



The Hong Kong
Federation of Insurers

香港保險業聯會

The 20th Anniversary Yearbook

二十周年特刊

1988 - 2008

20



Messages

獻辭



Financial Secretary
財政司司長

Mr John C Tsang
曾俊華先生

Message from the Financial Secretary

Congratulations to the Hong Kong Federation of Insurers on its 20th anniversary.

Over the years, the insurance sector has played a significant role in providing risk management solutions to our society, promoting economic stability and reinforcing Hong Kong's status as an international financial centre. Our business-friendly and level-playing market environment, together with the availability of a large pool of experienced insurance practitioners, has attracted distinguished insurers from all over the world to establish their presence in Hong Kong.

The spectacular development of our insurance industry would not have been possible if not for the Federation's continued dedication to encourage high standards of professional practices among its members and unwavering support to our regulatory regime. Moreover, the self-regulatory system for insurance agents in Hong Kong administered by the Federation, as well as the "Insurance Intermediaries Quality Assurance Scheme" launched with firm support from the Federation, have significantly improved the professional knowledge and service standards of practitioners in the industry.

The rapid economic development in the Mainland has provided tremendous growth opportunities in the Mainland insurance sector. Hong Kong insurers, with their wealth of experience, are in good position to grasp cooperation opportunities with their counterparts in the Mainland. In particular, the Mainland and Hong Kong Closer Economic Partnership Arrangement offers greater market access for insurers and insurance intermediaries in Hong Kong to branch out in the Mainland. On this front, the HKSAR Government will continue to liaise with the Mainland authorities in forging a closer cooperation relationship with the Mainland and we look forward to the Federation's continued contribution to the broadening of cooperation with the Mainland's insurance industry. This will bring even greater economic benefits to both the Mainland and Hong Kong.

On the back of sustained economic development in Hong Kong and the Mainland, I am confident that the insurance industry will continue to foster expansion and growth. On this special occasion of the 20th anniversary of the Federation, I wish the Federation every success in continuing its vital role to promote the healthy development of the Hong Kong insurance industry.

財政司司長獻辭

欣逢香港保險業聯會二十周年誌慶，我謹致以衷心祝賀。

一直以來，保險業對於為社會提供風險管理、促進經濟穩定發展和鞏固香港作為國際金融中心的地位等各方面皆擔當舉足輕重的角色。我們公平的營商環境，以及擁有眾多經驗豐富的保險從業員的優勢，吸引了世界各地主要的保險公司來港開展業務。

香港保險業的蓬勃發展，實有賴聯會一直以來致力促進會員公司高水平的專業運作，以及對我們監管架構堅定的支持。此外，由聯會執行的保險代理自律規管制度，以及聯會積極推動的「保險中介人素質保證計劃」，都大幅提升了保險從業員的專業知識和服務水平。

內地經濟高速發展，為保險業提供龐大的發展機遇。香港保險公司憑着豐富的行業經驗，最能夠把握與內地同業合作的機會。在這方面，《內地與香港關於建立更緊密經貿關係的安排》(CEPA) 便為香港的保險公司和保險中介人帶來在內地擴展業務的商機。香港特區政府會繼續與內地當局緊密聯繫，以加強兩地的合作關係。同時，我們期望聯會繼續在促進與內地保險同業的廣泛合作上作出貢獻，這對兩地的經濟發展定能帶來莫大裨益。

隨著香港和內地的經濟持續發展，我深信保險業將繼續擴展和增長。欣逢聯會二十周年誌慶，我謹衷心祝願聯會會務蒸蒸日上，並在促進香港保險業健康發展上繼續擔當重要的角色。



Member of Legislative Council
立法會議員

Mr Bernard Chan
陳智思先生

Message from the Member of Legislative Council - Functional Constituency (Insurance)

A lot has changed in the last 20 years. In real terms, the Hong Kong economy has doubled in size since 1988, while its composition has been transformed. Twenty years ago, manufacturing accounted for 20% of GDP; it is now 3%. Financial and business services meanwhile expanded from 18% to 25%. The insurance industry by many measures has tripled in size. Premiums as a percentage of GDP have grown from 3% in 1988 to over 10% today, while the number of people employed in the industry has expanded from 18,000 to 100,000. The Hong Kong Federation of Insurers has a lot to celebrate on its 20th anniversary. Insurance has become not only a major pillar of the Hong Kong financial services sector, but a key part of the SAR's economy in its own right. The HKFI has played a major role in this success.

All of us in the industry can take pride in this record of growth. More than that, we can be proud about the way the industry has expanded and developed. Unlike some other sectors of the Hong Kong economy, we are a highly competitive industry in which players constantly seek to win and keep customers through pricing, service quality, efficiency and innovation. The industry does not look to Government to protect it or favour it. And it is one of the few major, sophisticated industries in Hong Kong that is largely self-regulating, with a track record of constructive partnership with the Government regulator to maintain public confidence and professional standards.

