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4th Annual

# Latin American Insurance and Reinsurance Forum

May 26th & 27th, 2015 • Eden Roc Miami Beach, USA

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PLUS: 3rd Annual Reactions Latin America Awards Dinner

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# 4th Annual Latin American Insurance and Reinsurance Forum

May 26th & 27th, 2015 • Eden Roc Miami Beach, USA

After another successful event last year, the **4th Annual Latin American Insurance and Reinsurance Forum** will return to Miami Beach on May 26th & 27th, 2015 at the luxury Eden Roc hotel.

The forum will examine the challenges and major developments facing insurance and reinsurance professionals in the region, and provide unrivalled networking with the industry's key players.

Meet us for a networking lunch on the afternoon of May 26th, followed by a day and a half of expert-led sessions. Take a look at our detailed agenda to find out more.

#### Who attends?

Insurance companies • Reinsurance companies • Law firms  
• Rating agencies • Loss adjustors • Consultancies • Brokers

#### Registration

**Victoria Bale**  
victoria.bale@euromoneyplc.com | Tel: +44 (0) 20 7779 8775

#### Speakers

**Mark Downie**  
mark.downie@euromoneyplc.com | Tel: +44 (0) 20 7779 8697

#### Sponsorship

**Goran Pandzic**  
gpandzic@euromoneyny.com | Tel: +1 212 224 3711

#### Hear from expert speakers including:



**Alexander Montoya**,  
Latin America Managing Director,  
Liberty International Underwriters



**Carlos Caputo**,  
Chief Executive Officer – Latin America,  
Markel



**Lionel Soffia**,  
Chief Executive Officer – Latin America,  
Arthur J. Gallagher



**Jorge Luis Cazar**,  
Regional President,  
ACE Latin America



**John Brisco**,  
Chief Information Officer - Emerging Markets &  
Chief Operating Officer - Latin America, QBE



**Leonardo André Paixão**,  
Chief Executive Officer,  
IRB Brasil Re



**Bruno Camargo**,  
Chief Operating Officer,  
Fairfax Brasil



**Juan Fernando Serrano**,  
Executive President,  
LatinoInsurance



**Eduardo Recinos**,  
Senior Director & Co-Head of Latin American Insurance  
Group, Fitch Ratings



**William Turkel**,  
Senior Vice President & General Manager – Latin  
America & Caribbean, Allied World Re



“ A great event - excellent panels, excellent delegates,  
fantastic networking. Highly recommended ”

*Andres Posada, JLT Re Colombia*

## DAY ONE AGENDA

Tuesday May 26th, 2015

**12:00pm** Registration and welcome lunch

**12:45pm** Chairperson's opening remarks

**1:00pm** Macroeconomic overview: Strategic road map for Latin America in 2015

- What does the insurance and reinsurance market have to offer in the second half of 2015?
- Will the Latin American insurance market continue to grow in the short and long-term despite slowing economic growth?
- The influence of Latin America's expanding middle class on the competitive environment

**Craig Thorburn**, Lead Insurance Specialist, **World Bank Group**

**1:30pm** Insurance dynamics: Responding to operational demands and capitalizing on new competitive advantages

- The impact of capital requirements on local insurers and their need for more flexible and differentiated reinsurance products
- What influence has mandatory insurance had on insurance penetration rates in the region?
- Developing local underwriting talent within Latin America: A new source of competitive advantage for insurers?

**Juan Fernando Serrano**, Executive President, **LatinoInsurance**

**Jorge Luis Cazar**, Regional President, **ACE Latin America**

**Bruno Camargo**, Chief Operating Officer, **Fairfax Brasil**

**Bruno Laval**, Regional Manager Iberia & Latin America, **XL Group**

**2:15pm** Spotlight on Colombia: Is this the next market to boom?

- What are the key drivers that make Colombia an attractive market for entry?
- How are peace developments within the country impacting the insurance industry?
- Can global players successfully capitalize on the market despite the strength of Colombia's local insurers?

**Alexander Montoya**, Latin America Managing Director, **Liberty International Underwriters**

**2:45pm** Refreshments and networking break



**3:30pm** How can new technology help insurers improve their pricing and customer attraction strategies? Is Latin America catching up with the rest of the world?

- The impact of digital transformation on risk assessment and insurance underwriting within Latin America
- Usage-based insurance and consumer mobile applications: Overcoming the challenges of new product implementation
- How can insurers in Latin America utilize 'Big Data' in the decision-making process?

