

The Hong Kong Insurance Awards 2025 Guidelines, Application Form, Terms & Conditions

1. Objectives

The Guidelines, Application Form and Terms & Conditions are designed to provide you with details on how to enter awards for the preparation of the relevant supporting documents.

2. Awards and Criteria

Part 2.1

Awards	Judging Criteria	Measurables
1. Gen Z Products & Youth Engagement Award (NEW)	This award honours companies that have successfully designed and implemented insurance products tailored for the needs of Gen Z consumers (aged 28 or below). The winning company should demonstrate creativity and effectiveness in engaging younger demographics through digital solutions, social media outreach, and educational initiatives that enhance financial literacy and awareness of insurance benefits.	<ul style="list-style-type: none"> ● Contents ● Effectiveness ● Uniqueness ● Innovativeness ● Developing Potential
2. AI & Advanced Analytics Excellence Award (NEW)	This award recognises companies leveraging cutting-edge AI and data analytics to transform insurance services. The winners should showcase outstanding achievements in enhancing risk assessment, fraud detection, claims processing, and customer service through AI-powered solutions. Companies should demonstrate the innovative application of big data to improve efficiency, accuracy, and personalised customer experiences within the insurance sector.	<ul style="list-style-type: none"> ● Contents ● Effectiveness ● Innovativeness ● Quality & Standard ● Developing Potential
3. Outstanding Training & Development Award	The winning company must be able to demonstrate how their organisation and staff have successfully committed to the development of professionalism. This could include, but is not limited to, implementation of training and recruitment, and the spread of best practice. The judges will be looking for practices that are focused around the innovative methods of instruction and communication, helping staff achieve unexpected results, personal growth, ethical standards and business results.	<ul style="list-style-type: none"> ● Contents ● Effectiveness ● Specialty & Business Benefits ● Quality & Standard ● Sustainability

Awards	Judging Criteria	Measurables
4. Outstanding Corporate Social Responsibility Award	The award will be presented to the company which shows it has carried out a range of outstanding initiatives, campaigns and projects that provide social benefits. The winning entrant must demonstrate its commitment to ethical practices and contribute to economic development that improves the quality of life for the local community and society in general.	<ul style="list-style-type: none"> ● Contents ● Effectiveness ● Specialty & Inspiration ● Quality & Standard ● Sustainability
5. Excellence in ESG and Sustainability Award	This award aims to recognise a company's efforts on initiatives/measures/practices relating to environmental, social and governance (ESG) or sustainability, such as using resources and energy as efficiently as possible, offsetting carbon emissions, promoting sustainability and contributing towards ESG standards. The winning company should demonstrate how it has embraced the principles of business sustainability/ESG in its operation or initiative(s), etc.	<ul style="list-style-type: none"> ● Contents ● Effectiveness ● Quality & Standard ● Innovativeness ● Sustainability/ESG/ Environmental Friendliness
6. Outstanding MPF/Employees' Benefit Product/Service Award	The winning company has developed an excellent employee benefit product/service, e.g. MPF, group medical/life/personal accident/travel plan, long term disability(LTD)/critical illness plan, etc. for SMEs/corporations. The winning entry should demonstrate how the product/service attracts the employers and is beneficial to the employees in terms of coverage, flexibility and cost-efficiency.	<ul style="list-style-type: none"> ● Contents ● Effectiveness ● Specialty & Business Benefits ● Quality & Standard ● Developing Potential
7. Outstanding Equal Opportunity Employer Award	The winning company must show firm commitment to providing a fair and equitable workplace where all individuals are treated equally in every aspect of their work or employment, regardless of gender, age, race, national or ethnic origin, disability, pregnancy, religion, family status and sexual orientation, through practices and policies which offer employee benefits beyond the statutory requirements. This award recognises efforts to create a welcoming work environment that dispels stereotypes and embraces diversity, in preventing harassment and discrimination, and also in encouraging a family friendly set-up.	<ul style="list-style-type: none"> ● Contents ● Effectiveness ● Equality ● Specialty ● Employee Benefits & Family Friendliness

