

The graphic features a large, stylized number '30' in white. The '3' is composed of three thick, rounded strokes. The '0' is a circle formed by horizontal lines of varying lengths, creating a textured, woven appearance. To the right of the '0' is a small red square. Below the '30' and logo, the text 'TH ANNIVERSARY' is written in a bold, white, sans-serif font.

**30**  
**TH**  
**ANNIVERSARY**

**THE HONG KONG FEDERATION OF INSURERS**

**香港保險業聯會三十周年**

**1988 • HKFI • 2018**

## MESSAGE FROM THE CHAIRMAN

### 主席獻辭



#### CHAIRMAN OF THE HONG KONG FEDERATION OF INSURERS

香港保險業聯會主席

CHAN PUI LEUNG

陳沛良

"At thirty I stood firm", said Confucius.

In celebrating its 30th anniversary, the Hong Kong Federation of Insurers (HKFI) can proudly say that it has achieved more than a firm footing. Your Federation, in fact, has transformed itself into an industry body helping to propel the industry to newer heights every day.

During this period we have witnessed an elementary agent's registration office grown into a full-fledged self-regulatory organization that is trusted by all. We have also seen a fragmented market coming together to promote best practices for the good of society, a trade body representing the voice of the industry and an insurance institution becoming a market enabler and seeking to reinforce the position of Hong Kong as a regional insurance hub.

This story and such accomplishments are made possible only with the remarkable contributions of many of our friends and partners and we thank you for your support. We must also thank the Federation's forerunners for their vision and leadership and those of you who have given us your advice and guidance so generously.

Our journey over the years has been filled with inspiring stories of bold and insightful steps we have taken and worked on together with you. The path ahead is riddled with great uncertainties amidst boundless opportunities. With the same poise and vigour of our predecessors, we look forward with confidence to creating an even brighter future for the industry and continuing to be a force of good for Hong Kong in the next 30 years and beyond.

子曰：「三十而立。」

香港保險業聯會（保聯）創立三十載，昂然回首，我們通過不懈努力，一直穩步向前，現已成為根基雄厚、信譽昭著的業界組織，積極推動保險行業向前發展，攀登高峰。

數十寒暑，我們目睹了保聯從一個簡單的保險代理登記辦公室，蛻變為成熟完備、具公信力的自律監管機構；見證了分化零散的保險市場，為了市民的福祉，同心協力提升業界的專業水平，同時作為行業代表積極為業界發聲，成為推動市場發展的引擎，進一步鞏固香港作為區內保險樞紐的地位。

誠然，保聯這段歷史及取得的種種成就離不開大家的大力支持和幫助，在此我們致以衷心的謝忱；並真誠感謝高瞻遠矚和領導卓越的前輩們為保聯作出的無私奉獻。

一路走來，我們同心同德、勇於嘗試、坐言起行，過程滿載鼓舞人心的故事。縱使前路充滿挑戰，卻蘊藏無限機遇。懷著前人當年那份沉穩氣魄和衝勁熱誠，保聯定能繼續造福香港，為我們的保險業創造更輝煌的三十年。

