



On the occasion of East Asian Insurance Day



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Chairman, The General Insurance Association of Japan

On behalf of the General Insurance Association of Japan (GIAJ), I would like to extend greetings on the occasion of the 18th anniversary of the designation of East Asian Insurance Day (October 18) by the East Asian Insurance Congress (EAIC).

First, I would like to express my heartfelt sympathy to all the people in the countries and regions affected by natural disasters.

I would also like to pay my deepest respects to those involved in rescue and recovery activities in the affected areas.

The EAIC was established on October 18, 1962, with the purpose of bringing together insurance professionals from East Asian countries and regions to conduct research on the East Asian insurance market and to deepen goodwill among all involved. The very first EAIC conference was held in Tokyo. Although there were initially only around 20 overseas participants, it has grown into the largest insurance conference in Asia. Attracting over 1,000 insurance practitioners from over 30 countries and regions worldwide, the most recent EAIC conference was held in Hong Kong last month.

East Asian Insurance Day was established in 2006 to promote understanding of the role and importance of insurance and the activities of the EAIC in the regions of East Asia. I recognize that reaffirming the role and importance of the insurance sector and further promoting the penetration of insurance in each country and region through East Asian Insurance Day is an important initiative that will contribute to the sound development of the East Asian economy and society.

In response to a request by the United Nations Conference on Trade and Development (UNCTAD) and the EAIC, the GIAJ has been hosting the Insurance School (Non-Life) of Japan (ISJ), an international insurance technical assistance program for insurance

professionals in East Asian regions, every year since 1972. Over its long history of helping insurance professionals throughout East Asia, the ISJ has produced approximately 2,300 graduates. It is highly regarded by participating regions as an opportunity not only for general insurance education and training, but also for making connections with other participants across the countries and regions involved.

While celebrating East Asian Insurance Day, the GIAJ will continue to promote the following initiatives to widen public awareness and understanding of the role and importance of insurance, as well as the activities of the EAIC:

- 1) Carry out public relations activities through the GIAJ website and insurance business publications.
- 2) Utilize the ISJ graduates' network to celebrate East Asian Insurance Day and to call for participation at the next EAIC.

I would like to note that our industry's mission is to contribute to the realization of a safe, secure, and sustainable society and to the stabilization and improvement of the economy and people's lives through the provision of social infrastructure functions based on the spirit of mutual support in the form of general insurance.

The social and economic circumstances surrounding us become more complex day by day, and it is difficult to foresee the future due to the severe impact of climate change and natural disasters that are becoming more severe and more frequent on a global scale. In this age of uncertainty, I believe that the "safety and security" provided by insurance has the power to support people's lives and help with new steps forward. We will make a sincere effort to become a non-life insurance industry that is truly needed by society, and to demonstrate more than ever that insurance is an essential part of social infrastructure.

Lastly, I sincerely hope that this East Asian Insurance Day will provide an opportunity for those working in the insurance industry in East Asian regions to reconsider the role that insurance should play in solving social issues, and the importance of cooperation and alignment among East Asian regions through the EAIC.

I would like to offer my congratulations on this commemorative day, and best wishes for the continued development of the East Asian insurance market.