurance brokers; consumer intelligence; creditor insurance; distribution channels; extended warranties; insurance and assistance linked to payment cards and bank accounts; mobile gadget and telephone insurance; retailer financial services; small business financial services and many more.

Finaccord adheres to the guidelines of relevant trade bodies including ESOMAR, the Management Consultancies Association, the Market Research Society and the Society for Competitive Intelligence Professionals.

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True Banking is a Bi-Monthly magazine on Islamic Banking & Financial Services sector with specific target on research development, market analysis, Training & advancement in this sector with focusing of development of Islamic Banking, Takaful & Investment. The prime aim of True Banking to create harmony, awareness & innovation in this sector. It is another addition to AlHuda CIBE achievement in the direction towards promotion and development in Banking Sector.

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www.ReConnectAfrica.com



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Featuring presentation and case studies by key distinguished speakers:



Binay Dutta Managing Director
Dubai Bank, Kenya

Speaking on: The role played by banks and insurers in establishing added value for the customer

Binay Dutta is a Banking Executive with over 30 years of banking experience in India, Nigeria and Kenya - out of which 23 years with State Bank of India (the biggest Commercial Bank in India with over 9000 branches) in retail banking, corporate banking, international banking, product development and implementation. He has developed some unique and innovative banking products as per the needs and demands in the local markets. Product development under the umbrella of Bancassurance is a major thrust area in his current assignment.



Dod Godfrey Kyama Commonwealth eBanking Advisor
Kenya School of Monetary Studies, Central Bank of Kenya, Kenya

Speaking on: Choosing the right operational models for Bancassurance

Godfrey is charged with the key role of propagating and putting into curricula context the rapid evolutions of mobile banking in Kenya and the region. He has project management and consulting experience in the banking, health and education sectors. His working and consulting experience covers 11 African countries.



Manoj Kumar President & Managing Director
Bancassurance Consultants Worldwide, United Kingdom

Speaking on: Formulating commercial return framework for Bancassurance players

Manoj has nearly 25 years of experience in insurance, reinsurance, banking and consulting industry at various levels in United Kingdom, United Arab Emirates, Qatar and India. He has earlier worked in executive positions with Doha Bank Assurance Company in Qatar (which he helped set up), Doha Bank (Qatar) as Head of Bancassurance, Oman Insurance Company (Dubai), Abu Dhabi National Insurance Company (Abu Dhabi) and New India Assurance Company (India).



Zak Syengo Head of Marketing & Communications
Rafiki Bank, Kenya

Speaking on: Are we forward-looking: Moving away from policies to customer-centric

Zak is an experienced microfinance expert, having worked in the microfinance industry for over 6 years. Previously, he worked with Faulu-Kenya in various capacities. During his tenure at Faulu, Zak had a rewarding career adorned with successful turnaround of portfolio from non-performing to performing in different areas of Mombasa leading to subsequent promotions in three years.



JG (Johannes) Shields Head: Bancassurance-Business Banking Africa
Barclays – ABSA, South Africa

Speaking on: Finding the right fit: Analysing effective communications skills between banks and insurers

JG joined the management team in 2004 where he was responsible for the design and implementation of specialized insurance value propositions and distribution capabilities for agriculture, aviation and franchises. He joined Absa Business Bank in 2010 as strategist for Bancassurance in Business Bank, responsible for the design and development of a joint Bancassurance business for Absa Business Bank in partnership with Absa Financial Services



Tobias Schneider Global Markets Analyst
Finaccord, United Kingdom

Speaking on: Bancassurance: A Global perspective on customer, products and distribution methods

Tobias is responsible for Finaccord's research into Bancassurance on a worldwide basis. This includes not only coverage of life insurance and retirement savings products sold by banking institutions but also their involvement as distributors of creditor (payment protection) insurance and different types of non-life cover. As part of his research, he has also acquired a comprehensive overview of country-specific Bancassurance regulations and operational models.