## PAST CHAIRMEN

歷任主席



**FOUNDING  
CHAIRMAN**

創會主席

MICHAEL SOMERVILLE  
沈茂輝



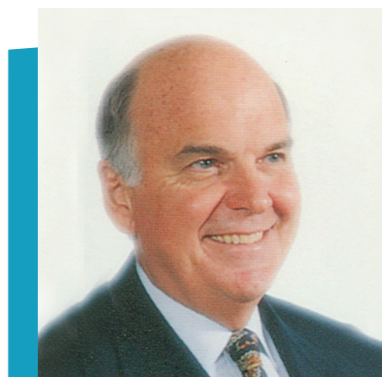
**1988 – 1990**

STEPHEN GLANFIELD



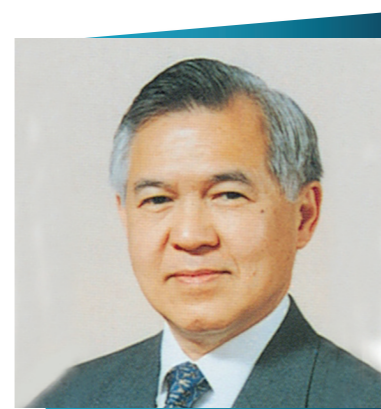
**1990 – 1991**

SIMON BRETT



**1991 – 1992**

ELVON HARRIS



**1992 – 1993**

EDMUND TSE  
謝仕榮



**1993 – 1994**

JOSEPH IP  
葉仲生

**PAST CHAIRMEN**  
歷任主席

**1994 – 1995**  
ALEX WONG  
黃寶亨



**1995 – 1996**  
DENNIS PEDINI  
潘德禮



**2000 – 2001**  
C F CHOY  
蔡中虎



**2001 – 2002**  
M K CHENG  
鄭文光



**1996 – 1997**  
STEVEN LAU  
劉漢強



**1997 – 1998**  
FRANK CHAN  
陳潤霖

**2002 – 2003**  
K P CHENG  
鄭國屏



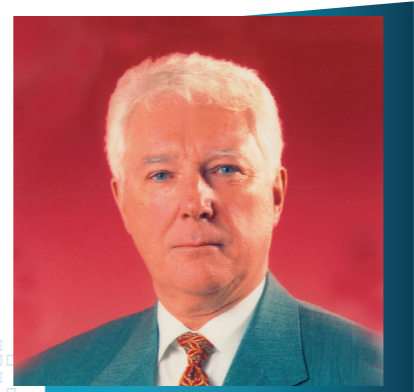
**2003 – 2004**  
EDWARD LAU  
劉允剛



**1998 – 1999**  
ROBERT KA  
賈秉添



**1999 – 2000**  
ROBERT HUBBARD  
夏百德



**2004 – 2005**  
K P CHAN  
陳健波



**2005 – 2006**  
RODDY ANDERSON  
安德生



**PAST CHAIRMEN**  
歷任主席

**2006 – 2007**  
LEO MA  
馬陳鏗



**2007 – 2008**  
MICHAEL HUDDART  
何達德



**2012 – 2013**  
AGNES CHOI  
蔡香君



**2013 - 2014**  
THOMAS LEE  
李滿能



**2008 – 2009**  
AGNES KOON  
管胡金愛



**2009 - 2010**  
JAMES WONG  
王建國



**2014 - 2015**  
JIMMY POON  
潘榮輝



**2015 - 2016**  
MIKE LEE  
李少川



**2010 - 2011**  
ALLAN YU  
余健南



**2011 – 2012**  
ALEX CHU  
朱永耀



**2016 - 2017**  
RONNIE NG  
伍榮發



**2017 - 2018**  
STUART HARRISON  
夏偉信



# 30 YEARS IN REVIEW

年回顧



The Hong Kong Federation of Insurers (HKFI) formally registered and established.  
香港保險業聯會（保聯）正式註冊成立。

08  
1988

HKFI Educational Trust founded to support education in insurance.

保聯教育基金成立，支持本地保險教育。

11  
1989

Insurance industry set up the Insurance Claims Complaints Bureau to resolve claims disputes at no cost.

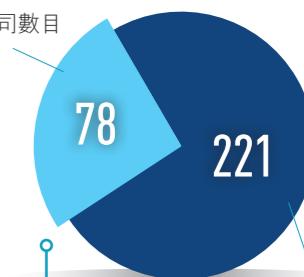
保險業設立保險索償投訴局，免費調解索償糾紛。

02  
1990

First educational booklet on concepts of insurance and various types of personal insurance.

保聯製作的首份資訊小冊子面世，介紹保險知識和個人保險的種類。

Number of life insurers  
壽險公司數目



Number of general insurers  
一般保險公司數目



06  
1990



The Hong Kong Insurance Industry Delegation to China visited People's Insurance Company of China and the Insurance Institute of China.  
香港保險業組團訪問中國人民保險公司及中國保險學會。

04  
1991



Signing of a market agreement on 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.  
保險公司簽署自律監管的市場協議書，《保險代理管理守則》於 1993 年元旦正式生效。

12  
1992

Official opening of a joint office of the HKFI, the General Insurance Council of Hong Kong and the Life Insurance Council of Hong Kong.  
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。

02  
1992

Number of registered insurance agents  
登記保險代理數目

18,000

The Insurance Agents Registration Board (IARB) was formed to register all insurance agents and handle complaints regarding agent's professional conduct.

