



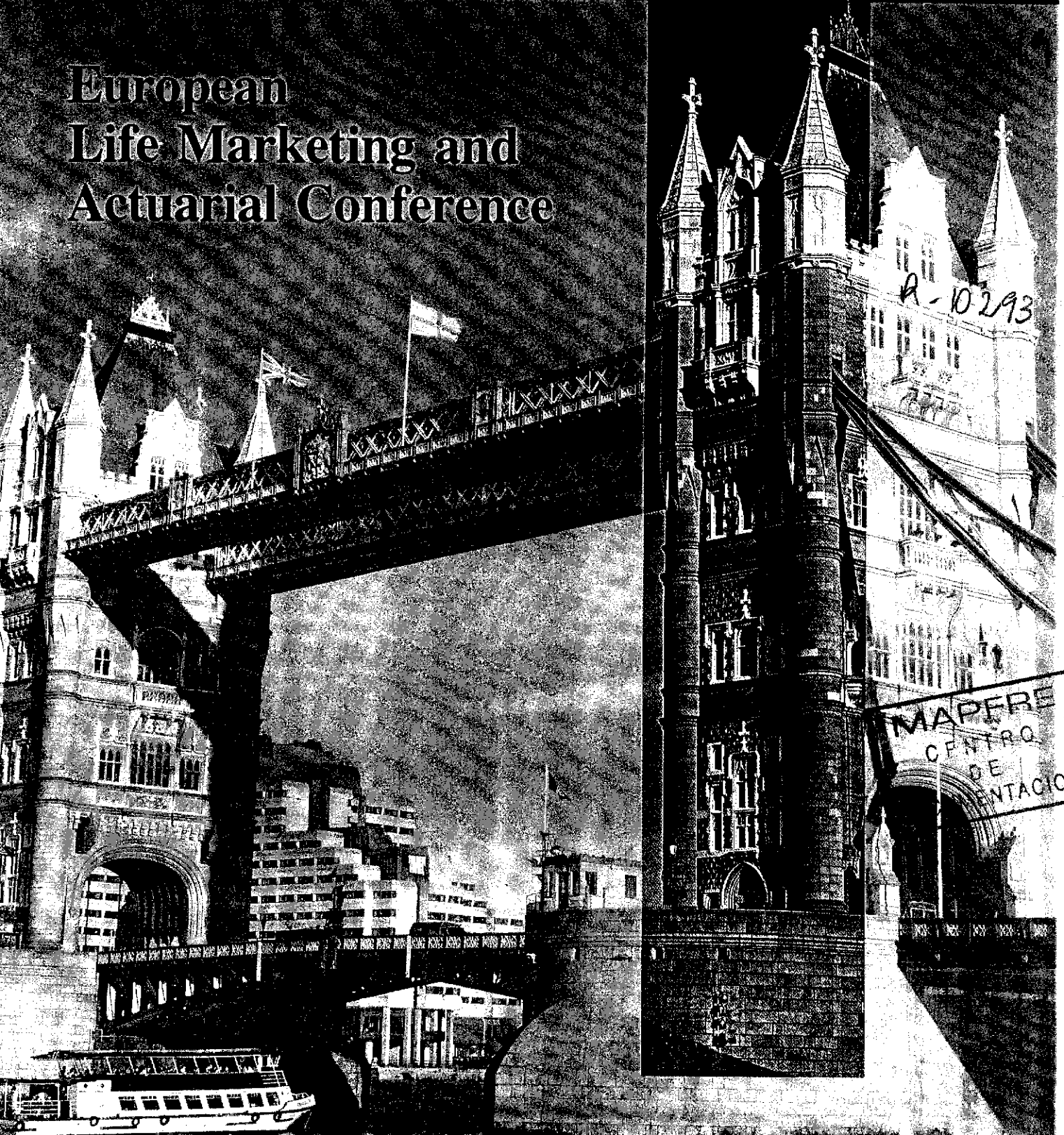
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SPECIAL CONFERENCE ISSUE

