

10th Asia Trusted Life Agents & Advisers Awards 2025



NOMINATION

DEADLINE

11 April 2025 (Third-party Nominations) | 21 April 2025 (Self-nominations)

Judging day: 11 July 2025

Awards Ceremony: 19 August 2025

PARKROYAL COLLECTION MarinaBay, Singapore

Organisers

Co-organiser

Strategic Partner

 **Asia Advisers Network**
Member: Beacon International Group, Ltd. 

ASIA
INSURANCE REVIEW
Member: Beacon International Group, Ltd. 

LIMRA[®]



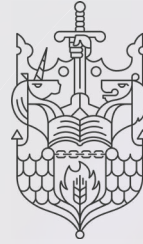
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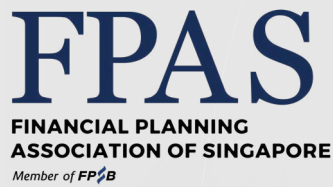
SUPPORTING ORGANISATIONS



Asia Pacific
Financial Services
Association



Chartered
Insurance
Institute



Scrutineer



www.asiaadvisersnetwork.com/atlaa2025



ORGANISER'S MESSAGE

Celebrating a Decade of Excellence

The Asia Trusted Life Agents and Advisers Awards has reached its tenth anniversary – it has been such an amazing journey for *Asia Advisers Network (AAN)* to have saluted more than 250 awardees over a decade. We are truly proud to have been a part of this journey and what a decade it has been!

The Asia Trusted Life Agents and Advisers Awards (ATLAA) has become an empowering platform for agents across Asia. When we launched this in 2016, we set out to raise the bar of excellence and standards for the industry. We never anticipated at the time that this would become the trophy to win for life agents and advisers. We launched it to showcase the sheer amount of work and dedication that went on behind the scenes – to salute what agents and advisers did to protect their clients' interest and security. A decade later, we are totally delighted to see how these Awards have evolved and grown from strength to strength.

This year, we hope the torch will be passed on with even greater pride by these soldiers of the industry, who work tirelessly to leave no stone unturned in servicing their clients. As we now stand in 2025, we are confident this year's nominations will bring a plethora of new highs for these valued cogs in the engine of insurance.

We at *AAN* are truly proud to continue this tradition to acknowledge the hard work and dedication of agents across Asia. We have witnessed great efforts from this impressive group as they have morphed and blossomed through the years. More is demanded of them now more than ever, as the industry faces new challenges and opportunities brought about by greater innovation in AI and the digital revolution, new buying habits of the younger generation of clientele, and new stumbling blocks like pandemics, wars, and geopolitical crises.

What remains unwavering though is the grit and never-give-up attitude despite some very challenging circumstances.

AAN and *Asia Insurance Review*, together with co-organiser LIMRA and strategic partner AIA, are very proud to be able to enter a decade of awarding excellence and launch the opening of nominations.

It remains to be seen what innovations, what promise agents will bring to the table this year. 2025, the Year of the Snake, holds huge promise and potential.

Agents and advisers are the glue that holds the industry together, they are the frontliners and the human link between people's lives, protection and security. They are the pillars of support for life's highs as well as some of the most crushing lows. This is a calling, a passion.

We are proud to be associated with such a team of people who are an inspiration to us all.

It is my pleasure to thank the esteemed panel of judges for walking with us through this journey to endorse and recognize the exceptional. Our appreciation also to the patron of these awards for the last ten years, Sir Mark Tucker, for his loyal and dedicated support to this cause. We also owe our thanks to the strategic partner, AIA as well as all the supporting organisations for their partnership. The awards' integrity is monitored by the scrutineer, KPMG who keep everything transparent and independent.

So do throw your hat in the ring and compete! Every nomination counts. We invite you to showcase your efforts to motivate your peers – what you do helps promote the importance of this industry and encouraging new talent to follow suit. We welcome third-party nominations - if there are shining stars out there that should be applauded, do send in your suggestions as well.

All the best to this year's crop. May the Year of the Snake be a prosperous and healthy one for all of you. See you at the Awards Gala Night!