The Appeals Tribunal was added in October 1995 to perfect the disciplinary regime.

保險代理登記委員會成立運作，負責處理保險代理的登記和有關專業操守的投訴。  
1995 年 10 月成立上訴裁判處，令紀律機制更臻完備。

01  
1993



Governor Christopher Patten addressed the audience at the 1994 Annual Dinner.  
港督彭定康於 1994 年保聯周年晚宴上致辭。

04  
1994

Life Insurance Council announced the implementation of the *Code of Practice for Life Insurance Replacement*.  
壽險總會宣布推出《壽險轉保守則》。

12  
1994



IARB Chairman Elizabeth Wong showcased a PC-based insurance agent register, which was subsequently developed and evolved to the 24-hour on-line register at the HKFI website.  
保險代理登記委員會主席黃錢其濂展示保險代理電腦登記冊，該系統及後發展成為保聯網站內的 24 小時在線登記冊。

12  
1995



Together with eight industry bodies, the HKFI established the Hong Kong Insurance Industry Coalition to campaign for an Insurance Functional Constituency seat at the Legislative Council.

保聯與八個行業團體合組香港保險業聯盟，爭取於立法會設立保險界功能議席。

02  
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 an Insurance Functional Constituency seat at 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，爭取於立法會設立保險界功能議席。

06  
1996



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

推出首個官方網頁，同年 10 月在商業一台首次播出保險知識電台節目。

04  
1997

HKSAR Chief Executive Tung Chee Hwa officiated at HKFI Annual Dinner.

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。

04  
1998



Life Insurance Council announced the introduction of the Standard Illustration for Non-linked Products.

壽險總會宣布推出「非投資成分壽險利益說明」。

05  
1998



Four candidates running for the first Insurance Functional Constituency seat at the Legislative Council met HKFI members at an election forum.

首屆特區立法會選舉前，四名競逐保險業界功能議席的候選人出席保聯舉辦的選舉論壇。

05  
1998



Ran four TV commercials for the first time to promote the need for and the advantages of having adequate insurance cover.

首次製作及播出四輯電視廣告，推廣投購足夠保險的重要性及好處。

07  
1998



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

管治委員會委員於十周年慶祝酒會上祝酒。

08  
1998





Number of registered insurance agents  
登記保險代理數目  
**32,788**



Supported the introduction of the Insurance Intermediaries Quality Assurance Scheme by Office of the Commissioner of Insurance (OCI).  
支持保險業監理處（保監處）推出保險中介人素質保證計劃。

Released the consultant's report on Review of the Employees' Compensation System in Hong Kong, which recommended positive solutions to tackle the problems faced by insurers.  
公布「檢討本港僱員補償制度」顧問報告，建議可行方案，解決經營勞保業務的困難。

China Insurance Regulatory Commission Chairman Ma Yong Wei performed Chinese calligraphy to mark the opening of the HKFI's new office.  
中國保險業監督管理委員會主席馬永偉即席揮毫，祝賀保聯喬遷之喜。

Held numerous briefings to prepare members for the implementation of the Mandatory Provident Funds Scheme.  
舉辦多場簡介會，協助會員公司為實施強制性公積金計劃作好準備。



Hosted the Hong Kong & Cross-strait Insurance Business Conference for the first time. The exchange platform was broadened to include Macau in 2007.  
首次在港舉辦「兩岸三地保險業交流與合作會議」，澳門代表團隨後於2007年加入。



Donated HK\$500,000 to Hong Kong Red Cross to support its relief operations for earthquakes and tsunamis in Asia.  
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。



Joined hands with the Occupational Safety and Health Council in promoting workplace safety.  
與職業安全健康局攜手推廣職安健。



Introduced the HKFI Cup in Green Power Hike to support environmental protection.  
在綠色力量環島行中贊助「保險業聯會盃」，支持推動環保。

05  
1999

11  
2000

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2001

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2001

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2002

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2004

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2005

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2005



**\$** Total gross premiums of insurance business  
**HK\$ 137.3 BILLION**  
 保險業的毛保費總額  
**1,373億** 港元  
 % of Hong Kong's GDP  
 相當於本地生產總值  
**9.9%**