What will the next 20 years bring? No-one can know for certain, but regional economic growth and changing demographics are likely to be two major factors in our industry's development in the years ahead. Rising prosperity in China and elsewhere in Asia will open up new opportunities, while aging populations will spur demand for new and effective ways for individuals and communities to plan retirement and health care provisions.

Some things, of course, will not change. The professional standards and values that the Federation has promoted since 1988 will be as important in the future as they have been in the past, and I wish the HKFI every success for the decades ahead.

立法會議員（保險界功能界別）獻辭

二十年來，香港經歷不少轉變，經濟結構亦已轉型。製造業由佔香港本地生產總值的20%減少至現在的3%；金融及商用服務業由佔18%增長至25%。保險業的增長更為突出，保費由佔3%到現在已超過10%；而從事保險業的人士亦由18,000人增至現時的100,000人。

保險業不單只成為香港金融服務界的重要一部份，更是香港經濟重要的一部份。而香港保險業聯會的貢獻更是有目共睹，並為大眾所認同的。

保險業的增長和發展，足以令業內每一份子引以自豪。與其他行業不同，保險業是一個競爭非常激烈的行業，每位從業員也要時刻保持最佳狀態，向客戶提供優質、體貼和關懷的服務。

保險業並不需要政府的刻意保護，香港的保險業亦有自我監管能力。過去，業界與政府的監管機構有著積極良好的合作關係，以維持公眾的信心和業界的專業水平。

沒有人會知曉未來二十年會如何。但區內的經濟增長和人口的轉變，很可能會是兩個影響業界日後發展的主要因素。中國日趨繁榮，亞洲其他地方也有越來越多新機會。另外，人口老化也令人們對退休和健康保障產品的需求增加。

當然，有些事物是不會改變的。就像香港保險業聯會由創會至今，致力促進業界專業水平的信念，是不會改變的。

祝願香港保險業聯會事事順利，繼續帶領業界向前邁進。



Commissioner of Insurance
保險業監理專員

Mr Clement Cheung
張雲正先生

Message from the Commissioner of Insurance

I offer my warm congratulations to the Hong Kong Federation of Insurers on the celebration of its 20th anniversary.

Over the past, we have triumphed over countless challenges and trepidations to sustain an enviable track record of economic growth, transforming Hong Kong from being a leading manufacturing centre to a major hub of business support services. Seen in this context, insurance performs an indispensable role in spurring the expansion of our industrial and commercial activities. Domestically, insurance also helps to foster social harmony and stability by providing a reliable tool to mitigate different risks emerging in our lives. Through making such important contribution, the industry rightly deserves to be recognised as a key pillar of our financial services industry.

As an active advocate of consumer rights and a responsible corporate citizen, the Federation has done remarkably well in forging consensus within the industry on how to properly safeguard the interest of policyholders, in maintaining an effective channel of communication with the regulatory authorities, as well as in ensuring smooth operation of the self-regulatory system for insurance agents. Against a backdrop of rapid economic developments in the Mainland, the Federation is also focusing its attention on collaboration between industry practitioners on both sides of the border, thereby opening up new business prospects while playing a part in realising the vision of an integrated financial services platform for Greater China as a whole.

On this auspicious and memorable occasion, I would like to wish the Federation even more resounding success in the years to come.

保險業監理專員獻辭

本人衷心祝賀香港保險業聯會成立二十周年。

回顧過去，我們克服了無數挑戰和危機，取得驕人的經濟增長，並成功使香港由一個處於領導地位的製造業中心轉型為主要的商業支援服務樞紐。從這層面來看，保險業在促進工商業擴展上擔當了無可替代的角色；對社會內部而言，保險亦有助構建和諧穩定，提供可靠的工具以緩解在我們人生中出現的不同風險。業界作出如此重大貢獻，被認同為金融服務業的一大支柱，實在當之無愧。

聯會作為消費者權利的積極倡導者和負責任的企業公民，在推動業界就如何妥善地維護保單持有人利益上達成共識、與各監管機構保持有效溝通渠道、以及在確保保險代理自律規管制度暢順運作方面均表現出色。此外，中國內地經濟高速發展，聯會亦正積極加強兩地從業員之間的合作，從而拓展商機，參與實現一個大中華區綜合金融服務平台的願景。

在這別具紀念性的時刻，我祝願聯會在往後日子會務蒸蒸日上、迭創佳績。



Chairman of the Hong Kong Federation of Insurers 香港保險業聯會主席

Mrs Agnes Koon
管胡金愛女士

Message from the HKFI Chairman

This is a great day for the Hong Kong insurance industry as we proudly announce the 20th anniversary of the Hong Kong Federation of Insurers. I am honoured and humbled to be the HKFI's Chairman this year in celebrating this special occasion.

The insurance industry under the strong contribution from life sector has achieved tremendous growth in the past twenty years. The annual premiums from both general and life insurance have increased 15 times from \$13 billion in 1988 to over \$200 billion in 2007, now representing over 10% of the Hong Kong Gross Domestic Product. The importance and value of insurance are now being recognised by the community. The industry provides risk and wealth management, appropriate protection and quality insurance solutions to Hong Kong whether they are individuals or groups, commercial or industrial SMEs or corporations.