Ms Sheela Suppiah

CEO,
Asia Insurance Review,
Middle East Insurance Review and
Asia Advisers Network

PATRON'S MESSAGE

I am delighted to mark the 10th anniversary since the launch of the Asia Trusted Life Agents & Advisers Awards.

These Awards recognise the sustained excellence, dedication, adaptability, professionalism, and deep sense of purpose demonstrated by the insurance agents and advisers who have been nominated over this last decade.

And it is once again a great pleasure and privilege to honour our distinguished colleagues.

They are very worthy Ambassadors of the insurance industry in Asia, making a real and meaningful difference to the lives of many people and their families. Across economic cycles and a new normal of heightened geopolitical and geoeconomic complexity, they have stayed focussed on the core mission of serving their clients.

What we have experienced in these last ten years has been, in many respects, unprecedented. Whether it was the global pandemic or the advent of tremendously promising technologies, such as AI, that are steadily transforming the world around us, change and a degree of unpredictability are here to stay.

Our insurance frontline colleagues have navigated the challenges with professionalism and a forward-looking mindset that has allowed them to build on the technological advances and harness innovation. They have offered their clients improved service and propositions, and a promise of peace of mind that rests at the heart of the insurance ecosystem.

I look forward to what is going to be a memorable and very much deserved celebration of the achievements of the nominated agents and advisers later this year.

Lastly, I want to express my heartfelt gratitude to the *Asia Insurance Review* and the Asia Advisers Network for their leadership over the years and their focus on putting a spotlight on those who have gone above and beyond.



Sir Mark Tucker

Founding Patron of the Asia Trusted Life Agents & Advisers Awards
Group Chairman, HSBC Holdings plc

THE JUDGES



Mr Ahmad Zaki
Editorial Director,
Asia Insurance Review and
Middle East Insurance Review



Ms Bonnie Godzman
President & CEO,
GAMA Global



Mr Cai Wei Bing
CEO,
Group Agency Distribution,
AIA Group



Mr Edwin Si
Managing Director,
LIMRA LOMA Global Service of China



Mr Galen Woo
CEO,
Financial Planning Association of Singapore
(FPAS)



Mr Kenny Siu
Regional Director,
HK and Asia Pacific, The Chartered
Insurance Institute of Hong Kong



Mr Lasitha Wimalaratne
CEO/Principal Officer
HNB Assurance PLC



Mr Matthew Kang
Chairman,
Asia Pacific Financial Services Association
(APFinSA)



Ms Niharika Yadav
President Director,
AXA Financial Indonesia

THE JUDGES



Mr Ng Eng Beow

President-elect,
Insurance and Financial Practitioners
Association of Singapore (IFPAS)



Ms Orchis Li

Chairman of The Hong Kong Federation of
Insurers (HKFI) (2023/2024) and
General Manager,
Gen Re Hong Kong branch



Mr Rahul Hora

President & CEO,
Manulife Philippines



Mr Richard Wyber

Consultant,
LIMRA, LOMA, LL Global



Ms Shalini Pavithran

CEO,
Singapore College of Insurance

SUBMISSION GUIDELINES

The top four ways to construct an effective entry for ATLAA

1. Make it easy for the judges

The judges for ATLAA are all principled industry experts who want to be able to identify the 'best of the best' for each category.

While many would be happy to read thousands of words from dozens of candidates, the reality is that they simply do not have the time. So, keep your entry as short as you can – and focus only the core elements of your story.

Keep it simple.

Keep it relevant.

Keep it about the last 12 months only – anything prior to that will not be considered.

2. Provide evidence

Judges like to read about outstanding work achievements. Make sure you provide tangible evidence from third parties. It's easy to claim that you are the top performer – it is less easy to prove it. Provide data, certificates, awards etc.

3. Show evidence of teamwork

Insurance is a business of collaboration and so the judges want to see evidence of teamwork. No one achieves outstanding results alone. Demonstrate how you work as part of a team – and help other members of the team.

Provide proof.

4. Giving back

Judges are not interested in candidates who are driven solely with a desire to make money. They want to see evidence of agents who genuinely care about the community – so they want to see evidence of 'giving back' to society.

