

## Management Sessions & Panel Discussion



**Jens Blohm**  
Managing Director  
and COO Life & Health,  
Hannover Re



**Stéphane Corbet**  
CEO, Komerční pojišťovna,  
a.s.



**Mark Dassui**  
Member of the Manage-  
ment Board, Generali  
Polska – Generali T.U. S.A.



**Dr. Wolfgang Kindl**  
CEO UNIQA Interna-  
tional AG, Member of the  
Management Board UNIQA  
Insurance Group AG



**Prof. Dr. Martin Korte**  
Vice President for Strate-  
gic Development, Director  
of Cellular Neuroscience,  
TU Braunschweig



**Dr. Michal Kwiecinski**  
CEO, Liberty Direct,  
Liberty Mutual Insurance



**Mag. Harald Londer**  
Vorstandsmitglied, ERGO  
Austria International AG



**Thomas Schöllkopf**  
Member of the Board of  
Management of ERGO  
International AG, Respon-  
sible for Central Eastern  
Europe



**Daniel Staib**  
Senior Economist,  
Research & Consulting,  
Responsible for CEE  
Region, Swiss Re



**Dominique Uzel**  
International CEO,  
Groupama

**Premium Partner**  
EY

**Partner Plus**  
Horváth & Partner Management Consulting GmbH

**Partners**  
Atos IT Solutions and Services GmbH  
Com Tec Co Group Int.  
ConVista Consulting  
Effisoft Group  
Fidelity Worldwide Investment  
Hannover Re  
Pro Insurance Solutions Ltd.  
SunGard Insurance

**Global Partner**  
Swiss Reinsurance Ltd.

**InsuranceCom**  
communication › commercial › community

**Fit for Growth –**  
Strategic Priorities in CEE Markets

**Economic Situation: Assurance Market Opportunities in CEE Landscape**

**Heterogeneous Market Dynamics: Strategic Priorities**

**Fit for Growth Strategies: Productizing and Information Management**

**Customer Centricity: Multiple Channel Access**

**Digital Consumer Trends: Impulses for Innovation and Growth**

Monday, October 7, 2013: Prevenue Dinner  
Tuesday, October 8, 2013: Management Conference

Palais Niederoesterreich  
Vienna, Austria

Premium Partner

## Fit for Growth – Strategic Priorities in CEE Markets



**Prof. Dr. Peter Maas**  
Conference Moderation  
Member of the Executive Board,  
Insurance Institute University  
St. Gallen, Switzerland



**Dr. Gertrude Tumpel-Gugerell**  
Prevenue Dinner Speech  
Member of the Supervisory Board  
of Vienna Insurance Group and  
Former Member of the Executive  
Board of the European Central Bank

In an environment of a changing and volatile macroeconomic situation, turbulences on financial markets, an increasing prosperity of the population and better informed customers, the insurance industry is looking for orientation. The heterogeneous CEE countries with diverse economic development and insurance penetration have been growing at an above-average rate. Insurance companies are challenged to adjust and expand their distribution and product strategies among the shifting demographics and changing consumer patterns. In establishing and securing a competitive market position, customer focus becomes a priority.

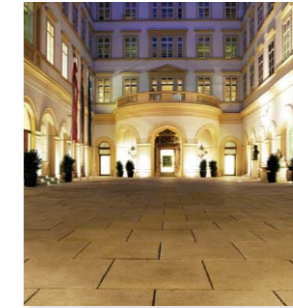
The competitive dynamic in the CEE region is high with distribution channel optimization, concentration and product innovations being key drivers. Additionally insurers in the CEE region are confronted with key challenges such as changes in productizing, new digital consumer trends and multi-channel access to customers. In order to serve a growing middle-class and digital mature clientele, established insurance players have to bring into line their strategic priorities which vary on market-by-market basis.