Insurance has now become a vital pillar of Hong Kong's financial service industry and a major economic sector employing more than 100,000 people. The HKFI, as a trade association representing 136 insurers, is proud to see its mission of promoting insurance making significant progress over the years.

While our industry prospers and thrives, we have never deviated from our firm commitment to actively practising self-regulation. This self-regulation system has been working well. Thanks to the continuous support of the Member Companies and the prudential guidance of the Insurance Authority! We will ensure that the self-regulatory regime stays robust and responsive to the growing expectations of the community.

I want to take this opportunity to extend my heartfelt gratitude to my predecessors for their vision, commendable and innovative efforts in laying down a most solid foundation and heritage for the HKFI, without which we could not have established so much. My appreciation also goes to all current and past councillors, committee members of all technical associations, voluntary members of various boards and committees, whose unfailing and enthusiastic support is absolutely essential to the continued success of our work.

As the HKFI forges ahead into its third decade, we look forward to a new era of exciting and healthy development for the industry. The HKFI will continue to pursue our mission of promoting insurance, building consumer confidence in our industry and embracing corporate social responsibilities.

保聯主席獻辭

香港保險業聯會成立二十周年，誠為保險業的大日子。適逢在這個大喜之年擔任保聯主席，並參與二十周年的慶祝活動，實在與有榮焉。

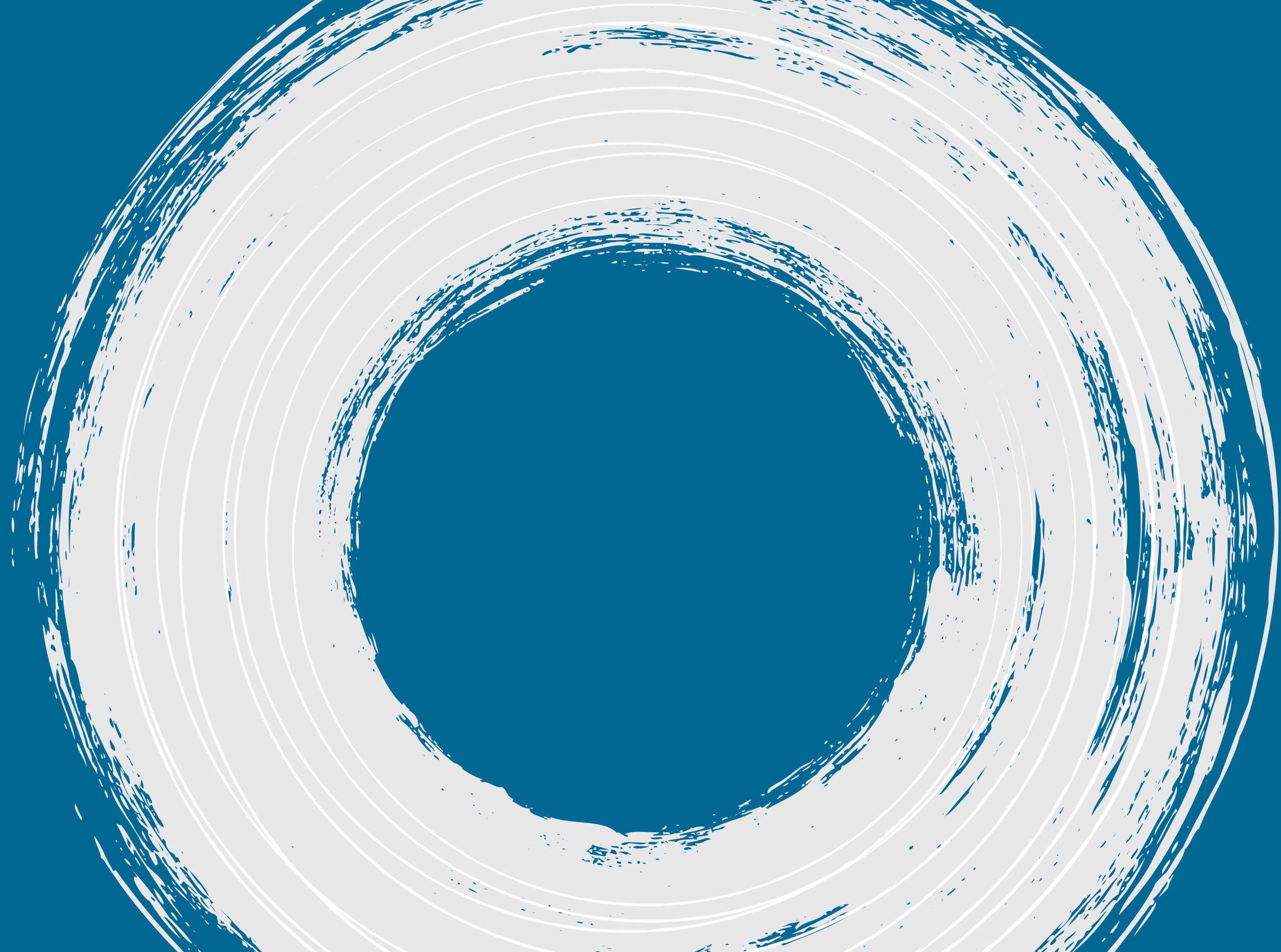
在過去二十年，保險業在壽險業務強勁增長的帶動下快速發展，整體年度保費收入的增幅達15倍之多，由1988年的130億港元上升至2007年超過2,000億港元，佔香港本地生產總值超過百分之十，而保險的重要性及價值得到社會各界認同。不論是個人或團體、商業或工業、中小企以至大型企業，保險業都能為他們提供風險及財富管理，安排適當的保障和優質的保險計劃。