This does not mean giving a handful of presentations to insurance rookies or publishing self-serving books – it means giving back **time, effort** and **money** to help other people less fortunate.

Judges want to feel proud of the candidates as representatives of an industry that most judges have devoted their life to.

Provide proof of what you have done – and brief testimonials.

HOW TO ENTER

Eligibility

- Entries and nominations are open to all relevant candidates operating in any markets in Asia.
- Participation in more than one category is allowed.
- The qualifying period for consideration is 1 January 2024 – 31 December 2024.

Application requirements

Entries must not exceed 1,200 words (self-nominations). Entries received without the 1,200-word write-up (self-nominations) or 200-word statement (third-party nominations) will NOT be considered. Should the word count of an application exceed the word limit, the judges will not read it.

Write-ups must use the following format: The font used must be Times New Roman, size 13; Left and right margins must be 1.0" each; Line spacing between lines must be 1.0.

All write-ups should consist of text only: to submit in both Word document and PDF. Entries may include additional supporting documents but will be limited to four pages. Visuals and pictures should preferably be appended separately as supporting documents/attachments (see below).

Supporting documents/ attachments (to submit in PDF):

- Should be included to back up assertions made in the submissions.
- Shall be limited to four pages. These will not constitute part of the word count.
- May include images, graphs, statistics, client testimonials, official production records, proof of service to association/industry/ society, academic qualifications, proof of activities and improvements. NO video link(s) or video(s) are allowed.
- If participating in more than one category, the nomination write-up must be relevant and tailored to answering the criteria of the different categories. We reserve the right to consider the nomination for only one category should the write-ups be the same

Nominations

Self-nominations

If you are nominating yourself or your own company, using the criteria for guidance, explain in not more than 1,200 words why your company or chosen individual should win the award.

Third-party nominations

If you are nominating another individual or company, submit the nomination form and a 200-word statement summarising why the applicant would be a worthy recipient of the award. If the nomination is shortlisted, the awards administrators will contact the nominee and invite them to submit a full application for the award categories in which they have been nominated.

Judging

- The judging panel comprises eminent leaders and insurance professionals from the industry.
- There will be two rounds of judging by the panel: the first is by remote-scoring to select the finalists; the second will be a meeting of judges to deliberate and select the winners by secret ballot.
- The judging panel's verdict is final.
- The judging process will be audited by an independent auditor.
- The organisers reserve the right to publish information of winning entries given at nomination.
- The results will be kept confidential and winners will only be announced at the Awards Presentation Ceremony & Gala Dinner on 26 July 2024.

Where to send your entries

Submit your entries by: 11 April 2025 (third-party nominations) / 21 April 2025 (self-nominations) [online](#) OR email to lifearwards@asiainsurancereview.com.

If you have further questions, email lifearwards@asiainsurancereview.com

THE CATEGORIES

ROOKIE INSURANCE AGENT OF THE YEAR

For the agent or adviser with fewer than three years of industry experience, who has demonstrated an outstanding performance track record, expert knowledge, placing the interests of clients first and service to the industry.

CRITERIA

- Provide a brief background on immediate past career and the reasons and motivations in making the switch to the insurance industry.
- Focus on what was done in 2024.
- What makes you unique compared to other advisers or agents?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2024 – MDRT, company awards, industry awards?

The winner will also win a complimentary registration to any one of the following financial planning course options worth up to S\$2,400 sponsored by Singapore College of Insurance:

- (1) Practical Techniques for Wills and Insurance Planning; **OR**
- (2) Any two modules under the Chartered Financial Consultant®/Singapore (ChFC®/S) programme (with training support); **OR**
- (3) Any four modules under the Chartered Life Underwriter®/Singapore (CLU®/S) programme (self-study).

INSURANCE AGENT OF THE YEAR

For the tied agent who has demonstrated an outstanding performance track record, expert knowledge, placing the interests of clients first and service to the industry.

CRITERIA

- Focus on what was done in 2024.
- What makes you unique compared to other agents?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2024 – MDRT, company awards, industry awards?