**Moderator: Marcela Abraham**, Managing Consultant, **Towers Watson**

**John Brisco**, Chief Information Officer - Emerging Markets & Chief Operating Officer - Latin America, **QBE**

**Serhat Guven**, Director, **Towers Watson**

**4:15pm** Adapting in Brazil: Maximizing profitability in an increasingly competitive reinsurance market

- Addressing the increase in pricing competition and excess in reinsurance capital within the Brazilian market
- Are we going to see consolidation of the reinsurance market in 2015? How would this impact pricing and rates in Brazil?
- Where are the opportunities for improving bottom and top line profitability?

**Leonardo André Paixão**, Chief Executive Officer, **IRB Brasil Re**

**4:45pm** Microinsurance: Is this the future for Latin America?

- Which countries present the greatest growth potential for microinsurance?
- Mass marketing: A commercially-viable vehicle for increasing microinsurance penetration in Latin America?
- What further developments are needed to the distribution channels of microinsurance?

**Mariana Torres**, Chief Executive Officer, **Aterna**

**Eduardo Morón**, President, **Peruvian Association of Insurance Companies**

**5:30pm** Chairperson's closing remarks followed by drinks reception

**7:30pm** Separately bookable Reactions Latin America Awards Dinner

**DAY TWO AGENDA**

Wednesday May 27th, 2015

**8:45am Morning refreshments****9:15am Chairperson's opening remarks****9:30am A transactional environment: Is reinsurance now a commoditized product within Latin America?**

- The changing dynamics of the reinsurance market from a partnership to a transactional product
- How is the sustained soft cycle influencing product offerings and pricing?
- Are captive programs the future for reinsurers in Latin America?

**Carlos Caputo**, Chief Executive Officer – Latin America, **Markel****Lionel Soffia**, Chief Executive Officer – Latin America, **Arthur J. Gallagher****Rodrigo Botti**, Chief Financial Officer & Chief Operating Officer, **Terra Brasis****Ingrid Carlou**, Chief Executive Officer, **Patria Re****10:15am Regulation or excess capital: What is the prevailing driver behind M&A activity in Latin America?**

- How are regulatory changes driving merger and acquisition activity within the region?
- Identifying the opportunities for local carriers in light of recent mergers and acquisitions
- How can large players utilize M&A to manoeuvre within unfavorable license regulations?

**Eduardo Recinos**, Senior Director & Co-Head of Latin American Insurance Group, **Fitch Ratings****10:45am Morning refreshments and networking break****11:15am Developing new and innovative catastrophe models in Latin America and the implications for model users**

- Catastrophe losses versus modelled losses: The impact on pricing strategies and the demand for more sophisticated models
- What is hindering the development of country-specific models in the region? Will regulatory changes stipulate the use of specific models?
- How effective are current catastrophe models in measuring the impact of business interruption?

**William Turkel**, Senior Vice President & General Manager – Latin America & Caribbean, **Allied World Re****12:00pm The changing role of reinsurance brokers: How are they capitalizing on a competitive market?**

- What are brokers doing to differentiate their product offering in light of regulatory changes in the region?
- Analytics and consultation: Changes in the role and value of reinsurance brokers
- Is demand for alternative capital expected to increase after the soft cycle has ended?

**12:30pm Lunch****1:45pm Insuring energy and infrastructure developments against risks within Latin America: What are the issues for risk managers?**

- Which projects within the region present the greatest risk?
- The impact of climate change and flood-related catastrophes on risk manager's purchasing behavior
- Is global insurance coverage in higher demand than local insurance coverage?

**Christian Negreiros Mendonca**, Risk and Insurance Superintendent, **Grupo Schahin****Salvador Ortiz-Fernandez**, Corporate Risk Manager, **Peñoles****Marcelo D'Alessandro**, Regional Director, **Brazilian Association of Risk Managers****2:30pm Developing a comprehensive risk analysis model: Effectively integrating human behavior with property & casualty risk assessment**

- Can insurers successfully incorporate the 'human factor' into their risk management strategies?
- Using hard and soft variables in underwriting to manage the impact of human behavior on the insurance industry
- How can insurers add value to the insurance cycle by working with consumers to prevent claims?

