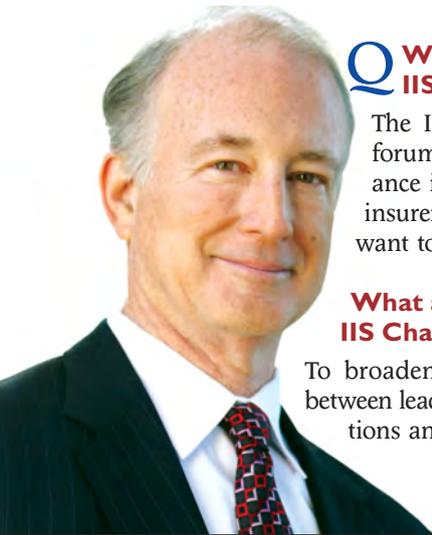


IIS: Soaring to new heights

The International Insurance Society (IIS) marks a milestone as it goes through a transition in its leadership. **Mr Norman Sorensen**, who has been IIS Chairman since 2010 and recently retired as Chairman – International of Principal Financial Group, is stepping down and will be succeeded by **Mr Greig Woodring**, President & CEO of RGA, at the Society's board meeting in June 2013. They and IIS CEO **Michael Morrissey** share their vision for the Society to become more global and be the premier forum for the global insurance industry.

By **Manuelita Contreras**



Q What is your vision for the IIS under your leadership?

The IIS should become the premier forum for discussion of global insurance issues and ideas that any global insurer or insurance practitioner will want to connect with.

What are your key objectives as IIS Chairman?

To broaden and deepen the connection between leaders of global insurance organisations and the IIS.

How would you lead IIS to become an even more global organisation?

The IIS can become more global through the hard work of reaching out to organisations around the world and explaining the benefits of closer relationships in the IIS. This requires building a strong team of "Ambassadors" to accomplish.

You often emphasise the importance of having a culture of always pushing boundaries. How would you bring that culture/practice to the IIS?

The IIS needs to continue and expand its practice of sponsoring meaningful, relevant and cutting edge issues through its meetings and publications.

Mr Greig Woodring



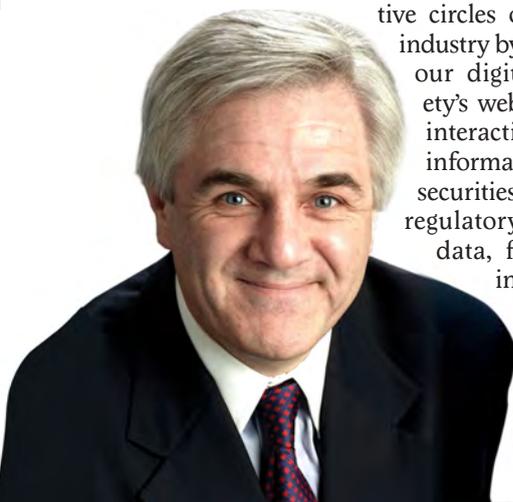
IIS 49th Annual Seminar
16-19 June 2013, Seoul, Korea



Q What would you consider as your key achievements as IIS Chairman?

Under the leadership of Mike Morrissey, we achieved several key objectives together during my tenure as Chairman of the IIS. Firstly, we were able to attract a number of large insurers as Global Members of the Society, more than doubling the number over the past two years, as well as strengthening our overall insurance industry membership across five continents.

Secondly, we transformed the Society's outreach and communication with international members and prospective circles of the global insurance industry by significantly improving our digital platform: the Society's website now provides fully interactive, real-time access to information on global insurance securities markets, international regulatory and country-specific data, forums for discussion, interface to latest industry events, and the IIS now routinely communicates with members via enhanced outbound email and text messaging capabilities.



Mr Norman Sorensen

Q What changes and new initiatives can be expected of the IIS in 2013 and in the next few years?

In 2013, the IIS is working to enhance its "crown jewel", the annual seminar, and launch some new initiatives as well.

Our 49th Annual Seminar will be held in Seoul from June 16-19, with some exceptional speakers and programmes. Bob Benmosche of AIG will be inducted into the Insurance Hall of Fame, and will share his insights with our delegates on the Global Leadership Panel as well. Mark Tucker of AIA in Hong Kong will talk about the insurance market in Asia. Stephen Catlin of Catlin Group in London will convey his unique perspective on Lloyd's insurance and reinsurance activities. All this on a foundation of Korean insurance leaders who will describe the remarkable growth of their industry both at home and around the world.

In addition to the seminar, the IIS is enhancing its research programme with more and better studies of the industry's most pressing issues. As our members operate around the clock and throughout the year, we are developing a social network initiative to enable the insurance profession-



Mr Michael Morrissey

Finally, we vastly enhanced the quality, content and participation of our annual Seminars by providing for two highly successful, well-attended events in Toronto in 2011 and Rio de Janeiro last year – and we are very excited about what will be one of the Society's best-ever Seminars in Seoul this June.

What more does the IIS have to do?

While we are pleased to have achieved material improvements, we still need to adapt more quickly to the new world of instant communication and access: after all, the business world of today is rapidly moving to a "social, global and cloud" environment where instant access to information, interactive participation and decision-making is taking a vital, technology-based role.

So, I am sure that Greig and Mike will be looking at ways to continue to improve our immediacy and appeal to our global membership with additional improvements to our digital platform over the next few years.

Would you remain active in the IIS, supporting its initiatives and activities?

I would most certainly want to continue to be intimately involved with the Society, where I have been an active member and supporter for more than 20 years. And if the Board of Directors wishes me to continue acting as a Board member, I would be delighted to do so.▲

als from the 176 countries that regularly visit our website to exchange ideas and concerns, and to access relevant focussed content.

How do you plan to increase your activities further in regions like Asia, Latin America and the Middle East and get more insurers from these markets to join the IIS?

In the 1960s and 1970s, North American issues dominated the expansion of the global insurance industry. In the 1980s and 1990s it was more about European issues. Now, Asian, Latin American and Middle Eastern issues and opportunities are of rapidly escalating concern. As a consequence, the hot topics of these areas have become the focus of our research programme.

We are also particularly active in membership development in those increasingly important parts of the world, and now have IIS Board members and seminar programme committee members from there, so we can adequately address their concerns in all of our activities.

We now have members from 95 countries, so we have done well in expanding along with the global insurance industry we serve. However, we are committed to growing where the underlying industry is growing, which is largely in emerging and developing markets that require substantial travel and relationship building, which doesn't happen overnight. There is no substitute for personal contact in this kind of development effort, so until we can add a thirteenth month to the calendar we will be unable to meet with all the CEOs, regulators and insurance scholars we want in Asia, Latin America and the Middle East.▲