保險業現時聘任了超過10萬人，是香港金融業的中流砥柱，也是經濟體系的重要一環。作為代表136家保險公司的商會，保聯能夠實踐使命，在推廣保險方面取得顯著成績，教我們深感自豪。

在保險業欣欣向榮、長足發展的同時，我們仍然不忘堅守承諾，積極履行自律監管的重任。承蒙各會員公司一直鼎力支持、保險業監督予以諄諄指導，令業界奉行的自律監管機制運作良好，保聯將確保這個機制繼續行之有效，並能回應社會對保險業不斷提升的期望。

全賴各位先進高瞻遠矚、早著先機、竭盡所能，以及努力不懈，為保聯奠下穩固的基石，並創立優良傳統。假如沒有前人成就，就不會有保聯今天的基業。謹此向歷屆及現任總會、技術公會的委員、各委員會的義務委員致以衷心的謝意，感謝他們一直不辭勞苦、同心同德，令保聯續創佳績。

經過了十周年、二十周年，保聯昂然邁向第三個十年，踏入保險業穩步發展的新世代。保聯將會繼續往開來，堅定實踐宗旨：推廣保險，建立消費者信心、承擔企業公民的社會責任。



20 Years in Review
二十年回顧

HKFI Chairmen 歷任主席



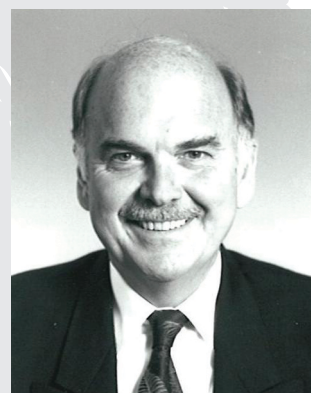
Founding Chairman 創會主席
Michael Somerville 沈茂輝



