Microinsurance Africa Summit 2013

14th – 16th August 2013, InterContinental Hotel, Nairobi, Kenya

Creating A Sustainable Insurance Industry For Low Income Earners

Benefits of Attending

- You will learn more about technology used for Microinsurance to ensure that distribution is easy
- There will be an in-depth look at Takaful insurance and to ensure benefits for those in need of it the most
- We will have a look at increasing impact of Microinsurance using microfinance
- You will get to know the latest microinsurance strategies to make distribution doable
- You will experience a practical workshop on the technology and software for microinsurance
- Learn more about the African Microinsurance market
- Ascertaining marketing strategies to enable you to access the market
- Understand which Microinsurance products are more profitable for the African market
- Network with key figures from the insurance industry

Conference Highlights

- International Experts on Microinsurance
- Workshop on Microinsurance Technology
- Solutions on Distribution Models

Your Expert Speakers Include:

- David K Ronoh
  Managing Director
  CIC Insurance, Kenya
- Hassan Scott Odierno
  Partner
  Actuarial Partners Consulting, Malaysia
- Michael McCord
  President
  Microinsurance Centre
- Mamai Lawi
  Chief Executive Officer
  Pensoft Systems Ltd
- Peter Gross
  Business Development Manager
  MicroEnsure
- Alemius Milinga
  Managing Director
  USEFO Finance
- David Dror
  Chairman
  Micro Insurance Academy
- Sandisiwe Ncube
  Researcher
  Centre For Financial Regulation & Inclusion
- Miriam Magala
  Chief Executive Officer
  Uganda Insurers Association

Early Bird Special!!

Book & Pay before 21st June & pay only $750!!

Registered Training Provider with DIT (Kenya) No. DIT/TRN/823

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Email: info@amc-intsa.co.ke
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P O Box 49751
Nairobi
00100 GPO
Kenya
Dear Distinguished Delegate,

Microinsurance is a significantly untapped market in Africa. It only covers 135 million people out of 1 billion low income earners. African insurance markets typically contribute no more than 2% of GDP and serve less than 5% of the population. This makes the Microinsurance pool quite wide for you who want to tap into the industry.

Providing financial service products, particularly insurance, to this market poses a number of challenges including distribution, marketing and premium collection. Understanding the market to low income individuals requires a clear understanding of the legislation, possible pricing and distribution models as well as the social complexities involved.

With all of this in mind AMC International has developed a strategic Micro-Insurance Africa Summit which will bring you up to speed on all the latest developments of Microinsurance in Southern Africa and beyond. It will cover themes such as Mobile microinsurance as a solution to Microinsurance challenges, Leveraging the power of technology in Microinsurance and Microinsurance as a microfinance product to increase impact. There will representation from industry leaders such as Cenfri, Microinsurance Network, CIC, Munich Re Insurer, MicroEnsure just to name a few.

Attend this event and discover how to launch a Microinsurance product, or if you are in the industry already, discover new international trends to ensure a success in your Microinsurance endeavours.

Kind Regards,

Matshego Njumbuxa
Senior Project Manager
AMC International

Who Should Attend

- Micro insurance Consultant
- Client Manager
- Micro insurance manager
- Operations Manager
- Business development manager
- Strategic development manager
- Life Portfolio Manager
- General Manager: Insurance
- Underwriting managers
- Actuarial Managers
- Marketing Managers
- Portfolios Managers
- Head of Risk Management
- Capacity Building
- Mobile network operator
- Weather services Technology provider
- Policy makers
- Regulator
- Executive Manager: Life

Summit Endorsed By:

micro insurance network

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SUMMIT PROGRAMME
DAY ONE: 14 AUGUST 2013

07:30 REGISTRATION AND EARLY MORNING REFRESHMENT

08:45 CHAIRPERSON’S REMARKS

09:00 KEYNOTE ADDRESS: THE RELEVANT MICROINSURANCE STRATEGIES: WHAT WOULD MAKE DISTRIBUTION EASY
- Examining innovative distribution models to lower income earners
- Increasing market penetration
- Looking into local social and cultural issues when determining delivery
- Scalable delivery channels in achieving long term growth
- Scrutinising new distribution channels to overcome challenges
Dr. David Dror
Chairman
Micro Insurance Academy

