

**THE 22ND ADVANCED COURSE**  
**OF**  
**THE INSURANCE SCHOOL (NON-LIFE) OF JAPAN**

Theme: "Strategy for Sustainable Growth of Non-Life Insurance Companies"

« May 21 – June 1, 2012 »

**The General Insurance Association of Japan**

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## **Purpose of the Insurance School (Non-Life) of Japan Advanced Course**

The purpose of "The Insurance School (Non-Life) of Japan" (ISJ) is to provide selected members of staff from general insurance organizations from East Asian regions with education and training courses in order to further develop international collaboration and friendship.

The ISJ was set up by the General Insurance Association of Japan, and this Association and the Non-Life Insurance Institute of Japan jointly conduct and manage the courses.

In response to the many requests from various circles in East Asian regions to organize a course at a higher level, we started the Advanced Course in May 1991.

The Advanced Course is run in a workshop format, allowing open discussions and exchanges of views among the participants following presentations by lecturers and the participants themselves.

## **Course Theme**

### **Strategy for Sustainable Growth of Non-Life Insurance Companies**

This course is for managers or those who are interested in management of non-life insurance companies.

The goal of corporate management is to achieve sustainable growth by taking every opportunity for growth as well as identifying and controlling risks facing the company. In order to explore issues of sustainable growth, participants will learn about the experiences of the non-life insurance industry both in Japan and in ISJ regions, success as well as failure, concerning corporate risk/strategy, product/customer strategy, diversification strategy, etc. The program is shown on the last page.

## **Course Period**

From Monday, May 21 through Friday, June 1, 2012

## **Venue**

### **The General Insurance Association of Japan**

Sonpo-Kaikan Building (Non-Life Insurance Building), 9, Kanda Awajicho 2-Chome, Chiyoda-Ku, Tokyo 101-8335, Japan

## **Language**

English

## **Eligibility**

Candidates are required to be:

- a. officers or senior staff of non-life insurance companies or related organizations(\*), or government officials from insurance supervisory authorities, except those dispatched from headquarters in other regions
- b. people with at least 5 years' practical experience in the above professional fields (\*\*)
- c. recommended by the national non-life insurance association of their regions or, in the case of government officials, by competent authorities
- d. good speakers of English
- e. in principle, graduates from the ISJ "General Course"
- f. able to participate in all parts of the course for the whole period (\*\*\*)

\* "Related organizations" refers to (general) insurance associations, insurance rating organizations, insurance institutes, etc., and does not include brokers, agents or their associations.

\*\* As each participant is requested to give a presentation on a certain subject related to the course theme, it is advisable that applicants have some background knowledge of that theme. Participants are also required to submit handouts for their presentations in advance and to actively take part in all lectures and discussions in English.

\*\*\* Participants should attend the whole course and may be absent from sessions only for unavoidable reasons such as illness or injury. They should refrain from making appointments for business meetings, etc. in Tokyo during course time. Please ensure that participants' health allows them to attend every day of the course.

## **Number of Participants**

Up to two selected participants per region (one each in the case of Bandar Seri Begawan, Hanoi, Macau, Phnom Penh and Yangon) can be admitted.

## **Hotel Accommodation**

The hotel accommodation for participants is provided by our Association for the whole course at the **HOTEL JURAKU**, located next door to the Association. Room charges for a single room during the said period are borne by the Association.

\* Hotel Juraku: 9, Kanda Awajicho 2-Chome, Chiyoda-Ku, Tokyo 101-0063

Tel: +81-3-3251-7222      URL: <http://www.juraku.com/ocha>

## **Expenses**

The following are borne by our Association:

- a. Tuition and study materials
- b. Single room charges at the above hotel for the duration of the course

# ISJ Advanced Course 2012 Program

Main Theme : **Strategy for Sustainable Growth of Non-Life Insurance Companies**

Course Period : From Monday, May 21 through Friday, June 1, 2012

Program :

## **(I) General Topics Related to the Market <Lectures or Reports from ISJ Regions>**

- Keynote speech
- The current situation and main issues in the Japanese non-life insurance market (1) & (2)
- Reporting on the non-life insurance markets and various issues of the ISJ regions
- Insurance supervision in Japan
- Recent development of international insurance supervisory standards

## **(II) Corporate Risk/Strategy <Lectures or Workshops\*>**

\* A workshop consists of a lecture, reports from ISJ regions and discussions

- Enterprise risk management
- Business continuity management (Workshop)
- Corporate social responsibility
- Reinsurance strategy
- Asset management risks (Workshop)

## **(III) Product/Customer Strategy <Lectures or Workshops>**

- Insurance Product strategy (Workshop)
- Public insurance and product strategy of private insurers (Workshop)
- Alternative risk transfer
- Consumer services and complaint response
- Insurance fraud (Workshop)

## **(IV) Diversification Strategy < Lectures >**

- Life insurance business by Japanese non-life insurers
- Risk management business

## **(V) Current Topics <Lectures>**

- Natural catastrophe claim management
- Nuclear accident and insurance

## **(VI) Wrap-up Discussions and Presentations**

## **(VII) Extracurricular Program**

- Visit to Medical Education Institute for Insurance Adjusters (GIAJ)
- Visit to a GIAJ member company

\* The above program is subject to minor changes.

\* A time schedule will be announced in due course.