



Guy Apovy

President, European Chamber of Commerce and Industry in Laos; CEO, Allianz General Laos

Welcome on board the EU-ABC Executive Board as Secretary! As the current President of ECCIL, could you share your sentiments in taking on this role?

First of all, I am very honoured to join the Executive Board of the EU-ABC, especially representing a small country such as Laos - I see it as an opportunity to make the voice of the smaller countries heard in the ASEAN Economic Community. This role will also allow me a wider vision on the challenges of the AEC and hope to bring back some of these shared best practices to Laos.

Going forward, how do you see the relationship between ECCIL and the EU-ABC developing?

Since the beginning, ECCIL has been very supportive of EU-ABC initiatives by providing help and support, especially when Laos was chairing the AEC in 2016 as well as for the annual EU-ASEAN Business Sentiment Survey. We have also been supporting the Council's advocacy groups, to the extent of our limited means. We will of course continue this collaboration in the years to come and we hope to benefit from the EU-ABC network to attract European MNCs to Laos, companies I believe can be role models in a country with developing industries.

Moving on to your day job, what are some challenges that you face on a day-to-day basis as the CEO of Allianz General Laos (AGL)?

In less than 10 years here, we have shifted from a monopoly to a market with more than 20 players. As the market leader, we face keen competition every day in providing our customers the best in class services to meet their expectations; We have a helpline to assist our customers 24/7 in case of accident or claims.

We also have a network of adjusters all over the country for onsite road assistance as well as a garage network to handle the repairs in Vientiane and upcountry. In the past year, we have automated a lot of processes to improve the turn-around time in settling a claim. Our main challenge is to provide the best service possible to our customers as everyone can offer discounted premiums but not everyone can provide the best services.

Are there any exciting projects in the pipeline that Allianz clients can look forward to in the second half of 2017?

We just launched a new Own Damage Product called "Smartflex" to develop Own Damage Motor Insurance in a market where penetration is still very low. This new entirely digital product embraces



a new concept which enables the customer to insure his vehicle up to a certain value according to his budget. All his claims will be entirely taken care of up to this limit. Therefore, Own Damage Insurance will be affordable in Laos for a premium starting at 10.000 Kips or just a bit more than 1 Euro per Day.

Every "Own Damage Cover" is proposed with 3 packaged plans to cover along the Third-Party Liabilities and can be customized to the budget of the customer in one click. On the other side of the spectrum, "Smartflex" can offer more than 50% discount compared to the actual tariff for high value cars. We really think this product is really adapted to the Lao Market and we are quite thrilled to propose it to our customers.

Having been with AGL since 2006, do you have any tips on how you bring fresh insights or approaches into your work?

New Technology and Digital solutions are not only present in the back office but are also helping our distribution networks to issue fast quotes and contracts at their point of sales in all lines of businesses. Over the past few years the whole range of products has been reviewed and customers can benefit from easy and simple package products more comprehensive and more affordable.

Looking back, what advice would you give your younger self, if you could?

After some years of experience in the insurance business as a CEO with an overview of all the functions in the company, my advice would be just to put the customer at the centre of all the processes whether they are front or back office, no matter what type of business. Customer centricity is key in a digital world and those who will not take the right turn in a changing environment are as doomed as the main character in Tom Wolfe's novel "The Bonfire of the Vanities".

Thank you for your time, Guy!