1988 – 1990
Stephen Glanfield



1990 – 1991
Simon Brett



1991 – 1992
Elvon Harris



1992 – 1993
Edmund Tse 謝仕榮



1993 – 1994
Joseph Ip 葉仲生



1994 – 1995
Alex Wong 黃寶亨



1995 – 1996
Dennis Pedini 潘德禮



1996 – 1997
Steven Lau 劉漢強



1997 – 1998
Frank Chan 陳潤霖



1998 – 1999
Robert Ka 賈秉添



1999 – 2000
Robert Hubbard 夏百德



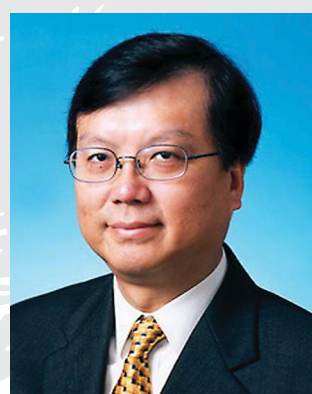
2000 – 2001
C.F. Choy 蔡中虎



2001 – 2002
M.K. Cheng 鄭文光



2002 – 2003
K.P. Cheng 鄭國屏



2003 – 2004
Edward Lau 劉允剛



2004 – 2005
K.P. Chan 陳健波



2005 – 2006
Roddy Anderson 安德生



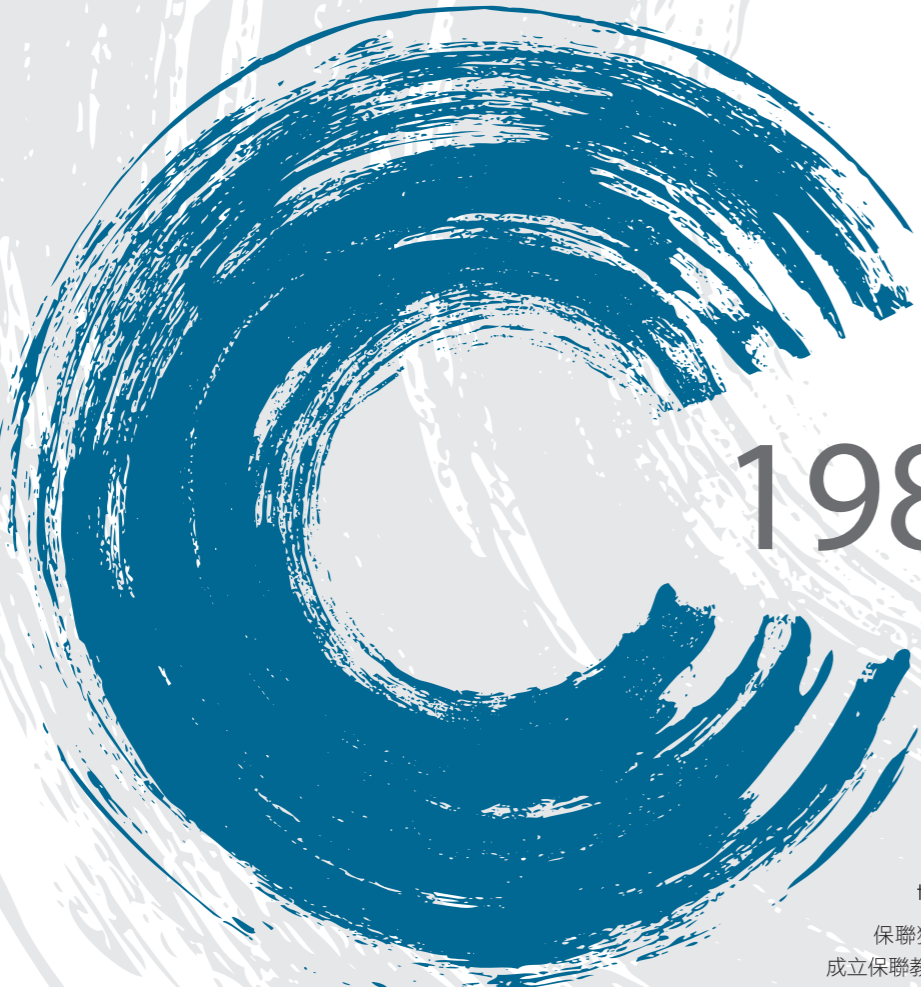
2006 – 2007
Leo Ma 馬陳鏗



2007 – 2008
Michael Huddart 何達德



2008 – 2009
Agnes Koon 管胡金愛



1988 - 1991



8.8.1988
The HKFI was formally established and registered in accordance with the *Societies Ordinance* on 8 August 1988.
保聯根據《社團條例》，於1988年正式註冊成立。

9.11.1989
With a seed fund of HK\$750,000 generously donated by the 1986 East Asian Insurance Congress Organising Committee, the HKFI Educational Trust was established to support educational activities in Hong Kong.

保聯獲1986年東亞保險大會籌備委員會慷慨捐助75萬港元，作為成立保聯教育基金的種子基金，用以支持本港的教育活動。



2-11.12.1989
At the Education and Career '90 Exhibition organised by the Labour Department and the Regional Council, the HKFI showcased the industry's job opportunities and career prospects.
保聯在勞工處和區域市政局合辦的'90'教育及職業博覽設置攤位，介紹保險業的工作機會和發展前景。



19.2.1990
The insurance industry took proactive initiative to establish the Insurance Claims Complaints Bureau to offer policyholders of personal insurance contracts an alternative dispute resolution mechanism to resolve their claims disputes at no cost.
保險業自發成立保險索償投訴局，為個人保單持有人提供另類調解糾紛機制，免費調解索償糾紛。



The HKFI published its first information booklet to educate the public on basic concepts of insurance and various types of personal insurance. Similar educational leaflets on various types of products were produced to enhance public's understanding on insurance.

保聯首次印製資訊小冊子，向公眾人士灌輸保險知識和介紹各類個人保險的險種特色。保聯往後編印了多種資訊單張，藉以加深公眾人士對保險的認識。



9-14.4.1991
The Hong Kong Insurance Industry Delegation to China visits People's Insurance Company of China and the Insurance Institute of China in Beijing and Shanghai.
香港保險業組團到北京訪問中國人民保險公司，以及到上海造訪中國保險學會。

1992 - 1995



12.2.1992

The ribbon cutting ceremony held on 12 February celebrated the opening of a joint office of the HKFI, the General Insurance Council of Hong Kong and the Life Insurance Council of Hong Kong.

2月12日舉行剪綵儀式，慶祝保聯、香港一般保險總會、香港壽險總會聯合秘書處正式啟用。



16.12.1992

Authorised Representatives of insurance members signed a market agreement to pledge their commitment to the self-regulatory system for the administration of insurance agents. The *Code of Practice for the Administration of Insurance Agents* came into effect on 1 January 1993.

保險公司的授權代表簽署市場協議書，承諾遵循保險代理管理的自律監管機制。《保險代理管理守則》於翌年1月1日正式生效。



1.1.1993

1 January 1993 was a key milestone in the development of the insurance industry and the implementation of the system of self-regulation. The Insurance Agents Registration Board was formed to register all insurance agents and handle complaints regarding agent's professional conduct. Around 18,000 insurance agents were registered. In June 2008, this number has tripled in size to 54,000.

