

Endorsed by



ASEAN
INSURANCE
COUNCIL



ASSOCIATION
OF SOUTHEAST
ASIAN NATIONS



ASEAN INSURANCE
EDUCATION COMMITTEE

Organised by



Singapore College
of Insurance

16th AYIM

ASEAN SCHOOL FOR YOUNG INSURANCE MANAGERS

Nurturing Not Just Leaders – Game Changers!



Phnom Penh, Cambodia | 24 – 30 August 2025

REGISTER [HERE](#) 

Early Bird Registration:
Closes on **31 July 2025**

Regular Registration:
Closes on **15 Aug 2025**

- Registration may close earlier if capacity has been reached.
- All registrations received will undergo a screening process. The Programme Manager reserves the right to reject any applications.

Programme Overview

A 6-day immersive experience to shape future-ready leaders with global vision and practical insights.

The ASEAN School for Young Insurance Managers (AYIM) is a premier initiative under the ASEAN Insurance Education Committee, created to transform high-potential young insurance professionals into multi-faceted leaders with the strategic mindset and cross-functional expertise required to lead in an increasingly complex, interconnected industry.



A Program Built To Nurture Dynamic ASEAN Leaders

Conceptualised and launched in 2006 by the Singapore College of Insurance (SCI), AYIM has grown into a regionally respected leadership development programme. Since its inaugural run in Bali, Indonesia, AYIM continues to empower emerging leaders across ASEAN by fostering cross-border collaboration and leadership development.

Participants engage in a comprehensive series of workshops that emphasizes leadership skills, intercultural communication, entrepreneurship, and sustainable development. By connecting young leaders with peers, experts, and decision-makers, AYIM nurtures the next generation of changemakers who can contribute to inclusive growth and regional cooperation.

6 Leadership Tracks That You Will Undergo

TRACK 1

STRATEGIC MANAGEMENT PRACTICE AND EXECUTION FOR SUCCESS

Strategic Management Practice

- Strategic Framework for Competitive Advantage.
- Strategy Planning and Development.
- Strategic Processes and Governance.

Strategic Execution

- Strategic Prioritization.
- Goals, Milestones and Deliverables.
- Managing Risks, Issues and Resources.

Key Success Factors

- Competitive Benchmarking.
- Strategic Alignment.
- Culture, Communication and Collaboration.



Mr Rangam Bir

TRACK 2

TALENT MANAGEMENT FOR STRENGTHENING SKILLS AND CAPABILITIES

Changing Perspectives from Traditional HR to Skills and Capabilities

- Skills and Capabilities for Strategic Differentiation.
- Creating Organizational Capability to Execute Strategy.
- Leadership Prerequisites for the New Paradigm.

Talent Management, Attraction and Development

- Attracting, Developing and Retaining the Millennial Workforce.
- Talent Management Systems and Processes.
- Growth, Development and Leadership Opportunities.

Creating High Performance Teams and Organizations

- Transparency, Clarity and Objectivity of Goals.
- Behavioral, Cultural, and Leadership Attributes.
- Ownership, Accountability and Responsibility.



Mr Rangam Bir

Note: Learning Tracks subject to further changes

TRACK 3

STRATEGIC FINANCIAL MANAGEMENT & IFRS 17

Financial Statement Analysis

- Understand and interpret financial statements in the normal course of work.
- Key concepts and principles behind IFRS 17 and its implications to insurers.
- Accounting concepts, terminologies, and practices of financial statements.

Business Planning

- Understand business operations of potential clients.
- Develop business reports to implement specific action plans for their companies.
- Create sound business plans incorporating financial budgets and forecasts to provide comprehensive performance targets.



Ms Shirley Hu

TRACK 4

BUILDING RESILIENT FOUNDATIONS THROUGH EFFECTIVE CORPORATE GOVERNANCE

Understanding Principles and Codes of Good Corporate Governance

- Best practices of corporate governance for an organization.
- Examine business ethics as part of the system of moral and ethical beliefs that guides values and decisions of a business organization and its individuals.
- Roles and responsibilities of board members and senior management to ensure good corporate governance.



