

INSURANCE MARKET TECHNOLOGIES ACORD FORUM RUSSIA

6-8 November 2013 Metropol Hotel, Moscow, Russia



Dear Insurance Industry Leaders,

Decision-makers, key players and regulators, insurance industry thought leaders in the regional insurance industry will take part in the 10th Annual International Insurance Conference "Insurance Market Technologies – ACORD Forum Russia", which is going to be held on 6-8 November 2013 at Metropol Hotel, Moscow, Russia. The Conference, which is conducted under the patronage of the biggest Russian insurance companies, over the last 10 years has established itself as one of the most important annual meetings of insurance leaders and innovators in Russia and the CIS region. The forthcoming event will bring together more than 300 delegates representing various Russian and international leading companies and organizations.

The Russian insurance industry (as well as insurance industries of the CIS countries) is considered relatively young compared to other more developed markets worldwide. Nevertheless such factors as significant increase in average individual income in Russia, economic growth, improving customer awareness have contributed to making the region one of the fastest growing insurance markets which has strong potential for further growth.

Taking into consideration a wide range of economic, political and social changes in Russia, CIS and worldwide, it seems essential for the insurance industry players to give the right assessment to the business strategies and models they use to ensure its strength and solidity. Facing the growing competition for market share, players of the Russian insurance industry will have to make competitiveness and operational efficiency their strategic priorities.

Nowadays, Russia and the CIS region are one of the insurance markets with tremendous potential therefore it is important to maintain the current growth in the industry. For this reason, leading players should focus on operational and technical efficiency, tackle pricing issues, turn to risk adequate pricing as well as adopt best practices from international markets.

The Conference held under the theme "Best practices from international experience for growing emerging market" will be a wonderful opportunity for leading industry players to discuss key strategies for maintaining growth and forging technical profitability in today's competitive environment. All this can be reached thanks to using international expertise in business processes and technological innovations.

We are pleased to present to you **GREGORY MACIAG**, CEO and President of ACORD as our opening keynote speaker.

The agenda for the Conference will be organized to solve the most important issues that the Russian and CIS insurance industries are facing at the moment. In addition, it will feature an industry leaders' panel discussion featuring CEOs from top Russian and international insurance companies.

Register now and you will join more than 300 decision-makers and industry leaders taking part in important discussions at the 10th Annual International Insurance Conference "Insurance Market Technologies – ACORD Forum Russia" that will allow you to benefit from new opportunities and outline the new horizons for insurance industry through improving competitiveness and efficiency and make use of the large potential in the regional insurance industry.

We look forward to seeing you at the 10th Annual International Insurance Conference "Insurance Market Technologies – ACORD Forum Russia".

For more information on how you can be a part of this event, please contact moscow@acordforum.org or call **+44 (0) 20 7099 2125**.

Organizing Committee



COMPLIMENTARY ADDRESS TO THE PARTICIPANTS

"Think about the scope of insurance industry, the risk managers, intermediaries, actuaries, underwriters, enterprises or architects, and all the specialized markets, trades and services that make up this business. Then think about the information that needs to flow between all these partners. Well, some may see a highly fragmented industry with an overwhelming number of interdependencies that seem to offer nothing more than high cost and low tolerance for a change. That is not what we see. These interdependencies, this fragmentation itself will drive innovation. We are a horizontal industry, but we haven't yet connected all the dots. One organization cannot do everything, one person cannot do everything. These interdependencies empower everyone and provide the building blocks that are transforming the business, but only when you add standards to the mix. And when I enunciate "standards" I mean «the best international experience» as well.

The insurance industries of Russia and the CIS region possess huge potential for growth taking into account current economic trends, considerably low insurance penetration levels and infrastructure development at a rapid pace.

Thanks to the government's policy of maintaining open and diversified economy and supervising the legal and regulatory infrastructure, Russia has become a very strong regional financial center.

We delighted to co-host the 10th Annual International Insurance Conference "Insurance Market Technologies – ACORD Forum Russia" and we consider this event as a key platform for leading industry players to give assessment to the prospects for the Russian and CIS insurance industries and capture the untapped growth potential."

Gregory Maciag,
CEO and President, **ACORD**

RUSSIAN INSURANCE MARKET