The HKFI and its Insurance Agents Registration Board were given statutory recognition by the *Insurance Companies (Amendment)(No 3) Ordinance* on 30 June 1995. The Appeals Tribunal was added in October 1995 to perfect the disciplinary regime.

1993年1月1日是保險業發展和推行自律監管機制的重要里程碑。保險代理登記委員會於當日正式運作，負責登記本港的保險代理和處理涉及代理專業操守的投訴。1993年全港約有18,000名登記代理，時至2008年6月，登記人士數目已增加三倍至54,000人。

保聯及保險代理登記委員會其後於1995年6月30日獲《保險公司(修訂)(第3號)條例》賦予法定權力，同年10月並成立上訴裁判處，令紀律機制更臻完備。



12.4.1994

Governor Christopher Patten received a souvenir from HKFI Chairman Joseph Ip after addressing the audience at the 1994 Annual Dinner.

港督彭定康出席1994年保聯周年晚宴，向出席人士致辭，並接受保聯主席葉仲生頒贈的紀念品。



1.12.1994

The Life Insurance Council announced the implementation of the *Code of Practice of Life Insurance Replacement* at a media conference.

壽險總會舉行新聞發布會，宣布推出《壽險轉保守則》。

19.12.1995

Insurance Agents Registration Board Chairman Elizabeth Wong demonstrated to the media how to check the representation of an individual insurance agent on the PC-based system. The system was subsequently developed and evolved to the 24-hour on-line enquiry on the HKFI official website.

保險代理登記委員會主席黃錢其濂向傳媒示範如何透過個人電腦，查詢保險代理的登記詳情和代理資格。該系統及後進一步發展，成為保聯網站內的24小時在線查詢系統。





28.2.1996

Together with eight industry bodies, the HKFI established the Hong Kong Insurance Industry Coalition to campaign for the establishment of an independent functional constituency seat on the Legislative Council.

保聯與八個行業團體聯合組成香港保險業聯盟，爭取於特區首屆立法會設立保險界功能界別的席位。



6.1996

A delegation of 13 insurance industry members called on Chen Ziyang, Deputy Director of the Hong Kong and Macau Affairs Office, in Beijing to seek support for the establishment of an independent functional constituency seat on the Legislative Council.

保聯組成13人代表團前往北京拜訪港澳事務辦公室副主任陳滋英，尋求支持爭取於特區立法會設立保險界功能界別的獨立議席。



22.4.1998

HKSAR Chief Executive Tung Chee Hwa attended HKFI Annual dinner as the principal guest of honour. 香港特別行政區行政長官董建華擔任保聯周年晚宴的主禮嘉賓。

5.5.1998

The Life Insurance Council announced the introduction of the standard illustration for non-linked products. In its continued efforts to strengthen customer protection, in 2002, the Council required all insurance intermediaries to evaluate the insurance needs of prospective policyholders by performing Needs Analysis when selling new life insurance policies.



壽險總會宣佈推出「非投資成分壽險利益說明」；總會不斷加強維護消費者權益的措施，及後於2002年要求所有保險中介人在銷售新保單時，填寫「客戶所需保險分析」，為投保人評估其保險需要。



12.5.1998

Four candidates running for the Insurance Functional Constituency seat at the first Legislative Council of the HKSAR presented their election platforms and answered questions from HKFI members at an election forum. 首屆特區立法會選舉前，四名競逐保險界功能議席的候選人出席論壇，介紹競選政綱和回答保聯會員的提問。

1996 - 1998

10.4.1997

HKFI launched its official website on the internet. In October, the first educational radio programme was launched on Commercial Radio 1.

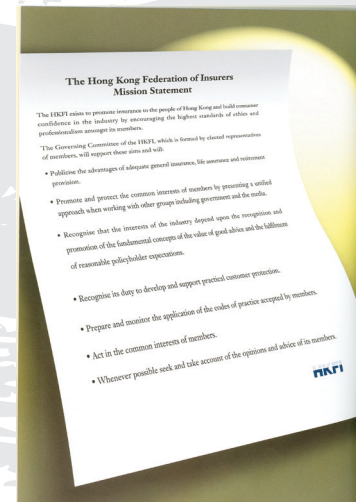
保聯推出首個官方網頁，隨後於同年10月在商業一台播出電台節目，向公眾灌輸保險知識。



22.12.1997

The HKFI released its Mission Statement.

保聯推出「使命宣言」。



7.1998

The HKFI produced and ran four television commercials for the first time to promote the need for and the advantages of having adequate insurance cover.

保聯首次製作及播出四輯電視廣告，推廣投保足夠保險的重要性及好處。



7.8.1998

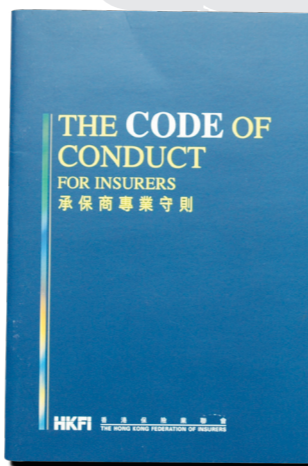
The Governing Committee members proposed a toast at the HKFI 10th Anniversary Cocktail Reception.