Mr William Song

Note: Learning Tracks subject to further changes

TRACK 5

FORTIFYING INSURANCE STRATEGIES THROUGH ENTERPRISE RISK MANAGEMENT EXCELLENCE

Enterprise Risk Management (ERM) Framework

- Process and role of ERM within the corporate governance framework.
- Introduce risks in insurance including the causes of past insolvencies in Asia and around the world.
- Risk Appetite Statements.
- Insurance Company Risk Spectrum.



Mr William Song

TRACK 6

LEVERAGING DIGITAL ASSETS (TECHNOLOGY & DATA) TO UNLOCK NEW DOORS IN INSURANCE

Unlocking value in Insurance through innovative business models & digital transformation

- Hybrid Business model with digital as the core
- Embedded Insurance business model
- Insurance as an "Utility"

Insurance needs – Differences between generations and how do we cater to them?

- Do traditional models work for Gen Z and Millennials? And what about Gen Alpha

Driving true customer engagement using technology, data and AI?

- Which areas would be disrupted the most and why?
- Can insurers really build trust and how?
- What KPIs should we drive to really achieve this?

Why is Insurance on the cusp of greater disruption?

- Past/Current challenges of data quality, core systems, channel conflicts, etc
- Future opportunities with AI and new age systems

Live Case study



Mr Rohit C Nambiar

AYIM Faculty



Mr Rangan Bir Chief Executive Officer & Managing Director, AmMetLife

Rangan Bir is a visionary business leader, who has led several international financial services firms in a career spanning over 26 years across Europe, Asia, Middle East and Africa. Rangan is highly passionate about Culture, Communication, Community and Collaboration to drive innovation and change. He has established a successful track record of building winning businesses in fast growing emerging markets by leading large teams in multicultural and international business environments. As of April 1, 2023, Rangan was appointed as the CEO of AmMetLife Insurance Berhad (AmMetLife), a joint venture between MetLife and AmBank Group. Prior to joining AmMetLife, Rangan held various chief executive roles in Malaysia. First as Chief Executive Officer for Allianz, and most recently as President and Chief Executive Officer for Gibraltar. Through his transformational leadership, he has led his companies to recognition in digital advancements and employer branding.

Ms Shirley Hu Partner at KPMG, Singapore

Shirley Hu is a Chartered Accountant with over 15 years of experience in assurance, advisory, and finance across multiple sectors. She has held various roles related to accounting, financial reporting, and corporate governance, enabling her to navigate the complex challenges faced by finance communities. Specializing in the insurance industry, Shirley is a leader in IFRS 17 projects and has deep expertise in insurance regulations in Singapore. She is a member of the ICPAS Insurance Committee's working group and is part of KPMG's Centre of Excellence for Insurance Advisory. Shirley regularly trains and speaks on insurance accounting and regulatory topics for KPMG, APAC insurance companies, and at seminars/workshops held by the Singapore College of Insurance and regulators in the APAC region. Additionally, she has contributed to insurance publications, sharing insights on various insurance-related topics.



Mr William Song Chief Technical Officer, MSIG Asia

William Song is the Chief Technical Officer (CTO) of MSIG Asia Pte Ltd, based in Singapore. Prior to his current role, William was the Chief Risk Officer (CRO) of MSIG Asia. William has more than two decades of insurance experience from different insurance markets around Asia Pacific. His experience includes development and implementation of ERM framework, insurance liability valuation, technical premium rating, mergers and acquisitions and insurance analytics. In William's new role as CTO, he leads in MSIG's M&A function and look into synergistic efforts to optimise MSIG's operation efficiencies across the region. William earned a Bachelor's Degree in Actuarial Studies at Macquarie University in Sydney, Australia and an MBA with Honors at the University of Chicago Booth School of Business from Chicago, USA. William is also a member of Singapore College of Insurance's board of governors, and Bridge Alliance's Advisory Council.

