September 17, 2026

GIAJ Chairman's Statement
(English Translation)

General Insurance Association of Japan
Chairman Koji Ishikawa

I would like to report on the main initiatives undertaken since assuming the position of GIAJ Chairman at the end of June, as follows:

1. Introduction

Significant natural disasters have occurred across the country, including the 2026 Kumamoto Earthquake and the August 2026 Chiba Torrential Rain, as well as typhoons and localized heavy rain, all of which have caused extensive and severe damage. We would like to express our deepest condolences to the families of those who lost their lives in these disasters, and extend our heartfelt sympathies to all those affected.

To help those affected return to their peaceful daily lives as soon as possible, we, the general insurance industry will continue to fulfill our industry's foremost mission of "delivering insurance claim payments reliably in times of crisis".

Twenty-five years have now passed since the September 11 attacks in the United States, and geopolitical tensions continue to persist around the world. Domestically as well, the economic and social environment is growing increasingly complex, with soaring prices, exchange rate fluctuations, and the manifestation of climate change risks, and we are entering an era in which the uncertainty surrounding our environment is increasing dramatically.

Against this backdrop, our industry remains on a path of irreversible transformation toward becoming "an industry that truly pursues the best interests of our customers". Working in close coordination with the newly reorganized Financial Services Agency, we will renew our recognition of our responsibility as "indispensable social infrastructure" that fundamentally supports the resilience of society and the economy, and as all member companies unite, we will steadily advance toward restoring the trust of our customers and society, while addressing the various challenges we face.

2. Response to the 2026 Kumamoto Earthquake and August 2026 Chiba Torrential Rain

Following the Kumamoto Earthquake, I visited the affected areas and witnessed firsthand the threat posed by natural disasters—which can instantly strip away peaceful daily life—and the sheer scale of the damage caused. This experience reaffirmed the reality that society faces the risk of natural disasters, and it deepened my conviction regarding the weight of our industry's responsibility to reliably deliver insurance claim payments to customers, whatever the difficulty of the circumstances.

Our industry currently regards the earliest possible recovery of the affected policyholders' lives as our top priority, and is working industry-wide on claims payment procedures, while also implementing special measures such as grace periods for policy renewal procedures and premium payments. Furthermore, as part of our efforts to ensure that insurance claim payments reach those affected by the Kumamoto Earthquake in the shortest possible time frame, we have put up posters in the disaster affected areas, via the post office network, listing the contact details of the claims departments of respective general insurance companies.

As of August 28, the number of claims received for the Kumamoto Earthquake stood at approximately 110,000, while claims totaling JPY23.7 billion had been paid for about 30,000 cases. The above figures for the torrential rain in Chiba Prefecture (up until August 28) amounted to approximately 32,000, JPY35.4 billion and 30,000, respectively.

As an industry responsible for social infrastructure that fundamentally supports the resilience of society and the economy, we will stand alongside all those affected by the disasters in their time of anxiety, and devote our full, industry-wide efforts to the prompt and appropriate insurance claim payments.

3. Initiatives to restore the trust of customers and society

3.1 Improving the business quality of general insurance agencies

To ensure our industry continues to properly fulfill its social role and to restore the trust of our customers and society, the "thorough implementation of customer-centric business operations" remains our foremost priority. To achieve this, insurance companies and general insurance agencies (hereinafter "agencies") will work as one to improve business quality.

3.1.1 Building common understanding of the "Basic Principles regarding the Agency Business Quality"

In July of this year, we confirmed that all member companies had endorsed the "Basic Principles regarding the Agency Business Quality", which is premised on the protection of policyholders and other stakeholders and on customer-centric business operations.

These Basic Principles clarify, once again as a shared understanding among all our member companies, the importance of agencies developing appropriate operational systems in order to provide general insurance—a highly public financial product—on a stable and sustainable basis, as well as the need for insurance companies and agencies to engage in appropriate dialogue and work together to improve business quality through the Agency Business Quality Evaluation System, which commenced full-scale operation this fiscal year. Building on this shared understanding, our association has instructed member companies to ensure the steady implementation of thorough, constructive dialogue with agencies.