Helped promote the Hong Kong Red Cross' Bone Marrow Donor Registry.  
 協助香港紅十字會推廣骨髓捐贈者資料庫。

"Mission Well" Community Project – life planning and risk management programme for teenagers – jointly launched with the Boys' and Girls' Clubs Association.  
 與香港小童群益會合辦「未雨行動」社區計劃，教育青少年策劃人生和管理風險。



The first HKFI Insurance Carnival.  
 「全家之保同樂日」嘉年華會首次舉行。



Being awarded the Caring Organization status by the Hong Kong Council of Social Service for the first time.  
 首獲香港社會服務聯會頒發「同心展關懷」標誌。



Provided financial support to the Hong Kong Mediation Council to promote the use of mediation for settlement of employees' compensation insurance claims.  
 向香港調解會提供資助，鼓勵透過調解，解決僱員補償保險的索償糾紛。

Conducted a series of public seminars with the School of Public Health of the Chinese University of Hong Kong to generate new ideas on health care reform. The seminar series was recognized as one of the Distinguished Lecture Series under the Sir Edward Youde Memorial Fund.  
 為啟發更多有關醫療融資的新思維，保聯與香港中文大學公共衛生學院合辦研討會，並獲尤德爵士基金確認為卓越講座系列之一。

Insurers visited the Hong Kong port area. The HKFI came up with a practical solution to remove any potential insurance gap for policyholders of motor and employees' compensation insurance.  
 保險公司的代表參觀香港口岸區。保聯制訂了可行的方案，堵塞汽車和僱員補償保單在該區可能存在的漏洞。

07  
2005

08  
2005

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2005

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2005

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2006

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2006

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2006

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2007



Employees' Compensation Insurance Residual Scheme Bureau was incorporated and acts as a market of last resort to assist employers to obtain employees' compensation insurance cover.

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。

04  
2007

Organized CSR project – Charity Soccer Match – in conjunction with Metro Radio.

與新城電台合辦社企責任活動—慈善足球王大賽。

07  
2007



Held the East Asian Insurance Congress Executive Board Meeting among 11 member cities to decide the necessary preparation for the annual conference to be held in Hong Kong in 2008.

於 2008 年首次主辦東亞保險大會，由 11 個會員城市組成的執委會於香港舉行籌備會議。

11  
2007



Donated HK\$500,000 to the Hong Kong Red Cross to support its relief operations for the Sichuan earthquake.

捐款 50 萬港元予香港紅十字會救助中國四川地震災民。

05  
2008



Candidates running for the 2008 Legislative Council Election - Insurance Functional Constituency Election met voters at the HKFI Forum.

主辦「2008 年立法會選舉—保險界功能界別選舉論壇」，讓候選人與選民會面。

08  
2008

**HKFi**  
The Hong Kong Federation of Insurers  
香港保險業聯會

Unveiled the new HKFI logo at the HKFI 20th Anniversary Cocktail Reception.

於 20 周年慶祝酒會上推出新會徽。

09  
2008



Successfully held the 24th East Asian Insurance Congress with over 1,100 delegates from 44 countries and cities.

成功主辦「第 24 屆東亞保險大會」，逾 1,100 位來自 44 個國家及城市的代表參加。

11  
2008



Jointly held the Professional Ethics Campaign with the Independent Commission Against Corruption, OCl and six insurance intermediary bodies.

聯同廉政公署、保監處和六個保險中介人團體合辦保險專業誠信推廣計劃。

01  
2009



Total gross premiums of insurance business  
HK\$184.6 BILLION  
保險業的毛保費總額  
1,846億港元

% of Hong Kong's GDP  
相當於本地生產總值  
11.3%



Visited Vice Chairman of the China Insurance Regulatory Commission Li Kemu in Beijing.

到北京拜會中國保險監督管理委員會副主席李克穆。

Book Launching Ceremony of *The Insurance History of Hong Kong 1841-2008*.

《厚生利群—香港保險史(1841-2008)》新書發布會順利舉行。



Joined Road Safety Council in launching a territory-wide anti-drink driving campaign.  
夥拍道路安全議會推出反酒後駕駛活動。

Hosted the Spring Meeting for over 130 Executive and Technical Committee members of the International Union of Marine Insurance (IUMI).