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European Life Marketing and Actuarial Conference



Queen Elizabeth II Conference Centre, London

24th-26th September 1989



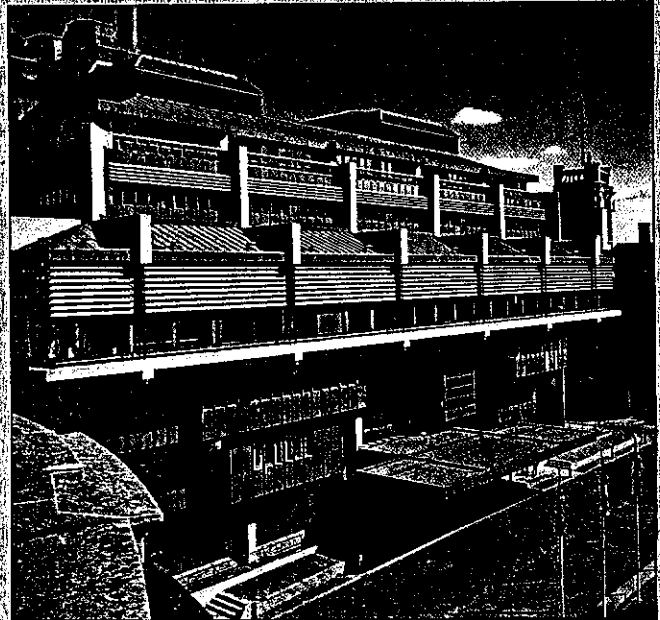
Prestige connections — in prestigious surroundings

Reactions from delegates suggested that the Queen Elizabeth II Conference Centre was an ideal choice for an event of such genuine international stature as the European Life Marketing and Actuarial Conference, at which 24 nationalities were represented.

The Centre, which is government-owned and extensively used for events sponsored by government departments, is London's premier purpose-built conference venue — arguably even Britain's in terms of its outstanding location, immediately opposite Westminster Abbey and across the square from the Houses of Parliament.

A conference, of course, is not just a matter of listening to presentations and asking formal questions. Delegates naturally took the opportunity to meet and build connections with counterparts from other markets whom they would never normally have expected to get to know. The linguistic abilities of Victory's European marketing staff helped to deal with any language barriers so that, in the spirit of the times, connections could be freely established "across frontiers".

Amongst the 200 or so participants were strong delegations from Spain, France, and (interestingly) the USA — with significant representation also from Belgium, Germany, Italy and of course the home market.



Queen Elizabeth II Conference Centre

One single market — or twelve?



Juan Fernández-Layos Rubio (Mapfre Vida) discussed the legal framework for life insurance in Spain.

A feature, and a major selling-point, of the conference was that each national market within the European Community was studied in depth through two series of four concurrent sessions. Expert speakers from the market in question were available in each case and delegates were able to choose which sessions they wished to attend.

It was revealing that the most popular session proved to be that on Germany, at which the speakers were Professor August Angerer, President of the BAV (the federal insurance supervisory authority) and Herr Detlef Tank (Continentale + Europa Versicherungen). There was roughly equal support for the afternoon sessions on France, Spain/Portugal and UK/Ireland.

Speakers were briefed to cover — and the evidence is that all did cover comprehensively:

- the regulatory environment;
- the impact on the local life market of the taxation and social security régime;
- the range of life and health products, and potential new initiatives in these areas;
- distribution systems — including the involvement of new players such as banks;
- prospects for entry into the local market, e.g. through acquisition, merger, joint venture or otherwise.

Delegates — who were provided with manuals containing the background papers on all twelve national markets — should now be strongly placed to assess the relative opportunities available within each, and to tailor strategies accordingly.

On the record

All delegates received a two-volume manual containing speech material from every conference session, in the original language.

Full translations of the conference texts into English, French and Spanish are being produced, and will be mailed to delegates in the appropriate language in due course.

The translations will also be available — but for a charge — to anyone who was not able to attend the conference. If interested, please contact Simon Hacker, or the marketing manager for your territory.