In addition, we have released a video for insurance company employees regarding this system, to deepen each employee's understanding of the system and further encourage constructive dialogue between insurance companies and agencies.
Agencies' self-inspections, dialogue between insurance companies and agencies, and follow-up inspections by our association are currently proceeding in sequence. Going forward, our association will provide member companies with analysis of inspection results, insights into areas for improvement, and examples of good practice, thereby supporting the effectiveness of insurance companies' guidance toward improving agency business quality.

3.1.2 Response toward ensuring appropriate comparative recommendation sales

Based on the results of the public comment process regarding the partial amendment of the Regulation for Enforcement of the Insurance Business Act and the "Comprehensive Guidelines for Supervision of Insurance Companies", published in August of this year, our association will formulate a "Comparative Recommendation Sales Guide (tentative)" as early as possible, with a view to completing it by the end of the year, with the aim of establishing appropriate insurance solicitation practices under the new comparative recommendation sales regulations to be applied from March 2028.
In developing this guide, we are proceeding with preparations that take into account concerns raised in the aforementioned public comments regarding practical challenges, so that the guide provides practical approaches and examples of responses to support the implementation of appropriate comparative recommendation sales in the field.
For agencies to correctly understand the intent of the regulatory amendments and establish a system for making optimal proposals aligned with customers' intentions while taking the customers' best interests into account, systematic preparation from this point forward is essential. In addition to providing this guide, our association will support agencies' prompt and appropriate response through member companies' ongoing education, management, and guidance.

3.1.3 Restructuring the Solicitation Agent Qualification System

Regarding the "Compliance Officer" position, which Specific Large-Scale Multi-Representative General Insurance Agencies are required to establish, in July of this year we released the "Insurance Solicitation Compliance Video", which forms one of the requirements for obtaining this qualification. We have also published the "Guide to Obtaining the Compliance Officer Qualification", to promote understanding of the purpose and significance of this qualification system and to ensure that the necessary operational systems are properly established at the relevant agencies.
Through these initiatives, our association will continue to support agencies in establishing effective operational systems, and will strive to ensure the quality of solicitation practices so that customers can conduct business with confidence.

3.2 Providing clear and accessible information to customers (individuals and businesses)

3.2.1 Providing clear and accessible information to consumers

As natural disasters become more frequent and severe, we are promoting clear information provision and awareness-raising activities so that the public can correctly recognize the risks surrounding them and take appropriate precautions.

Specifically, we continue to promote the widespread use of the "Sonpo (General Insurance) Digital My Timeline", a tool for creating flood evacuation action plans, and we are conducting community-based awareness-raising activities to help enhance regional resilience. In addition to participating in "Bosai Kokutai (National Conference for Promoting Disaster Risk Reduction) 2026", one of Japan's largest disaster prevention events, to be held in Tottori Prefecture in October, we will hold hands-on disaster prevention events in Chiba Prefecture in November and Shizuoka Prefecture in December, respectively.

3.2.2 Supporting the advancement of corporate risk management and fostering a sound insurance market

To support the advancement of risk management within companies, our association has been preparing to offer an industry-wide standard curriculum through which companies can systematically acquire fundamental knowledge and skills.

We have now formally decided to name this course the "Risk Management Talent Development Course", and it will commence in December of this year.

Through this course, we will support the development of core personnel who lead risk management within companies, as well as the further enhancement of expertise among insurance company employees and agents (insurance solicitors), thereby contributing to the enhancement of corporate value and growth investment.

In addition, following a request from the general meeting of the Financial System Council held on August 31 of this year, an "Insurance System Working Group" (tentative name) has been established, and deliberations on the creation of a reinsurance captive system are expected to begin. Our association will closely monitor the progress of these deliberations and respond appropriately to ensure that the resulting system contributes to the advancement of risk management.

