



Continuing Professional Development Certificate

Asian Markets update

Date: Thursday 07 March 2019

Time: 1.10pm - 1.55pm

Speaker: Chris Kershaw, Managing Director - Global Markets, Peak Re

In this Insurance Institute of London lecture Chris Kershaw presented a view of the change in markets in Asia, and what attributes those looking to engage in those markets might need to embrace to find a role and a purpose within them. Chris undertook this by looking at a few product developments in particular lines of business and then why these markets still represent an exciting prospect for the coming decades. In his talk Chris aimed to offer an insight into more recent developments that have taken place, and how potential can be looked at not just in terms of the relationship between economic growth, penetration rates and the protection gap, but also in terms of how local markets have responded to changes in opportunity, the growth of Asian global companies, and what opportunities and challenges this brings to the insurance and reinsurance world. Chris concluded that Asia was still an exciting and important part of the world, and what the influence of this super region might be in the future.

By the end of this lecture, members would have gained an insight into:

- how Asia has developed over recent years
- how countries in Asia develop products unique to their circumstances supporting development
- what are some of the underlying factors for a successful approach to developing relationships in Asia



This lecture or podcast can be included as part of your CPD requirement should you consider it relevant to your professional development needs. It is recommended that you keep any evidence of the CPD activity you have completed and upload copies to the recording tool as the CII may ask to see this if your record is selected for review.