09:45 KEYNOTE ADDRESS: UGANDA INSURERS ASSOCIATION: POLICY MAKING FOR MICROINSURANCE
- Policy making in the insurance industry
- The viable policies to govern Microinsurance
- Meeting the challenges of this competitive and continuously growing industry
- The pursuit of overall objectives for Microinsurance
Miriam Magala
Chief Executive Officer
Uganda Insurers Association

10:30 MIDMORNING REFRESHMENTS AND NETWORK

11:00 LEVERAGING THE POWER OF TECHNOLOGY IN MICROINSURANCE
- The role of technology in Microinsurance
- Making Microinsurance affordable for the poor using technology
- Looking at the most challenging aspects of using technology and finding solutions to these problems
- Eliminating exploitation in the Microinsurance industry
Peter Gross
Business Development Manager
MicroEnsure (UK)

11:45 USING MICROINSURANCE AS A MICROFINANCE PRODUCT TO INCREASE IMPACT
- MFIs selection of micro-insurance products and their distribution channels
- Challenges to MFIs in providing Micro-insurance
- Partner and agent models for MFIs
- The role of women in Microfinance and savings
Alemius Milinga
Managing Director
USEFO Finance

12:30 SPEED NETWORKING SESSION

13:00 NETWORKING LUNCH

14:00 AN IN-DEPTH LOOK AT TAKAFUL INSURANCE IN AFRICA: THE BENEFITS FOR THOSE WHO NEED IT THE MOST
- Highlight takaful developments in Africa
- Introduce models and methodologies currently being used
- Propose pure takaful models as a means of unlocking
Hassan Scott Odierno
Partner
Actuarial Partners Consulting (Malaysia)

14:45 EXPLORING MOBILE MICRO INSURANCE AS A SOLUTION TO SOME MICRO INSURANCE CHALLENGES
- Curbing distribution challenges using mobile technology
- Using mobile technology for premium collection
- Finding ways to expand this service to more insurance company for accessibility of Micro insurance to low income earners
- Looking at emerging practises in Mobile Micro insurance
- Using the mobile platform as a tool to reduce the cost structure of micro insurance
- Understanding the issues and challenges of adopting mobile phone technology for micro insurance products and how they can be overcome
David K Ronoh
Managing Director
CIC Insurance (Kenya)

15:30 PANEL DISCUSSION

16:30 CHAIRPERSON’S CLOSING REMARKS

17:00 CLOSE OF CONFERENCE DAY ONE
DAY TWO: 15 AUGUST 2013

08:00 REGISTRATION AND EARLY MORNING REFRESHMENTS

08:45 CHAIRPERSON’S OPENING REMARKS

09:00 KEYNOTE ADDRESS: THE FINDINGS OF THE STUDY “LANDSCAPE OF MICROINSURANCE IN AFRICA 2012”
This session is aimed to describe the current state of, and recent trends in, microinsurance in Africa. In particular the presentation will cover:
- Microinsurance sector size and trends in Africa
- Gaps in access to and the supply of microinsurance, as well as key bottlenecks to sustainable expansion of the sector.
- Key areas for improvement for better products and services for low-income clients

Michael McCord
President
Microinsurance Centre

09:45 VIEWING THE REGULATORY FRAMEWORK AND PROCLAMATION FOR MICROINSURANCE AND USING SOUTH AFRICA AS YARDSTICK
- Microinsurance defined as insurance that is accessible to low income earners and managed in accordance with generally accepted insurance practices
- Using South Africa as a benchmark for the progress of Microinsurance in East Africa
- The role of government in micro-insurance and microfinance sector
- Defining the regulatory obstacles to the development of Microinsurance
- Incorporating Microinsurance into the regulatory architecture through amendment to the existing insurance legislation

Sandisive Ncube
Researcher
Centre For Financial Regulation And Inclusion

10:30 MIDMORNING REFRESHMENTS AND NETWORK

10:45 MICRO INSURANCE THAT WORKS FOR WOMEN: CASE STUDY BY WOMEN’S WORLD BANKING
- Viewing microinsurance schemes that are gender sensitive
- Insuring poor women who are especially vulnerable to risks related to health, income generation, old age, and death
- Looking and insurance companies that are investing in the initiative