保聯管治委員會委員於十周年慶祝酒會上祝酒。

1.5.1999

The Code of Conduct for Insurers was published, demonstrating the industry's commitment to providing highest standards of service to the Hong Kong public.

《承保商專業守則》正式出版，展示業界決心為市民提供最優質的服務。



1999 - 2002

7.5.1999

The HKFI supported the Insurance Authority's introduction of the Insurance Intermediaries Quality Assurance Scheme consisting of a qualifying examination system and a requirement to fulfil continuing professional development credits.

保聯支持保險業監督引入保險中介人素質保證計劃，該計劃要求中介人符合素質考試的要求和取得所需持續專業培訓學分。



28.11.2000

The HKFI released the consultant's report on Review of the Employees' Compensation System in Hong Kong, which confirmed the substantial loss suffered by the employees' compensation insurance industry and recommended positive solutions.

保聯公布「檢討本港僱員補償制度」顧問報告，揭示僱員補償保險承保商在經營此類業務時的虧損情況，並建議可行的解決方案。



10.5.2001

Chairman of the China Insurance Regulatory Commission Ma Yongwei performed Chinese calligraphy to mark the opening of the HKFI's new office premises.

中國保險監督管理委員會主席馬永偉親臨保聯新會址，並即席揮毫，祝賀保聯喬遷之喜。



1.12.2001

The HKFI worked closely with the Mandatory Provident Fund Schemes Authority to prepare for the implementation of the Schemes on 1 December 2001. Numerous briefings were held to familiarise members with various aspects of the Mandatory Provident Fund regulations.

保聯與強制性公積金計劃管理局緊密合作，為強積金計劃於2001年12月1日正式實施作好準備。在計劃正式實行前為會員舉辦多次簡介會，介紹強積金規例。



10-11.9.2002

The HKFI hosted the Hong Kong & Cross-strait Insurance Business Conference for the first time. The event was well attended by more than 100 practitioners from the Mainland, Taiwan and Hong Kong. The exchange platform was broadened to include Macau in 2007.

保聯首次在港舉辦「兩岸三地保險業交流與合作會議」，有逾百位內地、台灣和香港的保險從業員參與。澳門的代表團於2007年開始加入參加交流的行列，令會議更具代表性。

2003 - 2005

31.12.2004

The HKFI donated HK\$500,000 to the Hong Kong Red Cross in support of its relief operations for victims affected by earthquakes and tsunamis in Asia.

保聯捐助50萬港元支持香港紅十字會於南亞海嘯及地震災區的救援工作。



1.4.2004

The Employees Compensation Insurer Insolvency Bureau was established on 1 April 2004 to assume responsibility for the liabilities of insurers engaging in employees' compensation business that become insolvent.

保險公司(僱員補償)無力償債管理局正式成立,承擔就從事僱員補償業務而又無力償債的保險公司的債務責任。



19.2.2005

To support environmental protection for a greener future, the HKFI introduced the HKFI Cup in Green Power Hike. This charitable race is now an annual event participated by more than 30 teams from the industry.

為了支持環保,保聯在綠色力量環島行中贊助「香港保險業聯會盃」。至今這項競賽活動已經成為一年一度的盛事,有30多支業界的隊伍參加。



12.7.2005

In an educational series produced by TVB Jade, Governing Committee members shared with audience points to look out for when taking out insurance policies.

保聯管治委員會委員於無線翡翠台播出的保險資訊節目亮相,提醒觀眾投保時應注意的事項。



19.1.2005

The HKFI joined hands with the Occupational Safety and Health Council in launching a series of promotional programmes for work place safety.

保聯與職業安全健康局合作,展開一連串推廣職安健的活動。



17.12.2005

The first HKFI Insurance Carnival attracted more than 2,000 participants. This festive event is now an annual highlight in HKFI's educational programme.

「全家之保同樂日」首次舉行,吸引了2,000人參加,時至今日,這個寓教育於遊戲的嘉年華會已成為保聯每年的重點活動之一。

2.9.2005

2 September 2005 marked the beginning of the Mission Well Community Project. In conjunction with the Boys' and Girls' Clubs Association, the HKFI launched this life planning and risk management programme for children, teenagers, youths, teachers and parents.

2005年9月2日標誌著「未雨行動」社區計劃正式啟動。這個由保聯和香港女童群益會合辦的社區計劃,旨在教育和協助兒童、青少年、教師和家長策劃人生和管理風險。





13.2.2006

The HKFI was awarded the Caring Organisation status by the Hong Kong Council of Social Service, a due recognition of the HKFI's support of corporate social responsibilities and participation in community services.

保聯獲香港社會服務聯會頒發「同心展關懷」標誌，是為對保聯在履行企業社會責任和參與社會事務方面的認同。



16.5.2006

The HKFI provided financial support to the Hong Kong Mediation Council to promote the use of mediation for settlement of employees' compensation insurance claims.

