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Financial Systems in Change

Insurance CEE Strategies Growth Patterns
in Eastern Europe Markets

New Paradigms for Financial Markets

Increased Challenges: Economic and Industry Outlook in CEE

Market Strategies: Successful Growth Patterns

Multi-channel Strategies

Product Innovations as Growth Drivers

Innovation through Information Management

Tuesday, November 16, 2010: Prevenue Dinner
Wednesday, November 17, 2010: Executive Management
Congress

Palais Niederoesterreich, Vienna, Austria

Financial Systems in Change

Insurance CEE Strategies Growth Patterns in Eastern Europe Markets

In spite of the turbulences on the financial markets and the effects of those on the whole economy: the rapid economic growth and continued integration of the CEE countries into the European Union has significantly increased the prosperity of the population in recent years. The demand for financial services to insure newly created assets and safeguard the standard of living has been growing at an above-average rate. The insurance market of the dynamically growing economy of the CEE region therefore exhibits high growth potential.

The prosperity and the increase in economic parameters in Eastern Europe are leading to a greater need for collective and personal security. Insurers must react to the new customer requirements. Customer focus becomes a priority in establishing a competitive market position.

Welcome to InsuranceCom CEE 2010 – the leading conference for the insurance industry in Central and Eastern Europe is focusing on: Financial Systems in Change – Insurance CEE Strategies Growth Patterns in Eastern Europe Markets.

The closed community of the InsuranceCom is composed of individually selected senior executives of Eastern European insurance industry as well as Austrian, German and Swiss leading reinsurance experts. They will present and discuss challenging theses. This exchange of experiences and opinions is indispensable in times of change. Come and participate in this exchange and be part of this exclusive community.

We thank our Partners for their trust and support of the InsuranceCom CEE Management Congress 2010.

This years' Prevenue Dinner will once again take place on the evening preceding the congress and we are looking forward to meeting you at the congress and the Prevenue Dinner.

InsuranceCom – the platform where decision-makers of the European insurance industry meet and exchange experiences.



Werner Moertel
Conference Moderation
Independent Advisor and
Supervisory Board Member
of Generali Insurance

Management Sessions & Panel Discussion



Franz Fuchs
General Director Vienna Insurance
Group Polska and Member of
the Executive Board of Vienna
Insurance Group



Felix R. Kuhn
Director, Head of eUnit,
Client Markets Centre, Swiss Re



Jean-François Lemoux
CEO of Groupama International



Cyrille de Montgolfier
CEO Central and Eastern Europe
Region, AXA Group



Andreas Muschik
Managing Director,
Head of Market Unit Central
Eastern Europe & Middle East &
South Africa, SCOR Global Life



Dr. Frank Schirmmacher
Owner and Publisher of Frankfurter
Allgemeine Zeitung (FAZ); Author



Daniel Staib
Senior Economist, Economic
Research & Consulting, Responsi-
ble for CEE Client Markets, Swiss
Re



Veit Stutz
Regional Chief Business Officer
CEEMA, Allianz Munich and Deputy
CEO of Rosno

Wednesday, November 17, 2010

08:00 Registration, Coffee, Networking

08:45 Introduction with Four Congress Theses

Werner Moertel, Independent Advisor and Supervisory Board Member of Generali Insurance

09:00 Economic Outlook and Challenges for Insurance in CEE after the Global Recession

Daniel Staib, Senior Economist,
Economic Research & Consulting, Responsible for CEE Client Markets, Swiss Re

09:30 Market Strategies – Successful Growth Patterns –
Best Practice within Polish Market

Franz Fuchs, General Director Vienna Insurance Group Polska and
Member of the Executive Board of Vienna Insurance Group

10:10 Coffee & Networking Break

10:40 Strategies in the Life Market

Andreas Muschik, Managing Director,
Head of Market Unit Central Eastern Europe & Middle East & South Africa, SCOR Global Life

11:20 Innovations – Through Information Technology and Operational Excellence –
Best Practice Cases & Panel

Felix R. Kuhn, Director, Head of eUnit, Client Markets Centre, Swiss Re

12:00 Lunch Buffet & Networking

13:00 Market Strategies – Capitalisation on the Growth CEE Potential

Jean-François Lemoux, CEO of Groupama International

13:40 Multi-channel Strategy in CEE Market

Cyrille de Montgolfier, CEO Central and Eastern Europe Region, AXA Group

14:20 Coffee & Networking Break

14:50 Innovations – Development of Non-Life Products and Distribution Channels

Veit Stutz, Regional Chief Business Officer CEEMA, Allianz Munich and Deputy CEO of Rosno

15:30 Certainty in Insecure Times

Dr. Frank Schirmacher, Owner and Publisher of Frankfurter Allgemeine Zeitung (FAZ); Author

16:20 Summary & Conclusions

Werner Moertel, Independent Advisor and Supervisory Board Member of Generali Insurance

16:30 InsuranceCom CEE Aperitif

Important Information

Dates of InsuranceCom

Prevenue Dinner, Restaurant Herrenhof
Herrengasse 10, 1010 Vienna, Austria
November 16, 2010, 6:30 pm

Management Conference, Palais Niederoesterreich
Herrengasse 13, 1010 Vienna, Austria
November 17, 2010, 8:00 am – 5:00 pm

Venue

Palais Niederoesterreich
Herrengasse 13, 1010 Vienna, Austria
Tel.: +43 1 907 62 99
Fax: +43 1 907 62 99 11826
www.palais-niederoesterreich.at

Accommodation Bookings

Steigenberger Hotel Herrenhof
Herrengasse 10, 1010 Vienna, Austria
Tel.: +43 1 534 04 862
Fax: +43 1 534 04 888
www.herrenhof-wien.steigenberger.at

Special rate: EUR 179.– SR/EUR 199.– DR
Booking keyword: InsuranceCom

InsuranceCom Personal Registration

By e-mail to: office@uvision.ch
or by telephone +41 44 260 10 60

Please register in good time.
The number of places is limited.

Organiser & Information

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Palais Niederoesterreich



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