Mr Rohit C Nambiar Expert Advisory Panel Member, UNICEF

Rohit Chandrasekharan Nambiar ("Rohit") began his career as an Analyst with AXA in India and grew up the corporate ladder to become the CEO of AXA Affin Life. At 37, he was the youngest CEO then in Malaysia. He has experience working across various departments and has held senior positions in both local and regional capacities within Malaysia, Singapore, Hong Kong, and India. With his track record of success spanning 18 years in the Insurance Industry, in his last role, he was Group CEO of Tune Protect. Rohit is passionate about fintech, innovation and making insurance simple. He has won numerous awards and accolades in his illustrious career including that of Young Leader of the Year 2019 in the 23rd Asia Insurance Industry Awards 2019. In his free time, Rohit enjoys blogging about everything insurance, leadership and a spectrum of other insightful topics such as economics, politics, social issues, and sports. He is a graduate from the Bharathiar University, India with a Bachelor of Commerce, and a Fellow Member of the Malaysian Insurance Institute (FMII).



Why You Should Join AYIM 2025



CROSS-CULTURAL IMMERSION

Collaborate with peers from across ASEAN in a truly diverse learning environment.



REGIONAL NETWORKING POWER

Build lasting connections with high-potential professionals and future leaders.



EXPERT INSIGHTS

Learn directly from industry veterans through targeted sessions and real-world discussions.



STRATEGIC GROWTH

Exchange ideas, sharpen your leadership mindset, and tackle the challenges of an interconnected market with confidence.



Your AYIM Learning Journey

DAY 01 | Sunday, 24 August 2025

- 5.30 p.m. to 6.00 p.m. Registration
- 6.00 p.m. to 9.00 p.m. Pre-Course AYIM Briefing & Orientation Welcome Dinner

DAY 03 | Tuesday, 26 August 2025

- 9.00 a.m. to 9.30 a.m. Country Presentations
- 9.30 a.m. to 6.30 p.m. Track 2: Talent Management for Strengthening Skills and Capabilities – Rangam Bir

DAY 05 | Thursday, 28 August 2025

- 9.00 a.m. to 9.30 a.m. Country Presentations
- 9.30 a.m. to 6.00 p.m. Track 4: Building Resilient Foundations Through Effective Corporate Governance – William Song

DAY 07 | Saturday, 30 August 2025

- 9.00 a.m. to 9.30 a.m. Country Presentations
- 9.30 a.m. to 6.00 p.m. Track 6: Leveraging Digital Assets (Technology & Data) to Unlock New Doors in Insurance – Rohit Nambiar
- 7.00 p.m. to 9.00 p.m. AYIM Excellence Award & Closing Ceremony Dinner

DAY 02 | Monday, 25 August 2025

- 9.00 a.m. to 9.30 a.m. Opening Ceremony
Welcome Address
Keynote Address by Guest-of-Honour
- 9.30 a.m. to 6.30 p.m. Track 1: Strategic Management Practice and Execution For Success – Rangam Bir

DAY 04 | Wednesday, 27 August 2025

- 9.00 a.m. to 9.30 a.m. Country Presentations
- 9.30 a.m. to 6.00 p.m. Track 3: Strategic Financial Management & IFRS 17 – Shirley Hu
- 7.00 p.m. to 9.30 p.m. Social Activity (City Tour/ Dinner)

DAY 06 | Friday, 29 August 2025

- 9.00 a.m. to 9.30 a.m. Country Presentations
- 9.30 a.m. to 6.30 p.m. Track 5: Fortifying Insurance Strategies Through Enterprise Risk Management Excellence – William Song

DAY 08 | Sunday, 31 August 2025

- 9.00 a.m. to 12.00 p.m. City Tour (Optional)

Note: Learning Tracks subject to further changes



Eligibility

Applicants must meet all the following criteria:

- Employed by Life Insurers, General Insurers, Composite Insurers, Reinsurers or Regulators' office in any of the ASEAN Countries; and
- Letter of Recommendation from employer; and
- Between 31 and 40 years of age; and
- Proficient in English language.

AYIM EXCELLENCE AWARD

The AYIM Excellence Award is an award introduced to coincide with the 10th year anniversary of AYIM and will be presented to the top performer at AYIM 2023. The winner will receive an award and a special certificate acknowledging his/her achievement as well as a complimentary registration to attend AYIM II.