Rakesh Sudhakaran Head of Bancassurance, Affinity & Partnerships
Zurich Insurance - Dubai, United Arab Emirates

Speaking on: Bancassurance and alternative distribution channel: Working towards revenue generation with amidst technologies

Rakesh has 13 years of experience in Insurance, investments and channel management across banking, insurance and FMCG sectors. He has had the unique opportunity to head insurance business on both sides of a bank and insurance company. He is very skillful and successful in managing start up business units as well as leading large teams.



Peter Macharia Business Development Manager
BRITAM, Kenya

Speaking on: Joining forces to boost product marketing and company branding

Peter is responsible for building a marketing position for the company within institutional business, in product development as well as partnership building across all channels of distribution. He was previously the Head of Bancassurance and assistant marketing manager for Africa Merchants Assurance where he steered the department towards the development of Bancassurance line of business for various banks in Kenya.



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Featuring presentation and case studies by key distinguished speakers:



Juliet Njeri Kamau Business Development Officer-Bancassurance

UAP Insurance, Kenya

Speaking on: Craving for opportunity: Reviewing integrated financial services and single offered products

Juliet serves as one of the Bancassurance expert behind UAP, one of the leading insurance and financial services companies in East Africa. Prior to joining UAP, Juliet worked as a business developer at ECB Insurance Brokers Ltd related to Equatorial Commercial Bank. Juliet holds BCom. with honors in Insurance from University of Nairobi, Kenya.



Paras Shah Partner
Coulson Harney, Kenya

Speaking on: Legal and regulatory framework for Bancassurance in Kenya

Paras is a qualified English solicitor and Kenyan Advocate. Prior to joining Coulson Harney, he was Partner in the Corporate, Commercial and Conveyancing department of Hamilton Harrison and Matthews, and a solicitor in a city law firm in London. His practice areas include corporate and commercial law, banking and finance, privatisation, capital markets, mergers and acquisitions and real estate.



Pius Mutua Corporate Relationship Manager
Kenya Commercial Bank, Kenya

Speaking on: Addressing the best way to approach customers: products vs. customers

An experienced mortgage lending practitioner with a sound background gained across the banking sector with over ten years' experience. The role also involves growing the corporate portfolio of the bank's clients together with meeting challenging revenue targets as well as the Bank's asset and liabilities book. He is also the coordinator of all the activities of the KCB Mortgage Developers Club in Uganda.



Anne Mkala Chief Broking Officer
Aon Risk Services, Kenya

Speaking on: Building proactive relationship with shareholders and customers without jeopardizing the existing partnerships between banks and insurers

Anne has been in the insurance industry for over 20 years and has worked with leading insurance companies and brokers. She holds a Fellow Associate of the Chartered Insurance Institute (FACII), London. She has been responsible for the operations of the Specialty Division. She is responsible for the Aon Risk Solutions team focusing on broking operations to ensure Aon's operations are aligned to client's needs.



Jackie Faith Aketch Unit Manager
Insurance Company of East Africa, Uganda

Speaking on: Molding the right talent for your business

Jackie has been working with her current company for more than 3 years now. She is responsible for recruitment and retention of insurance agents. She is also handling sales and marketing team. She is developing insurance policies across Uganda and neighbouring countries.



Michael Makenzi Head Bancassurance
Faulu Bank, Kenya

Speaking on: Changing face of insurance distribution 2014

Michael has worked in the Insurance industry for 20 years. He has started as an advisor at Jubilee insurance. He became sales manager, regional sales manager and head of retail. Currently he is setting up Bancassurance at Faulu Bank after the merge with Old Mutual in Kenya. His work entails setting up an agency and developing relevant products with insurance companies.