Awards	Judging Criteria	Measurables
8. Excellence in Digital Transformation Award	This award recognises the outstanding achievements of an organisation for its excellence in applying digital transformation, which includes, but is not limited to, the use of InsurTech, mobile applications, big data, AI, digital CRM, online platforms and applications, for internal and external operations. Judges will be looking for innovative practices that help the insurance organisation run more effectively, deliver business value and better performance, engage customers and clientele, improve customer service and experience, manage corporate infrastructure with greater ease, etc.	<ul style="list-style-type: none"> ● Contents ● Effectiveness & Business Benefits ● Innovativeness & User-Friendliness ● Quality & Standard ● Developing Potential
9. Future Women Leadership Award (NEW)	<p>The award celebrates and honours emerging female executives in the insurance industry who exhibit outstanding leadership potential and a dedication to fostering positive change. This prestigious accolade aims to inspire the next generation of women leaders by recognising their accomplishments and empowering their continued growth in a traditionally male-dominated field.</p> <p>Eligibility & Nomination Requirements: Experience: 8–15 years of professional experience in the insurance industry.</p> <p>Leadership Potential: Demonstrated through innovative ideas, initiatives, or projects with the potential to create meaningful impact within their organization or the broader sector.</p> <p>Vision for Leadership: A clear and compelling perspective on their future leadership journey in insurance, including how they intend to inspire and elevate others in the industry.</p>	<ul style="list-style-type: none"> ● Leadership ● Excellence & Achievement ● Industry Expertise ● Professionalism ● Developing Potential
10. Outstanding Agent of the Year	This award focuses on the development of long term relationships with clients and insurers, commitment to promoting the work of the industry and the company as well as enhancing the industry image, and demonstration of professionalism and industry expertise. The award recognises service excellence with vivid example(s) of overcoming difficulties or outstanding performance for clients. The award winner should also be able to make a positive impact on people's lives and inspire others as a role model.	<ul style="list-style-type: none"> ● Professionalism ● Industry Expertise ● Service Quality & Client Engagement ● Leadership ● Developing Potential

Awards	Judging Criteria	Measurables
11. Outstanding Community Intermediary of the Year	The judges will be looking for an individual/ agency/team that can demonstrate how he/ she/the team has embraced the role in contributing to the community. This can be through a one-off project or on-going community services with a charity in the year. The award winner should be able to demonstrate concrete example(s) of tangible and intangible achievement in CSR programme(s).	<ul style="list-style-type: none"> • Contents • Effectiveness • Leadership • Relevance • Sustainability
12. Outstanding Young Professional of the Year - Intermediary	This award recognises a young insurance professional under 35 years of age with more than 3 years of experience in the industry. He/she must demonstrate excellence/ achievement in the industry that is distinct from the norm. Nominees should also show the potential for leadership and a commitment to the advancement of the insurance industry.	<ul style="list-style-type: none"> • Professionalism • Industry Expertise • Leadership • Excellence & Achievement • Developing Potential

Part 2.2

– These Awards (#13 to #21) are classified into 2 categories, i.e. **General Insurance and Life Insurance**.

Awards	Judging Criteria	Measurables
13. Outstanding Claims Management Award	The award is to acknowledge the professional services offered by the company in helping people who suffered from accident/injuries/ sickness. The winning company should demonstrate their outstanding achievements in handling claims, adjusting and supporting services to clients by integrating effectively with other departments/organisations.	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Professionalism • Quality & Standard • Developing Potential
14. Outstanding Customer Services Award	The winning company should demonstrate an excellent level of customer services supported by clear and high standards of quality as well as validated monitoring of performance.	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Business Benefits • Quality & Standard • Sustainability
15. Excellence in Customer Acquisition and Engagement Award	This award honours exceptional initiatives that have successfully attracted and onboarded new customers, as well as fostered deep, meaningful connections between a brand and its customers. Submission should showcase creative, data-driven, and effective strategies that have resulted in significant growth in the customer base, improved customer acquisition rates, enhanced customer lifetime value, and innovative approaches to creating engaging, personalised, and valuable experiences that have driven increased customer loyalty, retention, and advocacy. Judges will evaluate entries based on the uniqueness of the	<ul style="list-style-type: none"> • Contents • Effectiveness • Uniqueness • Innovativeness • Developing Potential

