

Taiwan

Contributed on Jan. 4, 2016

Mr. T. N. Horng

Position : Secretary General

Institution : The Life Insurance Association of the Republic of China

Participated in : 1987, 1997, 2008

Since my debut to The Life Insurance Association of R.O.C in 1977, I took responsibility for educational training affairs, and started cooperation with Mr. Taizo Fukumuro, the executive director, and Mr. Sadao Kitamura of FALIA. Hence, the both parties co-hosted "Overseas Seminars" in Taiwan, with lecturers selected by FALIA among senior professionals, including Mr. Tomijiro Morita, the former Chairman of the board of Dai-ichi Life during the time when he was General Manager of business management department. Many thanks for the support of former executive directors and staffs from FALIA to co-host seminars with LIAROC over past decades, introducing the latest system and developments in life industry of Japan, as well as providing opportunities for senior management participants from Taiwan life industry to attend FALIA seminars in Japan.

In 1987, I firstly attended FALIA's 59th General Course in Japan, then the Group Life Insurance Marketing Course in 1997, and Top Executives Seminar in 2008, at the same time, I established profound friendship and partnership with FALIA staffs. During these training sessions, I personally benefited a great deal, therefore, I introduced Japanese experiences to Taiwan, enormously influencing Taiwan life insurance industry, including:

- (1) By introducing Japanese life insurance salesman test-and-registration system, we established Taiwan's life insurance industry salesman management system, and the life insurance salesman registration certificate became the first occupational license in Taiwanese financial industry, improving management over Taiwanese life insurance solicitors.
- (2) By referencing to the contract-report system of Japan, we improved and enlarged Taiwan's insurance contract reporting system, collecting insurance contracts info all of the life insurance enterprises' into the system for instant checkout, so as to prevent fraudulent behaviors resulting from overlapping proposals.
- (3) Introduction of premium collection via bank transfer.

In addition, with assistance from FALIA, the LIAROC acquired consent of the Dai-ichi Life's and authorization of the author to translate a "ザ.生保入門" cartoon from Japanese into Chinese, and made huge copies to give away to Taiwanese students under high school and policyholders, establishing correct life insurance concept among Taiwanese public.

As time goes by, my retirement will be in January of 2016, meanwhile, I would like to express our deep and sincere gratitude to FALIA's assistance and support for over nearly 40 years, and also hope that FALIA will continue to maintain close cooperation with the LIAROC in the future.