PAST WINNERS OF AYIM EXCELLENCE AWARD

2022: Kheang Ratanak, Forte Insurance (Cambodia) Plc, Cambodia

2023: Lim Yik Sheng (Ricky), Tokio Marine Insurans (Malaysia) Berhad

2024: Jojo Lee Huey Ling, Campu Lonpac Insurance, Cambodia

ABOUT AIC, AIEC and SCI



ASEAN Insurance Council (AIC)

The ASEAN Insurance Council (AIC) was established on 4 April 1978 in Jakarta to be a regional platform for insurance leaders, professionals and practitioners to network and share their knowledge as well as their expertise in various areas of insurance business for the development of insurance industry in ASEAN region. AIC is an organisation under ASEAN comprises 15 members of Insurance Associations, both Life and General, from all ASEAN member states including Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.



Singapore College of Insurance (SCI)

For over 50 years, SCI has been the trusted partner in shaping talent and building capabilities for the insurance industry. From leading-edge training and professional certifications to tailored talent development programs, we help professionals stay ahead in a fast-changing world. Today, we proudly serve clients across the globe — nurturing a future-ready workforce for the industry's next chapter.

Since 2009, the SCI has also expanded its role to develop talent through programmes, such as the Insurance Management Associate Programme (iMAP) that have succeeded in attracting and placing numerous fresh tertiary talent into the varied functions in the industry. The SCI won the Asia Insurance Industry Educational Service Provider of the Year award in 1997, 2001, 2007, 2016, 2018 and 2022.

The SCI is also the Secretariat for the Asia-Pacific Risk and Insurance Association (APRIA) set up in 1997 to further insurance education, and to promote links between academia and the industry.



ASEAN Insurance Education Committee (AIEC)

AIEC was established in Manila in 2004 under the umbrella of the AIC, to help to foster greater regional cooperation among the insurance training institutes in various ASEAN countries, with the aim of developing insurance training programmes that will help to bridge the differences in knowledge, competency and practices in the ASEAN insurance markets, as well as to achieve a common industry standard, that will be aligned to global best practices. All ten ASEAN markets are represented in the AIEC, comprising heads of the insurance training institutes of Indonesia, Malaysia, the Philippines, Singapore and Thailand, as well as a representative each from the Brunei, Cambodia, Lao PDR, Myanmar and Vietnam Insurance Associations.



Hear From Our Alumni

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The subjects covered are catered to management which are most useful for my future career development.

Hjh Siti Norahimah, Brunei

AYIM provided us a great opportunity to network with other participants and lecturers coming from various insurance companies in the ASEAN region. It enabled us to learn from each other the regional industry practices and experiences. The programme is intensive, but it is also suitable for young insurance managers who want to broaden their understanding about the insurance industry and aspire to become future leaders in their discipline.

Rithy Lim, Cambodia

AYIM is a very great programme for Insurance Managers to attend, not only learn about the managerial skills but also the culture and insurance market within ASEAN Countries. The extended of networking and friendship among participants is another advantage of this programme. I am very honoured to be part of 12th AYIM Programme. Very recommended programme.

Anna Octaviana, Indonesia

Intensive and comprehensive 6 full day seminar, with tons of useful information sharing from the Trainer as well other countries folks. This program definitely give you new insights and refresh your current existing belief/philosophy or idea on something. Greatly recommend for everyone who in Insurance Line.

Choong Chung Wai, Malaysia

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Past AYIM Intakes

1ST AYIM



12 - 17 NOV 2006
(BALI)

2ND AYIM



1 - 8 NOV 2008
(BANDAR SERI BEGAWAN)

3RD AYIM



20 - 26 NOV 2010
(MANILA)

4TH AYIM



7 - 14, DEC 2012
(BANGKOK)

5TH AYIM



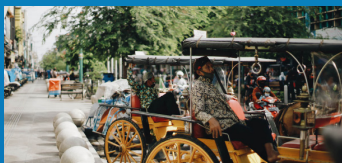
19 - 25 NOV 2014
(BANDAR SERI BEGAWAN)

6TH AYIM



26 OCT - 1 NOV 2015
(PHNOM PENH)

7TH AYIM



17 - 23 NOV 2016
(YOGYAKARTA)

8TH AYIM



22 - 27 OCT 2017
(HANOI)

9TH AYIM



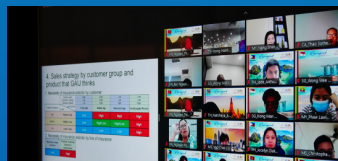
7 - 12 OCT 2018
(BANGKOK)