主辦國際航運保險聯盟行政及技術委員會會議，逾 130 位成員參加。

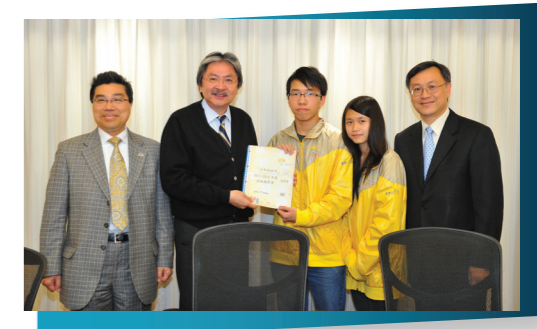


Jointly launched Privacy Campaign for Insurers with the Office of the Privacy Commissioner for Personal Data.

與個人資料私隱專員公署合辦「保險業保障私穩活動計劃」。

HKFI Chairman appeared in the Police Magazine to help combat fraudulent insurance claims.

保聯主席現身「警訊」，向觀眾宣揚詐騙保險賠償的惡果。



Launch of *Enriching Lives: A History of Insurance in Hong Kong, 1841-2010*.

《厚生利群—香港保險史》英文版正式面世。

Junior Financial Secretaries selected and trained by "Mission Well" met the Financial Secretary on the 2011/2012 budget.

「未雨行動」挑選及培訓的「少年財政司」會見財政司司長，表達對 2011/2012 財政預算案的意見。

09  
2009

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2009

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2009

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2010

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2010

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2010

09  
2010

02  
2011



New Insurance Mediation Pilot Scheme Wrap Up Ceremony. 「新保險調解試驗計劃」舉行成果分享會。

11  
2011

11  
2011

Met with officials from China Insurance Regulatory Commission, Hong Kong and Macao Affairs Office of the State Council, People's Bank of China and China Securities Regulatory Commission in Beijing.

訪京拜會中國保險監督管理委員會、國務院港澳事務辦公室、中國人民銀行和中國證券監督管理委員會的官員。



Organized the 2012 Chief Executive Election Forum for the Insurance Sector. 主辦「2012 行政長官選舉保險界論壇」。

02  
2012



Organized an intensive focus group discussion on the proposed establishment of the Independent Insurance Authority jointly with Hong Kong Insurance Law Association.

與香港法律協會合辦高層互動專題研討會，深入討論成立獨立保險業監管局的建議。

12  
2012



Launched the revamped HKFI website. 保聯網頁全面革新。

08  
2013

Hosted the IUMI 2014 Hong Kong Conference for over 600 delegates from around the world.

主辦國際航運保險聯盟 2014 香港會議，吸引環球代表超過 600 人蒞臨參與。

09  
2014



Inaugurated the first Hong Kong Insurance Awards to recognize the pinnacle of achievement of insurance companies and individual practitioners.

舉辦首屆「香港保險業大獎」，表揚業內具傑出成就的保險公司及從業員。

10  
2014



Launched the Young Insurance Executive Development Programme in association with the Vocational Training Council to groom talents and attract new blood for the insurance industry.

與職業訓練局合作推出「保險才雋計劃」，培育及吸引優秀人才投身保險業。

03  
2015

Number of registered insurance agents  
登記保險代理數目  
**76,612**



The Insurance Authority took over the OCI on 26 June 2017. HKFI as the representative body of the industry starts a new chapter of close liaison with the new regulator.  
保險業監管局於 2017 年 6 月 26 日取代保監處。保聯作為業界代表，與監管當局展開合作無間的新里程。



Total gross premiums of insurance business  
保險業的毛保費總額  
**HK\$489.6 BILLION**  
4,896 億港元



Undergraduates from the Chinese University of Hong Kong, Lingnan University and the University of Hong Kong and graduate trainees of the YIE Programme received HKFI Scholarships at HKFI Annual Reception. Since its inception in 1989, the number of scholarships offered by the HKFI Educational Trust totalled 261. From the academic year 2011/2012, the Trust has extended scholarship to post-graduates from the City University of Hong Kong.