Gautam Duggal Regional Head - Wealth Management , Africa
Standard Chartered Bank, United Arab Emirates

Speaking on: The Bancassurance Opportunity: The Business case for Bancassurance in Africa

He is with Standard Chartered Bank since 2007 and has launched Bancassurance operations across 15 markets (across Middle East, South Asia and Africa) in the last 6 years. Pioneered Bancassurance in Africa across 6 key markets and played a key role with the regulators in helping them put together the guidelines on the same. Currently responsible for formulating and executing the regions strategic agenda for Priority & IB across 8 markets in Africa



Neha Varma Bancassurance Manager
GA Insurance, Kenya

Speaking on: Highlighting successful Bancassurance deals in Kenya

Neha is responsible for the set up and development of the Bancassurance department within GA Insurance. Her role involves putting structures and processes in place to facilitate insurance business channelled through banks through product development and specialised service delivery.



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Day 1, Wednesday 27 August, 2014

0800 **Registration and coffee**

0845 **Opening address by Chairperson**

0900 **Session One**

Bancassurance: A Global perspective on customer, products and distribution methods

'Africa's continued economic expansion needs the help of banks that can consistently provide the support and investment that allows businesses to grow'

- Comprehensive introduction to Bancassurance with an outlook on East Africa
- Assessing integrated customer approach in methods
- Delivering high quality products to final customers

Tobias Schneider Global Markets Analyst
Finaccord, United Kingdom

0945 **Session Two**

Finding the right fit: Analysing effective communications skills between banks and insurers

The heart of business for Bancassurance lies in the agreement and communication between the bank and insurer. This session seeks to highlight fundamental principles in corporate communication.

- Shaking hands on good deal. Managing corporate crisis by setting out clear sets of principles
- Administering possible disputes wisely
- Looking into fair treatments for all customers and understanding key trends in customer behaviour

Johannes JG Shields Head: Bancassurance-Business Banking Africa
Barclays – ABSA, South Africa

1030 **Morning refreshments**

1100 **Session Three**

Molding the right talent for your business

Lack of skills and competency can ruin every business. It is crucial to have a skilful staff to explain and clarify every questions and concerns arising from customers.

- Educating your employees on the products offered
- Finding the right candidate: Assessing employees based on experience and knowledge
- Enhancing your employees competency level with systematic knowledge management system

Jackie Faith Aketch Unit Manager
Insurance Company of East Africa, Uganda

1145 **Session Four**

Highlighting successful Bancassurance deals in Kenya – Case study

'Housing Finance's net profit for 2013 in Kenya has increased by a third, nearly clocking a billion shilling, buoyed by its revived building arm and a Bancassurance business' – *AllAfrica.com*

- Addressing successful Bancassurance deals in Kenya
- Implementing best practices made by industry leaders
- Mitigating financial risk by identifying potential risk factors

Speaker to be advised

Neha Varma Bancassurance Manager
GA Insurance, Kenya

1230 **Networking luncheon**

1400 **Session Five**

Craving for opportunity: Reviewing integrated financial services and single offered products

Product portfolio consists of variety of different products and services. Banks must select the right way to accommodate customers' needs and habits. Wisely planned service will create a platform in acquiring new clients.

- Simplifying products for end customers
- Bringing about innovative and profitable merged products
- Balancing quantity and quality: Ensuring product success

Juliet Njeri Kamau Business Development Officer-Bancassurance
UAP Insurance, Kenya

1445 **Session Six**

Formulating commercial return framework for Bancassurance players

It is a challenge to bring possible investors and interested companies to close deals for Bancassurance. This presentation will provide a clear vision to create successful and transparent agreement which is necessary for a successful collaboration.

- Selecting the right business model for Bancassurance
- Choosing the right development strategy, possible impact and expected revenues

Manoj Kumar President & Managing Director
Bancassurance Consultants Worldwide, United Kingdom

1530 **Afternoon refreshments**

1600 **Session Seven**

Bancassurance and alternative distribution channel: Working towards revenue generation with new technologies

- Looking for new distribution channels such as mobile banking, web banking or dedicated applications
- Synchronising virtual services to avoid misinterpretation
- Selecting right distribution channels for different target market

Rakesh Sudhakaran Head of Bancassurance, Affinity & Partnerships
Zurich Insurance - Dubai, United Arab Emirates

1645 **Session Eight**

Choosing the right operational models for Bancassurance

Learning from current top players is crucial in this industry. Both banks and insurers must work together in building a successful coalition. There must be a combination of financial skills to create powerful weapon for tailor-made products. This is only achievable if there is full cooperation between the bank and the insurer.