**Carlos Andrés Ángel A.**, Vice President of Social Security, **Suramericana****3:00pm What are the key drivers behind the regionalization of local insurers?**

- What methods of investment are local insurers using to expand into other countries?
- Regulation clashes across the region and their impact on regional policy wording
- Importance of the brand: The role of local insurers in building trust at consumer level

**Eduardo Fábrega**, Chief Executive Officer, **ASSA Compañía de Seguros****Juan Fernando Serrano**, Executive President, **LatinoInsurance****Marcelo Mansur Haddad**, Partner, **Mattos Filho****3:45pm Afternoon refreshments and networking break****4:15pm Professional liability insurance: Insuring new financial risks within Latin America**

- Examining the drivers of new demand for speciality lines of business
- Errors & Omissions and Directors & Officers insurance: Emerging lines within the region?
- Which speciality lines of business will provide the most growth for insurers?

**Marc Poliquin**, Senior Vice President – Professional Indemnity Product Head, **ACE Group****4:45pm Agricultural insurance: Balancing consumer need with commercial viability**

- What new product developments are needed to attract agricultural clients?
- Overcoming the barriers of product distribution to develop a profitable insurance line
- Can the regulators become catalysts for growth in agricultural coverage in Latin America?

**Alberto José Canseco García**, Chief Executive Officer, **Agroasemex****5:30pm Chairperson's closing remarks and close of conference**

SEPARATELY BOOKABLE

# 3rd Annual Latin America Awards Dinner



May 26th, 2015, 7:30pm, Eden Roc Miami Beach, USA

**Setting the benchmark for achievement in the Latin American insurance and reinsurance industry**

After completing extensive surveys of their readership and the market, Reactions will once again award industry achievements at the **3rd Annual Latin America Awards Dinner**.

Join us for a celebratory evening to honour institutions and individuals who have achieved marked excellence in their profession.



## Reactions will be recognising achievements in the following categories:

- Best Overall Latin American Insurer
- Best Latin American Reinsurer
- Best Latin American Broker
- Best Latin American Reinsurance Broker
- Best Overall Latin American Micro-Insurance Firm
- Best (Re)insurance Law Firm
- Best Latin American Technology Vendor
- Best Latin American Rating Agency
- Best Latin American Investment Bank
- Best Latin American Consultancy
- Best Latin American Risk Modeller
- Best Latin American Loss Adjustment Firm
- Latin American Reinsurance Deal of the Year
- Latin American M&A Deal of the Year
- Insurance & Reinsurance CEO of the Year
- Insurance and Reinsurance Broking CEO of the Year
- Latin American Lifetime Achievement Award
- Latin American Influential Individual of the Year Award



## How the awards are judged

The Reactions Latin American insurance and reinsurance awards are decided through an anonymous, online market survey which is completed by our readership. It is then collated together to decide and allocate these prestigious awards.

The number of tables available at the Awards Dinner is limited, book now to avoid disappointment - contact Goran Pandzic on [gpanzic@euromoneyny.com](mailto:gpanzic@euromoneyny.com) or +1 212 224 3711

# 4th Annual Latin American Insurance and Reinsurance Forum

May 26th & 27th, 2015 • Eden Roc Miami Beach, USA

## Ticket options and pricing:

Conference fee: **\$1150**

Early bird: **\$1050** (offer until April 3rd, 2015)

### \*\*\*NEW multi-booking discount\*\*\*

We recognize the value of learning and networking as part of a team, and are delighted to offer the following group booking discounts for bookings of three or more delegates:

**\$200** off 3rd ticket      **\$400** off 5th ticket

**\$300** off 4th ticket      **\$500** off 6th ticket

For multi-booking discounts please contact Victoria Bale (victoria.bale@euromoneyplc.com)



## How to register:

1. Online:  
[www.euromoneyseminars.com/LatAmRe15](http://www.euromoneyseminars.com/LatAmRe15)
2. Email:  
[registrations@euromoneyplc.com](mailto:registrations@euromoneyplc.com)
3. Telephone:  
(USA) +1 212 901 3828 or  
(UK) +44 (0)20 7779 7222

## Delegate enquires

If you would like to speak to a member of the team for further information on this event, please contact:

**Olivia Mendoza**

Tel: (US) +1 212 901 3828

Email: [olivia.mendoza@euromoneyevents.com](mailto:olivia.mendoza@euromoneyevents.com)



### Venue

Eden Roc Miami Beach  
4525 Collins Avenue  
Miami Beach,  
FL 33140  
[www.edenrocmiami.com](http://www.edenrocmiami.com)

## Administrative Information

**Registration fee:** The registration fee includes participation in the conference, lunches and documentation material, which will be available in electronic format the night before the event. Please use your username and passwords in order to access them. Conference passes are for an individual delegate only to attend both days of the event and cannot be split between days with others.

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