FINANCIAL ADVISER OF THE YEAR

For the adviser from a FA firm or bank who has demonstrated an outstanding performance track record, expert knowledge, placing the interests of clients first and service to the industry.

CRITERIA

- Focus on what was done in 2024.
- What makes you unique compared to other advisers?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2024 – MDRT, company awards, industry awards?

THE CATEGORIES

ROOKIE INSURANCE AGENCY LEADER OF THE YEAR

For the agency leader with fewer than five years of managerial experience, who has demonstrated a high level of agency production and recruitment, strong leadership qualities with systems in place, commitment to professionalism and service to the industry.

CRITERIA

- Focus on what was done in 2024.
- What makes you unique compared to other agency leaders?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2024 – number of managers promoted, number of MDRT producers, number of new agents/advisers, company awards, industry awards?

INSURANCE AGENCY LEADER OF THE YEAR

For the agency leader who has demonstrated a high level of group production and recruitment, strong leadership qualities with systems in place, commitment to professionalism and service to the industry.

CRITERIA

- Focus on what was done in 2024.
- What makes you unique compared to other agency leaders?
- In what ways did you contribute to your company, industry or society?
- Your performance in 2024 – number of managers promoted, number of MDRT producers, number of new agents/advisers, company awards, industry awards?

The winner will also win a complimentary registration to any one of the following financial planning course options worth up to S\$2,400 sponsored by Singapore College of Insurance:

- (1) Practical Techniques for Wills and Insurance Planning; **OR**
- (2) Advising High Net Worth Business Owners and Insurance Planning; **OR**
- (3) Any two modules under the Chartered Financial Consultant®/Singapore (ChFC®/S) programme (with training support); **OR**
- (4) Any four modules under the Chartered Life Underwriter®/Singapore (CLU®/S) programme (self-study).

DIGITAL AGENT/AGENCY LEADER OF THE YEAR

For the digitally-savvy agent/agency leader who is leveraging the power of social media and technology to enhance the image of the industry, provide value to clients and consumers-at-large and/or increase productivity.

CRITERIA

- Focus on what was done in 2024.
- What are the examples and results of what you have done on the digital front?
- How have digital initiatives driven your business?
- Your performance in 2024 as an agent/agency leader?

THE CATEGORIES

INSPIRATIONAL AGENT/LEADER OF THE YEAR

For the agent/leader who is an inspiration to others in the industry through achieving personal break-through despite the odds, going beyond to help others in the industry to attain success, exceeding expectations in serving clients or/ and serving the underprivileged in society with passion through CSR.

CRITERIA

- Focus on what was done in 2024.
- Why do you think – or why do others think – you are an inspiration?
- What are some of the key initiatives, examples and results of your CSR work?
- What are the odds you overcame to achieve success? How have you selflessly inspired other agents/managers to success or helped your clients?

DIGITAL TRANSFORMATION OF THE YEAR

For the insurance company that successfully launched a digital transformation initiative in its operations, whether consumer-facing or in support of agents, to assist and enable advisers in the course of their work.

CRITERIA

- What was the digital transformation initiative launched in 2024?
- How does the digital transformation initiative help agents or advisers in the course of their work?
- How unique or innovative is your initiative?
- What evidence is there to show the improvements in results attained from the initiative?

HEALTH INSURANCE AGENT OF THE YEAR

For the agent who has best demonstrated a thorough understanding of their clients' health insurance needs, outstanding performance track record and an expert knowledge of the products and services available.

CRITERIA

- Focus on what was done in 2024
- What makes you unique compared to other advisers?
- In what ways did you solve real problems for clients?
- How have you ensured that your business will continue to grow this year?

EMPLOYEE BENEFITS CONSULTANT OF THE YEAR

For the employee benefits consultant who has demonstrated expertise in providing customised solutions for organisations of different sizes with different talent management needs.

CRITERIA

- Focus on what was done in 2024
- In what ways have you demonstrated your expertise as an employee benefits consultant?
- How has your work helped different companies meet their different needs?
- Your performance in 2024 as an employee benefits consultant?