- Integrated models vs. non-integrated models
- Dividing areas of work and sharing responsibilities
- Keeping it silent: What to disclose and undisclose?

Dod Godfrey Kyama Commonwealth eBanking Advisor
Central Bank of Kenya, Kenya

1730 **End of Day One**



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Day 2, Thursday 28 August, 2014

0800 **Registration and coffee**

0845 **Welcome address by Chairperson**

0900 **Session One**

Legal and regulatory framework for Bancassurance in Kenya

This session will provide delegates with a comprehensive overview of the legal aspects of commercial banking deals in Kenya.

- Safeguarding your data: Why data protection is so important nowadays?
- Complying with rules and regulations in establishing a new product
- Cross-selling as a possible way to increase sales

Paras Shah Partner

Coulson Harney, Kenya

0945 **Session Two**

Building proactive relationship with shareholders and customers without jeopardizing the existing partnerships between banks and insurers

- Providing franchise models for banks and insurance agents
- Achieving effective results in managing effective partnership
- Assessing customers benefits from Bancassurance deals

Peter Magdy Chief Sales & Marketing Officer

Egyptian Life Takafal - Gulf Insurance Group, Egypt

1030 **Morning refreshments**

1100 **Session Three**

The Bancassurance Opportunity: The Business case for Bancassurance in Africa

This session will define the best options to deliver a successful Bancassurance deal in the region. For that professionalism and experience must go along. Only then unleashing company's potential can bring significant profits.

- the next growth engine for insurance companies in Africa - Bancassurance
- How can Bancassurance help increase insurance awareness and penetration in the markets
- Why is Bancassurance as a channel so important for the banks and insurance companies to move forward

Gautam Duggal Regional Head - Wealth Management, Africa

Standard Chartered Bank, United Arab Emirates

1145 **Session Four**

Are we forward-looking: Moving away from policies to customer-centric

- Providing comprehensive information on insurance products
- Keeping it at your fingertips: Personal banking services equipped with insurance products
- Venturing into a more diversified cost-effective alternative channel for the distribution of commercial products

Zak Syengo Head of Marketing & Investment Clubs

Rafiki Bank, Kenya

1230 **Networking luncheon**

1400 **Session Five**

Addressing the best way to approach customers: products vs customers

- Knowing your customer's needs and current requirements
- Finding the balance between aggressive or passive marketing: Ideal way of product distribution
- Introducing new services and effective promotional campaigns

Pius Mutua Corporate Relationship Manager

Kenya Commercial Bank, Kenya

1445 **Session Six**

The role played by banks and insurers in establishing added value for the customer

It should be clear that customers must know what they pay for. The future prospects for further growth and development in Bancassurance is essential in determining market penetration.

- Spotting the best cooperation between banks and insurers to generate precise information
- Establishing long-term relationship with customers
- Adapting to changing environment and needs requested by clients

Binay Dutta Managing Director

Dubai Bank, Kenya

1530 **Afternoon refreshments**

1600 **Session Seven**

Joining forces to boost product marketing and company branding

This session will address how bank and insurer should cooperate to create awareness of their products. Proposed promotional campaigns must be prepared wisely with decent research to overcome barriers of market penetration in Kenya.

- Advertising a competitive environment in multi-channel distribution system
- Determining correlation between bank and insurance company
- Assessing current market scenario and future outlook

Peter Macharia Business Development Manager

BRITAM, Kenya

1645 **Session Eight**

Changing face of insurance distribution 2014

This session will address the current image of Insurance products and distribution not only in Kenya but in East Africa. Get your brain engaged for ideas and thoughts on how to overcome possible challenges arising after closing a Bancassurance deal.

Michael Makenzi Head Bancassurance

Faulu Bank, Kenya

1730 **End of Conference**