Furthermore, our industry needs to move away from conventional Japan-specific business practices and build a market environment in which companies compete on the basis of products and services that reflect the true value of insurance. Taking into account the changes anticipated in the role of corporate in-house agencies arising from the review of the Specified Contract ratio regulations announced in September, we will support the realization and development of a sound competitive environment in the corporate insurance market.

3.3 Strengthening measures against fraudulent insurance claims

Our industry will continue to take a firm, industry-wide stance against fraudulent insurance claims, which undermine the very foundation of the mutual aid principle upon which the insurance system is built.

In light of the growing social concern over "yami baito" (illegal part-time work or side jobs for committing crimes) solicited through social media, we published the results of our "Survey on Awareness of Fraudulent Insurance Claims via Social Media" in August of this year. This survey revealed that public awareness of this issue has not yet sufficiently spread. It also confirmed that, among individuals in their teens who become involved in such crimes, there is a stronger tendency to fear "losing their place within their real-world community"—being excluded from close relationships such as family and friends—than to fear criminal punishment itself.

Based on these survey findings, we will roll out digital advertising targeted at younger generations in the second half of the fiscal year. By explaining the specific risks involved in committing insurance fraud, we aim to more effectively promote public awareness. We will also make use of awareness-raising posters produced with the endorsement of the National Police Agency to broadly publicize that insurance fraud constitutes a serious crime, and will work to further foster a social climate across society in which fraud is neither "permitted" nor "tolerated".

4. Initiatives related to the priority goals of the 10th Medium-Term Master Plan

4.1 Developing business infrastructure to support growth of the general insurance industry

Regarding "s-JIBAI", the joint system that enables paperless processing of claim adjustment and insurance claim payment operations for Compulsory Automobile Liability Insurance (CALI), we will, as planned, substantially expand the number of participating offices from the current approximately 200–300 to approximately 1,000 nationwide, starting this October. By maximizing the utilization of this system, we will further advance paperless processing, thereby realizing prompt and appropriate insurance claim payments to customers, while continuing to promote the development of an efficient operational framework across the industry as a whole.

4.2 Promoting understanding of risk management among consumers and businesses

4.2.1 Strengthening resilience to natural disasters and enhancing regional resilience

To disseminate the importance of earthquake insurance to consumers, we are continuing to promote understanding of, and enrollment in, earthquake insurance, including through a public awareness campaign launched in August of this year featuring rakugo storyteller/actor Shofukutei Tsurube.

In addition, it has been found that more than half of fires occurring after large-scale earthquakes are caused by electrical sources. In response, the government revised its "Basic Plan for Promoting Emergency Countermeasures" for events such as a Tokyo Inland Earthquake, substantially raising the target for the installation of seismic circuit breakers from the previous target of "25%" to "installation in virtually all households" by 2035. In light of this policy, our association will further strengthen its awareness-raising activities on household disaster prevention and mitigation, including promoting the wider adoption of seismic circuit breakers, in order to protect the lives and property of citizens from earthquake-related fires.

Furthermore, our regional branches nationwide are working with local governments to promote awareness-raising activities tailored to local circumstances. These include the "Tokushima Prefecture Flood Damage Countermeasures Seminar", held by the Chugoku-Shikoku Branch in June of this year, and the "Seminar on Preparing for Earthquakes", held by the Kyushu-Okinawa Branch in September. In December, the Chubu-Hokuriku Branch plans to hold the "Earthquake Disaster Prevention Symposium: Reflecting on the Noto Peninsula Earthquake". We will continue to conduct activities rooted in each region going forward.

4.2.2 Prevention and reduction of automobile accidents

As part of our ongoing efforts to prevent and reduce automobile accidents, we published the "Nationwide Map of Traffic Accident Hotspot Intersections" yesterday, September 16. Noting that more than half of accidents resulting in personal injury occur at or near intersections, we aim to raise awareness among local residents and drivers through this map, thereby helping reduce traffic accidents.

