



SOCIETY OF ACTUARIES

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Ambassador's Corner

As mentioned earlier in the newsletter, one of the key SOA strategic initiatives is expanding the SOA's international presence. The fast-changing global environment, together with the continuing emergence of international growth and expansion opportunities, compel us to focus attention on the commitment of the SOA to international actuarial needs as well as the deployment of SOA resources to meet those needs.

One of the SOA's greatest assets in expanding our presence internationally is the International Section (you) and our ambassadors around the world. Quoting from The International Section website: "The Ambassador Program has been established by the International Section in countries outside North America to assist in carrying out the Society of Actuaries' international programs, identifying and developing subjects of international interest for communication to SOA members, identifying special needs of SOA members in different areas of the world, helping the actuarial profession to grow in underdeveloped areas, and functioning as a valuable resource and link between the SOA and national actuarial organizations and actuarial clubs."

The Ambassador is ideally suited to assist in promoting and advancing SOA initiatives. In conjunction with the SOA's International Committee we will be hosting discussions to help align ambassador initiatives with SOA's strategic objectives. Specifically, we will be asking our Ambassadors to assist in the following objectives;

- Expanding the marketing and recognition of SOA credentials.
- Effectively communicating the needs of our members in the context of a rapidly growing international environment,

- Advancing the reputation and impact of the actuarial profession globally, and
- Meeting the competitive challenges arising from other disciplines and credentials abroad.

The definition of success as an actuarial association in the international professional marketplace is changing rapidly and is no longer solely based on membership size. Brand recognition and assurance of quality standards, and maintenance of strong communities of actuaries, are hallmarks of a strong international presence. We will be looking to our Ambassadors to not only represent the SOA internationally, but to accelerate our market recognition and increase our global presence.

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A complete listing of the Society of Actuaries Ambassadors follows. This list can be viewed on SOA.org at <http://www.soa.org/professional-interests/international/intl-soa-ambassador-listing.aspx> along with a list of the country web pages that can be viewed at <http://www.soa.org/professional-interests/international/intl-country-web-pages.aspx>.

Society of Actuaries Ambassador Listing

Argentina	Javier Campelo, ASA
Brazil	Ronald Poon-Affat, FSA
Channel Islands	Stephen Ainsworth, ASA, FIA
China	Xueyun Huang, ASA FLMI
Colombia	Luis G. Caro
Cyprus	Christos Patsalides, FSA, CERA, FCA
Egypt	Mohamed Amer, FSA, AIA
France	Luc Pomerleau, ASA
Germany	Dirk Nieder, FSA
Greece	Ioannis Chatzivasiloglou, ASA, MAAA
Gulf Region	Shoaib Soofi, FSA
Hong Kong	Tze Ping Chng, FSA, MAAA
India	Sanjay Mahboobani, FSA, MAAA
Indonesia	Eng Kim Yeoh, FSA, FCIA
Ireland	Pin Chung, ASA
Israel	Ethan Fish, FSA
Jamaica	Cathy Lyn, FSA, FCIA
Japan	Warren Rodericks, FSA
Lebanon	Iyad Hourani, FSA
Luxembourg	Mian Ikram Shakir, ASA
Malaysia	You Kim Lai, FSA
Mexico	Jorge Luis López Araiza Vega, ASA
Netherlands	Jan Hooper, FSA
New Zealand	Richard Geisler, FSA
Pakistan	Naveed Shahid, ASA, APSA
Singapore	Jill Hoffman FSA, FCIA, FSAS
Switzerland	Carlos Arocha, FSA
Thailand	Tommy Pichet Jiarameetaweesin, FSA
Turkey	Seda Ekizoglu, ASA
Taiwan	Alice Cheng, FSA
UK	Nick Dexter, FSA, FIA
Vietnam	Nhon Ly, FSA

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New Ambassadors:

The International Section is pleased to advise that an Ambassador has recently been appointed to Indonesia. In this edition of the Ambassador's Corner, we provide a biography and work plan for this new Ambassador. We will continue featuring articles from all of our ambassadors on their respective countries.

INDONESIA



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Biography

Kim is fellow of the Society of Actuaries (SOA) and the Canadian Institute of Actuaries (CIA) as well as a CFA charterholder. She graduated from the University of Waterloo with a degree in Mathematics specializing in Actuarial Science and Statistics. Her area of practice is in life insurance and she is currently the Chief Actuary of PT Prudential Life Assurance,

one of the largest life insurance companies in Indonesia.

Kim likes to think of herself as a global citizen. She grew up in Malaysia, but is now a Canadian citizen and spent her formative professional years in Canada. Furthermore, Kim has worked in five countries (Canada, the United States, the Netherlands, Taiwan and Indonesia) across three continents. Her previous roles have encompassed investments, life insurance valuation and corporate actuarial. Though English is her main language, she is also fluent in Malay and conversant in Mandarin, Cantonese and Indonesian.

Kim is very active in giving back to the profession and has done so in different ways:

- She has served on several SOA examination committees, writing and grading questions.
- Presented at SOA meetings.
- She was on the CIA's Committee on Expected Experience in 2003 and is currently on the Committee on International Relations (since 2005). She is on the International Actuarial Association's Accounting committee, specifically the International Actuarial Standards drafting sub-committee.

She has also been active representing her employer in industry bodies while working in Europe, specifically the European CFO Forum and its committees on IFRS insurance accounting and embedded value.

Kim has already done some promotion of the profession since coming to Indonesia, for example:

- Conducted a visit to Institut Teknologi Bandung to talk about the role of actuaries
- Spoke at a workshop sponsored by PT Prudential Life Assurance and Indonesia's

Ministry of Finance, to introduce the insurance industry and the actuarial profession to selected university lecturers

- Spoke at a Society of Actuaries of Indonesia workshop on Gross Premium Valuation
- Visiting Universitas Gajah Mada to speak to students about the actuarial profession.

Work Plan:

- Continue to promote actuarial science as a career in Indonesia and to encourage more Indonesian students to become actuaries.
 - Give university talks regarding a career as an actuary and the SOA examination system.
 - Assist in establishing exam centers as needed.
 - Liaise with Indonesian students studying abroad about actuarial opportunities in Indonesia.
- Assist the SOA in communications with members and Correspondents in Indonesia.

- Contact members of the SOA in Indonesia. Develop a list of concerns.
- Contact new members as they arrive and assist in transition (SOA “welcome wagon”).
- Liaise with the Society of Actuaries of Indonesia.
 - Attend and participate in local actuarial events.
 - Assist in identifying appropriate Continuing Professional Development opportunities.
- Write an article for inclusion in *International News*.
- Write a year-end report on developments in Indonesia. □