10TH AYIM



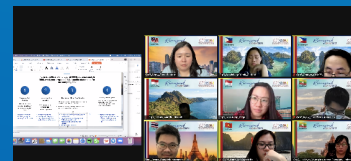
28 SEP - 4 OCT 2019
(BALI)

11TH AYIM



2, 6, 9, 13, 15 OCT 2020
(VIRTUAL)

12TH AYIM



27 - 29 OCT & 1 - 3 NOV 2021
(VIRTUAL)

13TH AYIM



21 - 27 AUG 2022
(BANGKOK)

14TH AYIM



22 - 28 OCTOBER 2023
(HO CHI MINH CITY)

15TH AYIM



25 - 31 AUGUST 2024
(KUALA LUMPUR)

Administrative Details

DURATION

24 August to 30 August 2025

VENUE

Phnom Penh, Cambodia

REGISTRATION, ORIENTATION & WELCOME DINNER

All participants must arrive in time for programme Registration and Orientation Dinner on Sunday, 24 August 2025 at 6.00 pm.

PROGRAMME SESSIONS

9.00 am to 6.30 pm daily. However, participants may be required to work beyond these hours for case studies and group discussions. There may be breakfast / lunch talks during the programme period.

TRAINING METHODOLOGY

Classroom Lectures and Group Discussions with Case Studies and Assessments to reinforce the learning experience.

CANCELLATION POLICY

Cancellations will not be eligible for any refund. However, the registered participant may be substituted subject to the approval of the Programme Manager. You must submit your substitution request at least 7 working days in advance.

APPLICATION PROCEDURE

You are encouraged to submit your online Programme Application Form before 15 August 2025.

Priority will be given to participants from ASEAN countries. Applications must be made online [here](#).

To ensure that the 16th AYIM applicants meet the admission criteria, as well as to maintain a diversified distribution of participants, all registrations received will undergo a screening process.

Please take note that participants should confirm their air tickets and hotel accommodation **ONLY** after they have received the Programme Confirmation e-mail from the Singapore College of Insurance. We will inform the participants within 5 working days of their registration, if the 16th AYIM programme is confirmed and if you have been accepted into the programme.

The Programme Manager reserves the right to reject any applications.

FEES (EXCLUDES AIRFARE AND ACCOMMODATION)

Early Bird Fee Per Participant: SGD910.00

Regular Fee Per Participant: SGD1050.00

The programme fee must be paid in full upon application.

The programme fee **does not** cover airfares, hotel accommodation, and the optional city tour. Participants will be required to make additional payment(s) to the local tour agency before the participating in the City tour.

Payment Modes:

Telegraphic Transfer
Online Credit Card

All Overseas Participants paying through telegraphic transfer, will be invoiced an administrative charge of S\$35. For Overseas Participants paying by telegraphic transfer, please note that all sums under this invoice payable to the Singapore College of Insurance (SCI) shall be paid free and clear of all taxes (including and not limited to any withholding tax, goods and services tax or other value added tax, digital tax), levies, fees, charges or duties be imposed, levied and/or all deductions. If any deductions and/or withholding is required by law to be made from any payment under this invoice, you or your company shall pay SCI such additional amount and leave SCI with the same amount as it would have been entitled to receive in the absence of any such requirement to make a deduction and/or withholding.

VISA REQUIREMENTS

Overseas participants should consult the Cambodia High Commission, Embassy or Consulate regarding visa requirements. It is the participants' responsibility to ensure that the visa or entry pass granted for their stay in Phnom Penh, Cambodia is valid for the duration of the programme.

TRANSPORT

Participants are to arrange for their own airport transfer. There will also be no transport provided to and from your accommodations and the AYIM venue.



ONLINE REGISTRATION

www.scicollege.org.sg/AYIM2025

Registration starts on
1 April 2025

Enquiries

If you have any queries on this programme,
please contact the AYIM Programme Manager at the
Singapore College of Insurance.

Singapore College of Insurance Limited

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Singapore College of Insurance Limited

PEI Registration No.: 199408491M
Period of PEI Registration: 26-09-2023 to 25-09-2027

