



Sponsored by the Japanese Government

Türkiye Sigorta ve Reasürans Şirketleri Birliği
Association of the Insurance and Reinsurance Companies of Turkey
Association des Sociétés d'Assurances et de Réassurances de Turquie



INTERNATIONAL SEMINAR ON AWARENESS AND EDUCATION RELATIVE TO RISKS AND INSURANCE ISSUES

Swissôtel, Istanbul
13 April 2007

09.00-09.30 Opening Remarks

- *Mr. Ali BABACAN**, Ministry of State in Charge of Economy
- *Mr. Hulusi TAŞKIRAN*, President, TSRŞB
- *Mr. André LABOUL*, Head of the Financial Affairs Division, OECD

Session 1: Importance of Raising Awareness and Education on Risks and Insurance Issues: Specificities and challenges of the insurance sector

09.30-10.30 Session 1A: Multiple Risk Transfers on Individuals

Moderator: Mr. André Laboul, Head of the Financial Affairs Division,
OECD

- “Importance of risk transfer on individuals”
Mr. Nicolas Blancher, Senior Economist, IMF
- “A public approach to risks in the insurance sector”
Dr. Ahmet Genç, Acting General Director of Insurance, Undersecretariat of Turkish Treasury
- “Increasing the awareness on the need for appropriate health coverage”
Ms. Diana Dennett, Counsel, America's Health Insurance Plans

10.30-11.00 Coffee Break

* to be confirmed



Sponsored by the Japanese Government

Türkiye Sigorta ve Reasürans Şirketleri Birliği
Association of the Insurance and Reinsurance Companies of Turkey
Association des Sociétés d'Assurances et de Réassurances de Turquie



11.00-12.00 Session 1B: Importance of Sound Awareness and Education on Risks and Insurance issues and OECD Good Practices

*Moderator: Prof. Dr. Samim Ünan, Professor,
Galatasaray University*

- “Sustainability of awareness in the EU insurance market through consumer protection in insurance contracts”
Assoc. Prof. Dr. Kemal Şenocak, Ankara University, Turkey
- “Impact of appropriate insurance education and awareness for the development of sound and competitive insurance markets and consumers’ protection”
Mr. G. Prabhakara, Insurance Regulatory and Development Authority, India
- “Importance of financial education in the insurance sector - OECD good practices”
Ms. Flore-Anne Messy, Administrator, Insurance, OECD

12.00-13.30 Lunch

13.30-14.30 Session 2: Role of Governments in Raising Risk Awareness and Ensuring Appropriate Risk Coverage

*Moderator: Mr. İbrahim Taşbaşı, President,
Insurance Supervisory Board, Undersecretariat of Turkish Treasury*

- “Assessing the needs for education on insurance products”
Mr. Tae Yol Lee, Deputy Director, Insurance Research Center, Korea Insurance Development Institute
- “Informing and advising consumers on insurance products”
Ms. Annamaria Ambroselli, Italian Insurance Supervisory Authority (ISVAP)
- “Raising awareness on the importance of coverage for most severe risks through mandatory insurance regulation: Turkish Catastrophe Insurance Pool: Experiences and Achievements”
Mr. Okan Utkueri, General Manager, Garanti Sigorta



Sponsored by the Japanese Government

Türkiye Sigorta ve Reasürans Şirketleri Birliği
Association of the Insurance and Reinsurance Companies of Turkey
Association des Sociétés d'Assurances et de Réassurances de Turquie



14.30-16.00 Session 3: Role of Insurance Market Players and Associations in the Awareness and Education Process

*Moderator: Mr. Alan Beverly, DG MARKT,
European Commission*

- “Importance of disclosure of quality information and appropriate advices - Best practices”
Mr. Hugh Savill, Director of European and International Affairs, Association of British Insurers
- “Role of Insurance Association in raising awareness on important risks”
Mr. Masaaki Nagamura, Manager, General Insurance Association of Japan
- “Role of the intermediaries: Making sure consumers have an accurate understanding of policies - Best practices”
Mr. Nic De Maesschalck, World Federation of Insurance Intermediaries
- “Role of institutes and training centers - Turkish Case”
Assoc. Prof. Dr. Suna Oksay, Manager, Turkish Insurance Institute

16.00-16.30 Coffee Break

16.30-17.30 Session 4: Means and Programmes

*Moderator: Mr. Shaun Mundy, Head of Financial Capability Department,
UK Financial Services Authority*

- “Role of schools programme and information campaign in enhancing financial education and awareness”
Mr. Dan Iannicola, Deputy Assistant Secretary for Financial Education for the U.S. Treasury
- “Use of the Internet to best meet consumers’ specific needs and challenges”
Mr. Walter Bell, Commissioner, National Association of Insurance Commissioners
- “Targeting vulnerable groups with low access to education and financial services distribution: Possible role of micro-insurance”
Mr. Marc Socquet, Social protection specialist, ILO Subregional Office



Sponsored by the Japanese Government

Türkiye Sigorta ve Reasürans Şirketleri Birliği
Association of the Insurance and Reinsurance Companies of Turkey
Association des Sociétés d'Assurances et de Réassurances de Turquie



17.30-18.15 Wrap-up session and conclusions of the conference

- Moderators' conclusions: Round table and main policy issues of the seminar
- *Mr. André Laboul, Head of the Financial Affairs Division, OECD*
- *Dr. Ahmet Genç, Acting General Director of Insurance, Undersecretariat of Turkish Treasury*
- *Mr. Hulusi Taşkiran, President, TSRŞB*

18.45-20.45 Cocktail