THE CATEGORIES

EMPLOYEE BENEFITS PROVIDER OF THE YEAR

For the employee benefits provider with wide-ranging customisable solutions, to cater to the needs of organisations of different sizes with different talent management needs

CRITERIA

- Focus on what was done in 2024.
- How are you helping your employee benefits consultants in serving their corporate clients?
- What indicators are there to show that your employee benefits solutions and consultants stand out from the rest?

BANK PARTNER OF THE YEAR

For the bank partner that has demonstrated placing importance on the risk or wealth management needs of their clients and has worked in close partnership with the insurer in meeting these needs.

CRITERIA

- Focus on what was done in 2024.
- What makes your partnership stand out from others?
- What are the examples of key wins achieved as a result of this true partnership?
- How did the partnership perform in 2024?

YOUNG EXECUTIVE OF THE YEAR

For the insurance executive under 40 years of age who has championed the interests and importance of advisers or agents with dedication. (Please provide proof of age).

CRITERIA

- Focus on what was done in 2024.
- How have you gone out of your way to enhancing the interest and importance of advisers or agency distribution channel in your company and/or industry?
- How have you equipped agents or advisers with the necessary skills and expertise to continue to thrive in the changing multi-channel environment?
- What makes you stand out compared to other young executives?

THE CATEGORIES

EXECUTIVE CHAMPION OF THE YEAR

For the CEO or corporate executive who has championed the interests and importance of advisers or agents with dedication.

CRITERIA

- Focus on what was done in 2024.
- How have you gone out of your way to enhance the interests and importance of the advisers or agency distribution channel in your company and/or industry?
- How have you equipped agents or advisers with the necessary skills and expertise to continue to thrive in the changing multi-channel environment?
- What makes you stand out compared to other executives?

INSURANCE COMPANY OF THE YEAR

For the life insurance company that has an agency force that sets the professional standards for other insurers to measure against, and continues to invest in and support its agency force to thrive in the changing multi-channel environment.

CRITERIA

- Focus on what was done in 2024.
- How are you helping your agents enhance their professionalism, expertise and relevance in a multi-channel distribution world?
- What indicators are there to show how your agency force stands out from the rest?

LIFETIME ACHIEVEMENT AWARD


For the agent/leader who has more than 35 years of service to the industry and has made outstanding long-term contributions to enhancing the professionalism and image of the agency distribution force both company-wide and industry-wide.

CRITERIA

- How have you contributed towards the quality and professionalism of the agency force by playing key roles in developing agents company-wide and industry-wide?
- How have you championed the industry by continually enhancing the image of the insurance industry and agency force?
- Are you a consistent high performer who enjoys the respect and admiration of your peers in the industry?

ORGANISERS

ASIA INSURANCE REVIEW

Member: Beacon International Group, Ltd. 

Asia Insurance Review (AIR) is the premier regional insurance information ecosystem today. We are still the Number 1 magazine, having provided top notch editorial and conferences to the industry for 34 years. No other insurance magazine in Asia can claim to have the history in the market and to have been there to see first-hand the highs and the lows, and the evolution of the Asian insurance industry over these last three decades.


As part of the Beacon group, our reach also extends into the international markets well beyond Asia Pacific and MENA. This puts us in a very unique position of being able to serve the industry with a formidable tenacity and global footprint unlike any other publication.

We continue to be the sole official media partner at all major insurance industry events in Asia, including SIRC, EAIC, PIC, AAC, GIF and with our sister publication, Middle East Insurance Review, we also serve as an official media for GAIF, FAIR, AIO and Sharm El Sheikh Rendezvous. Our stable of products with premium content *AIR+* and our edailies are still the most read, and most powerful in the market.

AIR also seeks to engage market leaders in raising the bar of excellence via our series of Awards ceremonies including the Asia Trusted Life Agents and Advisers Awards, the Asia Insurance Industry Awards and our Middle East Insurance Industry Awards.

www.asiainsurancereview.com

Asia Advisers Network

Member: Beacon International Group, Ltd. 