Mr Roland Steinman
Collaborator
Microinsurance Centre

11:30 THE ROLE OF REINSURANCE IN MICROINSURANCE
- Understanding the importance of the reinsurer in Microinsurance
- The requirements to interest insurers in providing support to Microinsurance schemes
- Looking at the extent that risk management and secondary risk transfer promote financial stabilisation and market development
- Designing commercially sustainable Microinsurance programs which will be attractive to potential reinsurance partners

12:15 NETWORKING LUNCH

13:15 SYSTEMS THAT DRIVE MICROINSURANCE IN AFRICA
- Systems that drive the different aspects of Microinsurance
  - Micro health
  - Travel insurance
  - Livestock insurance
  - Weather index insurance
- Bridging the divide on the available systems
- Bringing systems to protect the poor on funeral covers
- Discussing options available in the market
- Identifying upcoming systems

Mamai Lawi
Chief Executive Officer
Pensoft Systems Ltd

14:00 EDUCATING CLIENTS ON MICROINSURANCE PRODUCTS AND PROCESSES USING MODERN TRAINING FACILITIES
- How to help the largely illiterate market base understand how insurance works
- Making it easy for clients to file insurance claims and understand the claim process
- The positive impact on the lives of other clients
- The use of comic books and training materials to pass the information
- The use of local dialect to pass the relevant information
- Looking at the importance of micro-insurance staff training and development to be able to pass the information to the clients

14:45 AFTERNOON REFRESHMENTS

15:00 FINDING THE RIGHT BALANCE BETWEEN ADEQUATE PROTECTION AND AFFORDABILITY BY DISTRIBUTING MICRO-INSURANCE INFORMATION TO RELEVANT STAKEHOLDERS
- Giving special focus on the available consumer protection initiatives
- Disseminating Microinsurance information to the relevant stakeholders and looking at ways they can assist to the cause
- Developing a strategic implementation framework

15:45 OPEN FLOOR DISCUSSION: CASE STUDIES FROM LEADING SUCCESSES AND FAILURES IN HEALTH AND AGRICULTURAL MICRO-INSURANCE MODELS

16:45 CLOSE OF CONFERENCE DAY TWO
Technology for Commercial Voucher-Based Insurance

Rationale:
Most of the global market for microinsurance continues to be vastly under served in spite of the huge potential in respect of both the business opportunity and the prospect of protecting livelihoods. In spite of this the landscaping survey found that only 2.6% of the target population currently uses microinsurance products, or the current value of gross premiums received from the microinsurance market in Africa is only 1% of its potential value. This is largely due to the fact that traditional approaches to insurance distribution are too complicated for ordinary people to understand and too expensive to appeal to the mass market. Particular challenges include:

- Product designs unpopular with target communities because address the wrong issues and are too expensive often as a result of system-driven imperatives
- Traditional agency distribution mechanisms that are inefficient and too expensive to support the required high volume sales of low margin products
- Lack of reliable internet connectivity which leads to high levels of manual paper management and the use of side-systems that undermine data integrity and increase the cost of claims administration
- Traditional administration systems and procedures that are unable to cope with the high volume of transactions generated by a mass market focus, resulting in higher cost and low levels of operational efficiency

Voucher-based insurance products/systems enable high volume policy administration on very small policies which can run for very short periods. Enrolment and claims settlement can be done on any mobile device. Voucher-based insurance products allow insurance to be sold as a commodity, like airtime, which everyone understands. Insurance vouchers are cheap, simple to understand and do not require on-going contractual premium payments. Voucher-based insurance reduces the cost of distribution as well as claims administration.

Examples of Benefits:

<table>
<thead>
<tr>
<th>For the ordinary person</th>
<th>Health Insurance</th>
<th>Life Insurance</th>
<th>Property Insurance</th>
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<tbody>
<tr>
<td>Easy to buy</td>
<td>Easy to buy</td>
<td>Easy to buy</td>
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<td>Easy to understand</td>
<td>Easy to understand</td>
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<td>Value for money</td>
<td>Value for money</td>
<td>Value for money</td>
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<tr>
<td>For the insurer</td>
<td>Easy to price</td>
<td>Easy to distribute</td>
<td>Easy to distribute</td>
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<td>Easy to distribute</td>
<td>Easy enrolment</td>
<td>Easy enrolment</td>
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<tr>
<td>Easy to process</td>
<td>Voucher-based insurance cuts costs</td>
<td>Easy to pay claims</td>
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<tr>
<td>Voucher-based insurance will be profitable because of embedded margins</td>
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<table>
<thead>
<tr>
<th>For the clinic/doctor</th>
<th>Easy to process</th>
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<tr>
<td>Immediate payment</td>
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<td>Increasing cash flow</td>
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About Your Workshop Facilitator: Lucas Greyling
Principal
Greenraven Consulting CC