保聯為香港調解會提供資助，鼓勵更多人透過調解解決僱員補償保險的索償糾紛。



23.3.2007

Insurers paid a site visit to the Hong Kong port area – a new stretch of road-link with the Mainland. The HKFI came up with a practical solution by way of market agreement to remove any potential insurance gap for policyholders of motor and employees' compensation insurance.

保險公司的代表實地參觀連接內地的新路徑—香港口岸區。保聯制訂了可行的方案，透過簽訂市場協議，堵塞汽車和僱員補償保單可能存在的漏洞。

18.4.2007

After more than two years of meticulous and intensive preparation, the Employees' Compensation Insurance Residual Scheme Bureau was incorporated. The Scheme acts as a market of last resort to assist employers to obtain employees' compensation insurance cover.

經過兩年多的精心籌劃，僱員補償聯保計劃管理局正式成立，為未能在市場購買僱員補償保險的僱主，提供後援市場。



2006 - 2008



9.9.2006

To stimulate wide-ranging discussion and generate new ideas on health care reform, the HKFI conducted a series of public seminars together with the School of Public Health of the Chinese University of Hong Kong. The seminar series was recognised as one of the Distinguished Lecture Series under the Sir Edward Youde Memorial Fund.

為了引發公眾對醫護改革這課題進行更廣泛的討論，以及啟發更多新思維，保聯與香港中文大學公共衛生學院合辦一系列研討會。有關研討會更獲尤德爵士基金確認為卓越講座系列之一。



7-8.11.2007

The HKFI will host the East Asian Insurance Congress in November 2008. An Executive Board Meeting of 11 member cities was held in Hong Kong to make the necessary preparations.

保聯將於2008年11月主辦東亞保險大會，由11個會員國組成的執委會率先於香港舉行會議，為2008年舉行的大會作好籌備工作。

3.4.2008

At the HKFI Annual Dinner 2008, undergraduates from the Chinese University of Hong Kong, Lingnan University and the University of Hong Kong received certificates of the HKFI Scholarships from Secretary for Financial Services and the Treasury K C Chan. Since its inception in 1989, the HKFI Educational Trust has awarded 104 scholarships to outstanding undergraduates majoring in insurance-related subjects.

香港中文大學、嶺南大學和香港大學的學生在周年晚宴上從財經事務及庫務局局長陳家強手上接過保聯獎學金的加許狀。保聯教育基金自1989年成立以來，共頒發了104個獎項予就讀保險相關學科的傑出大學生。





New Corporate Identity
公司新形象



New Corporate Identity – New Milestone

“HKFI” stands for more than the Hong Kong Federation of Insurers. A trademark of professionalism and dedication to consumer protection, it symbolises our Member Companies working together to promote the common interests of the industry and the public.

At its 20th anniversary, “HKFI” is given a brand new look which captures the essence of both the Federation’s longstanding corporate identity as well as the core values of insurance.

The focus of the new logo is the last letter “i”. With a bright red dot set against the navy blue, it sends out a clear message of insurance forming an integral part of all socio-economic activities.

The letter “i”, portrayed as a torch with blazing flame, has another symbolic meaning. It creates an overall impression of warmth and radiance, a poetic metaphor for the caring nature of insurance. In Chinese culture, torch relay also signifies the sustainment and passing on of heritage. It embraces the fine tradition of the HKFI and its continuing commitment to the well-being of the insurance industry and the community of Hong Kong.

換上新會徽 展開新里程

HKFI不單是「保聯」的英文縮寫，同時兼具更深層的意義，是專業誠信、竭誠維護消費者權益的代號，象徵著保聯會員公司同心協力，促進業界與公眾的共同利益。

為了配合二十周年誌慶，保聯為「HKFI」這個徽號換上新裝。展現眼前的新會徽，糅合了保聯沿用多年的標誌和保險的核心價值的精粹。

新徽號的焦點落在最後一個英文字母「i」之上，在湛藍色的字叢中，「i」字冠上奪目的紅點，把「保險是社會經濟活動中的重要一環」這個鮮明訊息活現紙上。

綴以紅點的字母「i」又仿如正在燃燒的火炬，散發著和煦的溫暖、綻放著耀眼的光芒，彰顯保險以關懷為本的精神。在源遠流長的中華文化中，傳遞火炬象徵薪火相傳，恰如新會徽包含著保聯的優良傳統，以及繼往開來，秉承一貫的宗旨，為保險業界和香港社會謀求福祉。

The circles, resembling growth rings of trees, symbolise the continuous development and advancement of the Hong Kong Federation of Insurers. In the past two decades, our roots have grown much stronger and our branches reached newer heights. On this solid foundation we will endeavor to promote and protect the common interest of the industry and the insuring public.

圓形圖案仿如樹幹年輪，象徵香港保險業聯會過去二十載不斷耕耘，奠下穩固根基，在枝茂葉盛、生生不息的樹蔭下，繼續秉持信念，全力推動業界發展、積極保障投保人權益。