

## OLIS 2010 Spring – Seminar Report

Monday, June 21

The Trend of Life Insurance Industry (Shusaku Noguchi, Managing Director, OLICD Center)

Mr. Noguchi talked about as *Industry Movements* the highlights of the events from 2006 through 2009, summarized industry's challenges as *Current Status in Industry* and finally as *Future Outlook of Industry* forecasted future outlook of the life insurance industry.

He took up major events in each year in the *Industry Movements* and talked about recent trends in the industry and tides of products/sales channels.

Then, he summarized industry's current challenges into five key points: strengthening the power of organization, product diversification, changes in customers' needs, reform of sales channels, and strengthening profitability. He introduced countermeasures of each life insurance company classified into several patterns.

Mr. Noguchi forecasted future outlook of the life insurance industry from the standpoints of management strategy and organization form. He explained how to structure business models by analyzing the life insurance market from the aspects of market segments, sales channels, and products and combining these analyses.

Participants asked a question about profitability of third-sector insurance, business alliance between Japan Post and Nippon Life, small-amount short-term insurance, etc. He introduced small-amount short-term insurance, exclusively covering tuberculosis patients.