The CEE insurance markets are challenging as well as promising at the same time. In times of change, the exchange of experiences and opinions is indispensable. The InsuranceCom community is composed of individually selected senior executives and CEE insurance experts. They will present and discuss challenging theses. Come and participate in this exchange and be part of this exclusive InsuranceCom community.

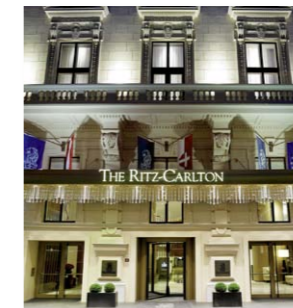
**InsuranceCom – the platform where decision-makers of the European Insurance industry meet and exchange their experiences.**

## Tuesday, October 8, 2013

08:30	<b>Registration &amp; Networking</b>
09:00	<b>Welcome and Introduction</b> Prof. Dr. Peter Maas, Member of the Executive Board, Insurance Institute University St. Gallen
09:20	<b>Economic situation: Assurance Market Opportunities in Recovering CEE Landscape</b> Daniel Staib, Senior Economist, Research & Consulting, Swiss Re
09:50	<b>Executive Discussion: Heterogeneous CEE Market Dynamics – Strategic Priorities</b> Dr. Wolfgang Kindl, CEO UNIQA International AG, Member of the Management Board UNIQA Insurance Group AG Thomas Schöllkopf, Member of the Board of Management of ERGO International AG, Responsible for Central Eastern Europe Dominique Uzel, International CEO, Groupama
10:30	<b>Networking &amp; Refreshments</b>
11:00	<b>Changes in Strategic Productizing</b> Jens Blohm, Managing Director and COO Life & Health, Hannover Re
11:30	<b>Fit for Growth Strategy</b> Stéphane Corbet, CEO, Komerční pojišťovna, a. s.
12:00	<b>Plenary Discussion with the Speakers</b>
12:10	<b>Networking &amp; Lunch</b>
13:20	<b>The Human Brain – how is it reacting on the fast growing use of Digital Media? Influence of Social Media and Online Channels on Purchase Behaviour</b> Prof. Dr. Martin Korte, Vice President for Strategic Development, Director of Cellular Neuroscience, TU Braunschweig
13:50	<b>Customer Centricity: Multiple Channel Access – some theses</b> Prof. Dr. Peter Maas, Member of the Executive Board, Insurance Institute University St. Gallen
14:00	<b>From Direct Response to Multichannel Distribution</b> Dr. Michal Kwiecinski, CEO, Liberty Direct, Liberty Mutual Insurance
14:20	<b>Bancassurance Model within ERGO Group</b> Mag. Harald Londer, Vorstandsmitglied, ERGO Austria International AG
14:40	<b>Digital Consumer Trends: Impulses for Innovation and Growth</b> Mark Dassui, Member of the Management Board, Generali Polska – Generali T.U. S.A.
15:00	<b>Plenary Discussion with the Speakers</b>
15:20	<b>Conclusions, Prospects and Closing</b>
15:30	<b>Networking &amp; Cocktail</b>



Palais Niederoesterreich



The Ritz-Carlton, Vienna

## Important Information

### Dates of InsuranceCom

**Prevenue Dinner**, The Ritz-Carlton, Vienna  
Schubertring 5-7, 1010 Vienna, Austria  
October 7, 2013, 6:30 pm

**Management Conference**, Palais Niederoesterreich  
Herrengasse 13, 1010 Vienna, Austria  
October 8, 2013, 8:30 am – 5:00 pm

### Venue

Palais Niederoesterreich  
Herrengasse 13, 1010 Vienna, Austria  
Tel.: +43 1 907 62 99 11828  
Fax: +43 1 907 62 99 11826  
www.palais-niederoesterreich.at

### Accommodation Bookings

The Ritz-Carlton, Vienna  
Schubertring 5-7, 1010 Vienna, Austria  
Tel.: +43 1 311 88  
www.ritzcarlton.com

Special rate: EUR 325.– SR  
Booking key word: 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.

### Organizer & Information

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