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Study of Insurance Economics

Information on Geneva Association activities and publications

Geneva Association Information Newsletter

Press Release

Geneva, 08 October 2009

The Geneva Association Appoints Special Advisor for Japan and East Asia

Leading international insurance economics think tank The Geneva Association today announced the appointment of Mr Katsuo Matsushita as Special Advisor and Liaison Officer for Japan and East Asia.

With nearly 40 years engagement with the general insurance industry in Japan and abroad, Mr Matsushita has wide range of experience in handling insurance business and regulatory issues. He started his career by working for The Tokio Marine and Fire Insurance Company ("Tokio Marine"; currently Tokio Marine & Nichido Fire Insurance Co., Ltd.) being charged with responsibility for international and corporate planning etc. He worked for The General Insurance Association of Japan (GIAJ) as general manager from June 2002 to June 2009.

Mr Matsushita's role will be to engage with insurance companies and other industry stakeholders present in Japan and East Asia on behalf of The Geneva Association, to provide local representation at conferences and other industry events and to provide special advice to The Geneva Association on its activities in the region.

Kunio Ishihara, Chairman of Tokio Marine & Nichido Fire Insurance, and Vice President of The Geneva Association, welcomes the appointment of Katsuo Matsushita due to his experience in dealing with the East Asian insurance market. He said, "*Mr Matsushita has been very instrumental in sharing his knowledge and views with the Asian insurance community. I am confident that The Geneva Association will benefit greatly from having access to his intellect and experience.*"

Patrick M. Liedtke, Secretary General and Managing Director of The Geneva Association said, "*I am delighted to be welcoming Mr Matsushita to The Geneva Association. Japan and East Asia has become a region of significant interest and growth for the international insurance industry and Mr Matsushita's understanding and experience of East Asian insurance and wide network of*

contacts will enable us to increase our regional focus commensurately. The appointment of Mr Matsushita will provide us with a permanent presence in the region, enabling us to establish new relationships with insurance companies and other industry stakeholders in the region as well as foster stronger links with our existing members and partners.”

For further information, please contact:

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About The Geneva Association

The Geneva Association is the leading international insurance “think tank” researching strategically important insurance and risk management issues.

The Geneva Association identifies fundamental trends and strategic issues where insurance plays a substantial role or which influence the insurance sector. Through the development of research programmes, regular publications and the organisation of international meetings, The Geneva Association serves as a catalyst for progress in the understanding of risk and insurance matters and acts as an information creator and disseminator. In parallel, it advances—in economic and cultural terms—the development and application of risk management and the understanding of uncertainty in the modern economy.

The Geneva Association membership comprises a statutory maximum of 80 Chief Executive Officers (CEOs) from the world’s top (re)insurance companies. It organises international expert networks and manages discussion platforms for senior insurance executives and specialists as well as policy-makers, regulators and multilateral organisations. The Geneva Association’s annual General Assembly is the most prestigious gathering of leading insurance CEOs worldwide.

Established in 1973, The Geneva Association, officially the “International Association for the Study of Insurance Economics”, is based in Geneva, Switzerland and is a non-profit organisation funded by its members.

For more information please visit www.genevaassociation.org.