Asia Advisers Network (AAN), launched in 2016 to meet the information needs of advisers and agency leaders across Asia Pacific, has developed into a leading dedicated online platform with a dedicated following. *AAN* reports on the latest industry news, development and expert content from leading minds across the industry, through multi-media channels to help advisers and agency leaders thrive and excel, equipping them with tools to stay ahead of trends. The *AAN* network has also facilitated the development of excellence for agents via the highly acclaimed Asia Trusted Life Agents and Advisers Awards, now entering its 10th year.

Launched by the region's premier insurance publication *Asia Insurance Review*, *AAN* is part of its commitment and continuous efforts to serve the insurance industry in Asia as well as the true soldiers of the industry, its agents.

www.asiaadvisersnetwork.com

CO-ORGANISER



For more than a century, LIMRA has served as the largest trade association supporting the insurance and related financial services industry. Our mission is to advance the financial services industry by empowering our members with knowledge, insights, connections, and solutions. Today, we're working with over 700 member companies in 71 countries to help them understand industry trends, inform their strategies, develop their talent, and create solutions that advance the industry.

Our ever-adapting lineup of solutions helps member companies thrive in our changing environment. Recruiting, assessment, agent and management training, and rewards and recognition – we analyze industry needs and develop answers with you.

We act as the center point of the industry, bringing industry professionals together to discuss key issues, trends, and actionable implications through our conferences, member events, and webinars.

www.limra.com

STRATEGIC PARTNER



AIA Group and its subsidiaries comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets with wholly owned branches and subsidiaries in Mainland China, Hong Kong SAR⁽¹⁾, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR⁽²⁾, and a 49% joint venture in India. In addition, AIA has a 24.99% shareholding in China Post Life Insurance Co.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across most of its markets. It had total assets of \$289bn as of 31 December 2023.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The group also provides employee benefits, credit life and pension services to corporate clients. AIA serves the holders of more than 42m individual policies and over 18m participating members of group insurance schemes, through an extensive network of agents, partners and employees across Asia.

The company is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock codes "1299" for HKD counter and "81299" for RMB counter with American Depositary Receipts (Level 1) traded on the over-the-counter market under the ticker symbol "AAGIY".

Notes: (1) Hong Kong SAR refers to the Hong Kong Special Administrative Region. (2) Macau SAR refers to the Macau Special Administrative Region.

www.aia.com

2024 ROLL OF HONOUR

ROOKIE INSURANCE AGENT OF THE YEAR

Ms Ho Jie-Yu

Allianz Taiwan Life Insurance Co Ltd

INSURANCE AGENT OF THE YEAR

Ms Jaslyn Ng

Prudential Assurance Company Singapore

FINANCIAL ADVISER OF THE YEAR

Mr Korntinun Damrongwetwanit

Muang Thai Life Assurance

ROOKIE INSURANCE AGENCY LEADER OF THE YEAR

Mr Thaninnat Anantajariyapol

Allianz Ayudhya Assurance Thailand

INSURANCE AGENCY LEADER OF THE YEAR

Mr Hassan bin Muhamad

AIA Malaysia

DIGITAL AGENT/AGENCY LEADER OF THE YEAR

Ms Cissy Wong Ying

AIA Hong Kong

INSPIRATIONAL AGENT/LEADER OF THE YEAR

Mr Kent Law

Sun Life Hong Kong

DIGITAL TRANSFORMATION OF THE YEAR

AIA Malaysia

HEALTH INSURANCE AGENT OF THE YEAR

Ms Yueh-Ti Lee

Nan Shan Life, Taiwan

EMPLOYEE BENEFITS CONSULTANT OF THE YEAR

Mr Wesley Ko

AIA Hong Kong

EMPLOYEE BENEFITS PROVIDER OF THE YEAR

AIA Hong Kong

BANK PARTNER

NDB-AIA Bancassurance Partnership

YOUNG EXECUTIVE OF THE YEAR

Mr Po Hsun Huang

Cathay Life Insurance Taiwan

EXECUTIVE CHAMPION OF THE YEAR

Mr Sara Lamsam

Muang Thai Life Assurance

INSURANCE COMPANY OF THE YEAR (TIED)

Tata AIA Life Insurance Company

AIA Singapore

LIFETIME ACHIEVEMENT AWARD

Ms Ivy Tong Po Po

AIA Hong Kong