4.2.3 Promoting the adoption of general insurance among businesses

To support the sustainable growth of small and medium-sized enterprises (SMEs), we are promoting preparedness against various business risks, including cyber risk. For SME management, in addition to disseminating information through our dedicated website "Insurance Navigation (Guide) for Businesses", we held seminars on business risk in cooperation with chambers of commerce and industry in Chiba Prefecture in June and Niigata Prefecture in July, and conducted a risk countermeasures seminar on the theme of natural disasters in Hiroshima Prefecture in August, promoting awareness-raising activities grounded in the practical realities of businesses that support regional economies.

In the second half of the fiscal year, we will conduct a nationwide survey on SMEs' awareness of, and countermeasures against, various risks, and will use the results to develop more effective initiatives and more appropriately targeted messaging.

4.3 Addressing various issues

4.3.1 Review of the expense calculation standards for Compulsory Automobile Liability Insurance

At the Compulsory Automobile Liability Insurance Council ("the Council") held in April of this year, it was approved to consider reviewing the expense calculation standards for Compulsory Automobile Liability Insurance (CALI). Following the approval, our association has established a "Third-Party Committee", which has met twice to date. We will continue to deepen deliberations based on the results of an ongoing survey of business practices, with a report to be submitted to the Council next year.

4.3.2 Contributing to the strengthening of regional fire and disaster prevention capabilities

With the aim of strengthening regional fire and disaster prevention capabilities and enhancing emergency medical systems, we have this year again decided to donate a total of 12 light fire engines and high-performance ambulances to municipalities nationwide. This brings the cumulative number of vehicles donated since fiscal year 1952 to 5,283. In recognition of the achievements of this long-standing initiative, our association received a letter of appreciation from the Commissioner of the Fire and Disaster Management Agency in March of this year.

4.3.3 Fiscal Year 2027 tax reform requests

With a view to contributing to the development of Japan's economy and the building of a society in which citizens can live with peace of mind through the sound development of the general insurance business, we have determined and published our tax reform requests for the next fiscal year (fiscal year 2027), comprising eight items in total.

5. Contributing to the Asian region and advancing international cooperation

5.1 The East Asian Insurance Congress (EAIC) Tokyo Conference

The "31st East Asian Insurance Congress (EAIC) Tokyo Conference", held in Japan for the first time in 24 years, recently concluded with great success. Welcoming a large number of participants from across countries and regions, the conference provided a forum for candid exchanges of views and valuable insight-sharing on the common challenges facing the insurance industry amid a rapidly changing world. We are confident that this conference marked a solid step forward toward the further development of, and stronger cooperation within, the East Asian insurance industry.

5.2 Preparations for the International Union of Marine Insurance (IUMI) Yokohama Conference

To further advance international cooperation, we will hold the "International Union of Marine Insurance (IUMI) Yokohama Conference" in September 2027. This will be the sixth time Japan has hosted the conference, and the first time in ten years, while Yokohama will be the venue for the first time. More than 700 marine insurance professionals are expected to attend the conference from around the world. We are currently proceeding with preparations, including public relations activities such as the launch of a dedicated website.

Through the sharing of international insight and discussion at this conference, we will contribute to the development of the marine insurance industry and related sectors, while working to enhance the presence of the Japanese general insurance industry.

6. Closing remarks

Amid increasingly frequent and severe natural disasters and an environment of dramatically growing uncertainty, the role and responsibility of general insurance as "indispensable social infrastructure" that fundamentally supports the resilience of society and the economy continue to grow in importance.

We are determined that all member companies, united as one, will work to address the various challenges before us and contribute to the realization of a sustainable society, so that our industry's progress toward restoring trust becomes firmly established, and so that our customers and society can truly feel the change taking place within our industry.

We sincerely ask for your continued understanding and cooperation.

End

*English translation of the original statement issued in Japanese on September 17, 2026.