Premier life insurance company, AIA Indonesia is upbeat on growing in the Indonesian market. Especially in the wake of the 100th anniversary of the company presence in Asia, AIA Group Limited was founded in 1919 by Cornelius Vander Starr in Shanghai. It established its Indonesia office in 1984 and currently in total it has a presence in 18 markets in Asia-Pacific. It had total assets of $221 billion as of June 2018. 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. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 30 million individual policies and over 16 million participating members of group insurance schemes.

"It's a good reminder what brought us here, clearly is the trust from the customer and business partners, and again a reinforcement of our mission, we have a clear mission to help people to live healthier, longer, and better life, as corporate to help the social economic development of the country," Ben Ng, president-director of AIA Indonesia says. Ben has more than two decades of experience in Asia’s insurance industry, he took the helm of the company in 2014. He joined the AIA Group in 2011 as a Regional Director of Business Development.

Prior to Indonesia he was the CEO for AIA Group Corporate Solutions based in Hong Kong where he led development of corporate solution business (insurance and pension) across Asia Pacific. To celebrate the moment, in each of AIA markets there will be an event or activity that is symbolic of AIA’s 100 years journey as a company that will culminate in grand finale celebrations in Hong Kong in December 2019. As for AIA Indonesia, the Centennial celebration will be held on next August, where it will receive the baton that passed through the group’s entire market in Asia.

“We are not 100 years old, we are 100 years young, AIA Centennial reinforces our credibility and an exciting future in which AIA is ideally positioned to thrive for another 100 years and beyond," Ben says. According to him the business in Indonesia has been very promising for the company in the recent years, the business has been growing well and faster than the market as the company has the right people and focused strategy. In the market the company has three engines for growth that are corporate business, agency channel, and bancassurance, the latter two are the dominant contributor to the company’s business performance in Indonesia. The company is proud to have run a premier agency that has a very high productivity, in fact it is in average four times more productive than the market. Our strategy is to hire full time agents and train them to be professional advisors, hence giving them a higher productivity.

“Indonesia is an important market for AIA, it’s the world’s fourth largest population and the largest economy in South East Asia, we put a lot of investment and resources here, it’s good and we are happy, and we want to be happier," Ben says. An Insurance policy is a long-term contract so it’s important that the agent stayed at the same company for a long-term career, so they will look after customer well. AIA focuses on grow-
ing the MDRT (Million Dollar Round Table) that measures the productivity of agents in a country. AIA Group has the largest number of MDRT in the world while in Indonesia one out of ten agents is an MDRT. To further support this since a year ago, the company has established FA Academy to recruit younger people and give them clear career path with 42 months of financial and training support.

The company also thrives to deliver and offer an array of products to serve more customer needs, for that the company also work closely with its banking partners. Currently the company has been a long-time partner with many renowned banks in Indonesia, such as with CIMB Niaga that has been a partner for two decades and BCA that has been a partner for more than 12 years. AIA has also been a partner with Citi Indonesia since 2014. This year the company will launch another four new products.

“We want to be consumer centric and offers a wide range of products to the consumer,” Ben says.

Currently the investment linked products or well known as Unit Link is more popular compared to the traditional products, offering good long-term return and quite flexible to cater the consumer needs. With the products the consumer also can do a portfolio diversification to have a traditional product that has guaranteed benefits and Unit Link that can be more aggressive for investment. Most of its funds are invested in a more liquid assets such as stocks, equity, and as well in fixed income, the later are usually government bonds and good quality corporate bonds. It has a flagship product that invest the fund in the three of the most promising countries, China, India, and Indonesia.

Investing in government bonds is also a way for the company to boost the social economic development of a country. When people are more protected by insurance, they will need less social support from the government. Investing in the government bonds also enabled the company to be a part of the country’s infrastructure development, most infrastructure project are long term project that suits perfectly with insurance. In Asia the group has invested more than $20 billion in infrastructure.

Developing the Indonesian market is not without its challenges, despite the large and young population it is still a challenge to talented employees as supply is limited. Mostly because the insurance industry is still new, and an agent is not yet a popular job for most people. Furthermore, in Indonesia the customer awareness is not strong, compared to Malaysia and Singapore, the customers are more aware and accept insurance that complemented with advisers that are more professional, so customer know what they need, and agent can give the right solution.

“Not many companies get to 100 years, AIA today by market capitalization is the largest insurance company in the world above $100 billion.”