



INFINITY



Oriental Life Insurance Seminar

Public Interest Incorporated Foundation

**Oriental Life Insurance
Cultural Development Center**



President's Greeting

Oriental Life Insurance Cultural Development Center (OLICD Center), also known as OLIS, was established in 1967 by the late Dr. Saburo Kawai to contribute to the sound development of the life insurance business in Asia by deepening knowledge about life insurance and developing capable personnel. Since the foundation of OLICD Center, we have hosted life insurance seminars at home and abroad. The number of participants to Tokyo Seminars totaled over 4,300 people, most of whom were up-and-coming personnel working for life insurance companies and regulatory agencies. It can be easily imagined many of them are now taking up important positions in the life insurance industry and the government in each of their countries.



Shigeaki Terada, President

In addition to seminars organized for people in Asia, we also sponsor endowed courses and forums at Japanese universities in pursuit of better understanding of life insurance and life insurance business among university students as well as general public.

The 21st century belongs to Asia; however, this on-going demographic shift will inevitably trigger another drastic change in our social environment. OLICD Center would like to further strengthen the relationship with life insurance associations and regulatory agencies in Asia. Together, we will play the new role expected of life insurance industries.

It is amazing how quickly time flies as we find ourselves reaching a significant milestone, in the coming two years. To commemorate our 50th anniversary with the people who engage in the life insurance business in Asia, we are advancing the preparations of the symposium which will give us the perfect opportunity to follow the trajectory of OLICD Center from the time of its foundation, to see how the last 50 years have changed the life insurance business in Asia, and then, to identify the directions we should go forward for the next half-century.

On a final note, our success today is a tribute to a tremendous amount of domestic and international support. Without the support we could not have remained in business for nearly half a century. My special thanks go to the Gibraltar Life Insurance and the Prudential Life Insurance, two of the Prudential Group for their continuous support.

April 2015



Public Interest Incorporated Foundation
Oriental Life Insurance
Cultural Development Center
Tokyo, Japan

Foundation History

1967	OLICD Center was incorporated as a foundation by Dr. Saburo Kawai, then president of Kyoei Life Insurance Co., Ltd. (Kyoei Life), to commemorate the company's 20th anniversary
1970	OLICD Center supported the first ASEA (Actuarial Seminar of East Asia)* *ASEA has been held by The Institute of Actuaries of Japan (IAJ)
1973	The first Oriental Life Insurance Seminar (OLIS) was held
1981	The first On-site seminars were held in Thailand and Indonesia
1990	Dr. Saburo Kawai contributed 1 billion yen to the foundation
1998	Dr. Saburo Kawai died and left 220 million yen to the foundation
2001	The Gibraltar Life Insurance Co., Ltd succeeded to the status of failed Kyoei Life
2006	OLICD Center's scope of business was expanded into all of Asia (Originally it was limited to Southeast Asia)
2011	OLICD Center was authorized as a public interest incorporated foundation
2012	"Kawai Memorial OLIS Asia Life Insurance Symposium" was held in commemoration of the foundation's 45th anniversary

Business Operations

Seminars

● Tokyo Seminar

For managers and employees of life insurance related organizations, the Tokyo Seminar is regularly held a few times a year in Tokyo. A week long seminar accepts 40 participants at a time and is held in English. The Tokyo Seminar is designed for participants to develop not only their knowledge through lectures from experts, but also friendship with other participants through a group discussion. A participant's organization bears travel expenses to Japan whereas OLIS bears other expenses such as accommodations and meals. The total number of Tokyo Seminar participants from Asian countries has reached over 4,300 people.



Tokyo Seminar

● On-site Seminar

With the cooperation of local life insurance organizations and life insurance associations, OLIS seminars are held in the capital cities of Asia. Seminar themes are determined in response to requests from local life insurance associations and on-site seminars enable us to reach more people.



On-site Seminar

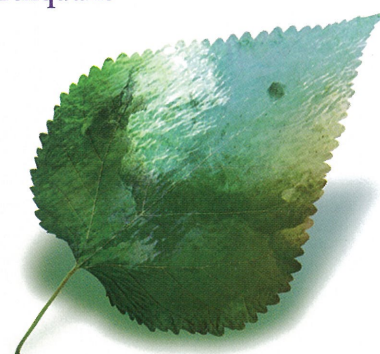
Scholarships

● TLAA-OLIS Scholarship

To promote university level education on life insurance in Thailand, scholarships of THB 5,000 per person have been bestowed upon about 10 university students who are chosen by the Thai Life Assurance Association every year since 2008.

● Scholarship for Victims of Great East Japan Earthquake

We actively implemented emergency scholarship programs right after the Great East Japan Earthquake. Since 2011, 30,300,000 yen has been spent to assist 77 students who needed financial help due to the disaster and one university disaster fund.
(As of April 2015)



Promotion of Education

● Endowed Course

We have sponsored the OLIS-Prudential-Gibraltar Life Insurance Endowed Course at Keio University since 2010 and at Chuo University since 2014. We aim to provide students with opportunities to further develop their knowledge about life insurance and nurture human resources for the life insurance business in the future.



Life Insurance Forum

● Life Insurance Forum

In cooperation with universities, we host life insurance forums and seminars to boost students' and young researchers' interest in life insurance in hopes to cultivate competent personnel who will play active roles internationally in the field of life insurance. So far Life Insurance Forums have been held at Keio University, Nihon University, Tokyo Woman's Christian University, Japan Women's University, Chuo University, Tsuda College, University of the Ryukyus, Meiji University, Tohoku University and Ochanomizu University.
(As of April 2015)

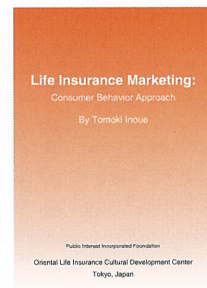
Public Relations and Publishing

● Website [www.olis.or.jp]

Not only the announcement of upcoming seminars but also information about past seminars and seminar materials are available on the website. There are also two periodicals posted. In the *China Report*, a piece of China is introduced in Japanese in each issue while the *Japan Insurance Report* is English and Chinese newsletters about life insurance business in Japan.

● Publishing

We carefully select a book that we think will be helpful to people who are engaged in the life insurance business in Asia and have it translated into English then distributed free of charge. In 2011, *The Failure Without Management-Truths Behind the Seiho (Life Insurers) Crisis in the Heisei Era* by Nobuyasu Uemura was selected. In his book, Dr. Uemura goes deep into the series of failures of Japanese life insurers between the late 1990s and early 2000s. In 2013, we translated and published Dr. Keiichiro Oizumi's *Aging in Asia*, in which Dr. Oizumi takes his scalpel to the aging society with a falling birth rate in Asia. These books were well-received by the people in various areas. In March 2015, we translated and published Mr. Tomoki Inoue's *Insurance Marketing: Consumer Behavior Approach*.



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