



SOCIETY OF ACTUARIES

Article from:

Reinsurance News

March 2012 – Issue 72

Join us April 18, 2012 for the **56th Annual CRC Conference**

METRO TORONTO CONVENTION CENTER

by Sharon Ludlow

The CRC is the largest annual life reinsurance gathering in the world, attracting over 500 delegates from insurance, reinsurance and retrocession companies and others engaged in supporting reinsurance transactions. Delegates attend from Canada,

the United States and other countries, to experience a unique combination of education and networking opportunities, in a concentrated one-day format. ■



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THE 2012 CANADIAN REINSURANCE CONFERENCE:

cREating opportunities amidst change

In the midst of turbulent times, the (re)insurance industry is seeking to create new opportunities in a changing environment. The most successful companies will be those that can identify and create opportunities amidst change.

The regulatory framework is under review in all jurisdictions and higher capital requirements are a likely outcome. Accounting convergence is still underway with Canada at the centre of the international debate.

Technology and predictive analytics are becoming the norm as companies attempt to gain competitive advantage. Product development is now firmly under the lens of risk management as risks are evaluated long before going to market.

The spotlight on mortality and morbidity risk is now shared with longevity risk as companies grapple with the effects of modern medicine and the impact on their balance sheets and pension funds.

To top it all off, we live in a world becoming ruled by social media. Are we prepared as an industry to leverage it in our everyday business?

Plan to attend the 2012 CRC where our speakers will share their perspectives and experiences on these issues, focusing on how to cREate opportunities amidst change. We have an impressive agenda that includes our keynote Don Stewart of SunLife who will share his reflections on the industry. As always, you will have ample time to network with your peers.

2012 CRC April 18, 2012

www.crconline.ca