Lucas is the Principal of Greenraven Consulting CC, an independent consulting firm specialising in delivering insurance solutions for the mass market in Africa with an emphasis on distribution strategy, administration systems and mobile transaction capabilities. He has many years’ experience in a very wide range of life assurance, pension and medical insurance/scheme business, strategic planning and operational implementation. He also has strong technical, organisational and relationship management skills and experience of applying these in different African jurisdictions. He has served in a number of senior management and board level positions in South and East Africa and established a life insurance division for one of the top insurers in Tanzania as a Greenfield operation. He also returned the business of a leading Health Management Organisation in Uganda to profitability. Previously he was a member of the team consulting to the some of the biggest medical schemes in South Africa and the manager responsible for a number of large pension funds. He was also involved in a study of informal drug shops in the Kibera slum area of Nairobi and responsible for doing a feasibility study for establishing a medical clinic in the Republic of Southern Sudan. He has analysed a wide selection of South Saharan economies for suitability of establishing insurance operations and provided detailed country profiles for a short list of suitable markets for entry by an international insurer. He has been very involved in developing voucher-based insurance solutions and was contracted to compile a guideline for the management of preferred provider organisations for a health insurer in Tanzania.
FIVE WAYS TO REGISTER

1. **Register Me / Us for The Following**
   - Summit & Workshop = UDS 850 ex VAT
   - Summit only = USD 750 ex VAT
   - Workshop = USD 598 ex VAT

   **NB:** Above fees exclude accommodation

2. **Delegate(s) Information**
   - Dr. / Mr. / Mrs. / Miss: _______________________________
   - Department: _______________________________
   - Position: _______________________________
   - Email: _______________________________
   - Mobile: _______________________________

3. **Delegate Cancellations**
   - Must be received by AMC International in writing and must be addressed to the Customer Services Manager at info@amc-intsa.com.
   - Non-attendance without written cancellation to the Customer Services Manager is treated as a cancellation with no entitlement to any refund or credit.

4. **Delegate Substitutions**
   - Provided the fee has been paid in full, within the time frame as per our terms and conditions, substitutions at no extra charge can be made up to 10 working days after the Event start date, do not entitle the cancelling delegate to any refund or credit note and the full fee must be paid.

5. **Delegate Changes**
   - Occasionally it is necessary for reasons beyond our control to alter the content and timing of the program and/or the identity of the speakers.

6. **Warranty of Authority**
   - The signatory warrant that he/she has the authority to sign this Application and agrees to be personally liable to AMC International for payments falling due pursuant thereto should such warranty be breached.

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**TERMS AND CONDITIONS**

Accepted applications to attend the AMC International conference or training course (“Event”) are in every case subject to the terms and conditions:

- **Payment Terms** – Payment is due in full upon completion and return of the registration form. Due to limited conference space we advise early registration and payment by credit card to avoid disappointment.
- **Delegates** – Views of Speakers at any Conference or Training Course are their own and do not necessarily reflect the views of AMC International, its employees, agents or contractors.
- **Delegate Substitutions** – Provided the fee has been paid in full, within the time frame as per our terms and conditions, substitutions at no extra charge can be made up to 10 working days before the start of the Event.
- **Delegate Cancellations** – Must be received by AMC International in writing and must be addressed to the Customer Services Manager at info@amc-intsa.com.
- **Delegate Changes** – Occasionally it is necessary for reasons beyond our control to alter the content and timing of the program and/or the identity of the speakers.
- **Indemnity** – AMC International is absolved from and indemnified against any loss or damage as a result of substitution, alteration or cancellation/postponement of an Event arising from any cause whatever, including, without limitation, any fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of the Event impracticable or impossible.
- **Warranty of Authority** – The signatory warrants that he/she has the authority to sign this Application and agrees to be personally liable to AMC International for payments falling due pursuant thereto should such warranty be breached.