香港中文大學、嶺南大學和香港大學的學生，以及「保險才雋計劃」畢業學員在周年酒會上獲頒發保聯獎學金。自 1989 年成立以來，保聯教育基金共頒發 261 個獎學金。此外，由 2011 / 2012 學年開始，教育基金更將獎學金擴展至頒發予香港城市大學的碩士學生。

With 5 years of support from the HKFI, the amendment on *Insurance Companies Ordinance* was passed which enables the establishment of the Insurance Authority.  
經超過五年多的努力，保聯順利協助當局修訂《保險公司條例》，得以成立保險業監管局。

07  
2015

Launched the first ever HKFI Facebook fan page "HKFI Smart Union" to provide interesting feeds, practical tips on insurance, HKFI and the industry.  
首次涉足面書圈，推出「保聯同學會」專頁，提供保險趣聞、保險相關的實用貼士及資訊，以至保聯及保險界的時人時事。

07  
2015

Set up a Provisional Board to oversee the establishment of the first ever Insurance Fraud Prevention Claims Database.  
成立臨時委員會，建立全港首個防止保險詐騙資料庫。

11  
2015

Become the Asian Hub of IUMI to promote the development of marine insurance industry in the region.  
獲國際航運保險聯盟委任為亞洲區中心，促進區內海事保險業的發展。

10  
2016

Organized the 2017 Chief Executive Election Forum for the Insurance Sector.  
主辦「2017 年行政長官選舉保險界論壇」。

03  
2017

In conjunction with HKU SPACE, launched the "Executive Certificate in Marine Insurance", the first ever training programme in the region recognized by IUMI.  
與香港大學專業進修學院合作推出亞洲區內首個獲國際航運保險聯盟認可的培訓課程—「行政人員證書(水險及運輸險)課程」。

11  
2017

Facilitated the transformation of Insurance Claims Complaints Bureau to Insurance Complaints Bureau to enhance its independence, introduce mediation and handle non-claims related disputes.  
推動保險索償投訴局擴展為保險投訴局，以增強其獨立性，並引入調解機制及處理非索償相關的保險爭議。

01  
2018

04  
2018

# NEW CORPORATE IDENTITY

## 公司新形象





香港保險業聯會  
The Hong Kong Federation of Insurers

## NEW CORPORATE IDENTITY — A BRAVE NEW JOURNEY

Established on 8 August 1988, the Hong Kong Federation of Insurers (HKFI) turns 30 this month. To mark this historic milestone, we don on a new corporate logo to symbolize our readiness and determination to stride into a brave new journey.

While keeping the original acronym of "HKFI", the logo is rebranded and presented in a lighter and more animated form to project a greater sense of vigour and flamboyance.

The two dots in red and blue are poetic transformation of the letter "i" which stands for insurance. The larger blue dot at the bottom represents the solid foundation laid and built by the Federation in the past three decades. And the smaller one in red signifies the force of growth and our dedication to the pursuit of excellence.

These two dots also resemble the oblique sign of "infinity" embedded with two key messages: as a force for good, insurance underpins all socio-economic activities and HKFI stands ready to serve our membership and the community of Hong Kong to the best of our ability.

### 換上新徽號 踏上新歷程

香港保險業聯會（保聯）於1988年8月8日成立，創會迄今三十年。為紀念這個重要里程碑，保聯特別換上新會徽，抱著無比決心，勇往直前，展開嶄新旅程。

新會徽以保聯的英文縮寫「HKFI」為核心，整體設計明快簡約，注入動感新元素，塑造更具朝氣、富有活力和奪目鮮明的形象。

左方的藍、紅兩點，以抽象手法拼合成英文字母「i」，即「insurance（保險）」。較大的藍點牢靠於下，標誌著保聯過去三十年建立的穩健根基；上方較小的紅點，象徵保聯在推動業界發展時的如火動力，以及追求卓越的那份拼勁。

藍、紅兩點靠在一起，又恰似斜豎著的「無限」符號，寓意保險以服務社群為宗旨，一直默默地支撐起所有社會經濟活動，而保聯將繼往開來，竭誠至誠為會員及香港社會提供優質服務。



[www.hkfi.org.hk](http://www.hkfi.org.hk)