	approach, the ability to identify and reach the target audience, the seamless integration of the customer experience, the effectiveness in enhancing customer satisfaction and sentiment, and the measurable impact on the overall business performance.	
16. Outstanding Integrated Marketing Strategies Award	The winning company has achieved extraordinary success from effective integrated marketing practices; she must be able to demonstrate diversified marketing activities that integrated with different forms of marketing communications disciplines, e.g. advertising, public relations, interactive media, direct marketing, sales promotion, etc. to improve market share, enhance customer loyalty, raise brand awareness and sales performance within the business to customer and/or business to business sector.	<ul style="list-style-type: none"> • Contents • Effectiveness • Innovation • Quality & Standard • Developing Potential
17. Outstanding Digital Marketing Campaign Award	The winning company needs to show the effective use of digital campaign, through channels such as social media, mobile applications, content marketing, search marketing, marketing automation and online advertising, etc., in tapping into trends and enhancing brand image, generating new customers, engaging existing clientele or launching new products or services.	<ul style="list-style-type: none"> • Contents • Effectiveness • Innovativeness • Quality & Standard • Developing Potential
18. Most Innovative Product/Service Award	The award recognises the winning company who has developed a new product/service or created new revenue opportunities and market share by revamping an existing product/service.	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Innovativeness • Quality & Standard • Developing Potential
19. Best Partnership Project Award	<p>This award recognises an outstanding project/programme/campaign that brings a business solution or delivers more value to the customers, through a collaboration between two industry players or a cross-sector partnership. The winning project/programme/campaign will be able to demonstrate how the two parties have worked together to achieve significant success in terms of impact and scalability, and how they have maximised contributions to the customers and communities they serve, achieved through a best-practice approach to partnership and collaboration.</p> <p>If the partnership has been formed between two insurance companies, the entry may be submitted by either company or both.</p>	<ul style="list-style-type: none"> • Impact and Shared Outcomes • Co-created • Scalability • Collaborative Practices • Common Agenda • Potential as a Model

20. Outstanding Risk Management Award	The award recognises the company which has established an adequate and effective risk management framework/practice to support strategic planning and generate long term sustainable success. For example, the winning company should demonstrate how it tackled and solved one/more major problems encountered by established and/or implemented risk management strategies; how it advanced the risk management profession; how its risk strategy be well articulated, formalised/integrated into the enterprise-wide decision making process at all levels, etc.	<ul style="list-style-type: none"> • Professionalism • Specialty & Business Benefits • Risk Management • Effectiveness • Developing Potential
21. Outstanding Reinsurance Scheme Award	This award recognises the winning reinsurer who has developed a distinguished reinsurance scheme which provided superior service and security to clients as well as value-added offerings to insurers.	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Business Benefits • Quality & Standard • Developing Potential

3. Panel of Judges

Please refer to the latest list of Judges at <https://hkia.hkfi.org.hk>.

4. Who can Enter/Eligibility

Awards application is open for all authorised insurers (as registered under *Insurance Companies Ordinance*), authorised insurance intermediaries (as registered with the Insurance Authority) in Hong Kong and service providers for the local insurance industry. Companies or individuals may be nominated for an award by a third party or by self-nomination through submission of application.

The programme/project/service/product/initiative must be undertaken or completed between 1 July 2024 and 30 June 2025.

5. Mechanism

- Entries for more than 1 category are allowed. Each company can submit entries for up to 8 categories (exclude individual awards).
- The award will be granted in accordance with the decision of the judges.
- No award may be granted if no candidate is deemed appropriate.
- Award categories with less than 3 applications will be called off.



Organiser

Co-organiser



Stage 1: Submission of Application Form

The application form, together with supporting materials, should be delivered to the South China Morning Post via email at hkinsuranceawards@scmp.com by 31 July 2025.

Stage 2: Preliminary Judging (weighting: 70%)

All submissions/documents will be sent to the judging panel for assessment. Top 3 Finalists will be shortlisted for each category.

The judging panel consists of notable and reputable figures across different industries, including academia, regulators, media, etc.

Stage 3: Top 3 Finalists Presentation Session (weighting: 30%)

A representative from the Top 3 Finalists of each category will be invited to meet the panel of judges on 16, 17 and 18 September 2025* at the office of South China Morning Post for a 10-minute presentation plus a 5-minute Q&A session. Absence will result in a mark of zero for this part.

- The exact date(s) of the Presentation Session is/are subject to changes by the Organiser/Co-organiser when necessary with prior notification in early September.

Stage 4: Awards Presentation

The Awards Presentation Ceremony cum Gala Dinner will be held with the presence of the honourable judges, government officials, industry leaders, etc. subject to changes. The Winner of each category will be announced during the Awards Presentation Ceremony cum Gala Dinner with the following details:

Date : Thursday, 23 October 2025
Venue : Ballroom, Regent Hong Kong
Time : 6:00pm – 6:30pm (Reception)
6:30pm – 9:30pm (Dinner)

Stage 5: Publicity Campaign

A series of publicity programmes will be arranged via newspapers, mass emails, online, event booklet, etc. The publicity campaign consists of 2 phases;

- Phase 1: Public exposure of Top 3 Finalists of each category before the Awards Presentation Ceremony cum Gala Dinner;
- Phase 2: Public exposure of Winner of each category after the final result announcement in the Awards Presentation Ceremony cum Gala Dinner.

The promotional packages (Finalist and Winner) will be presented by South China Morning Post upon receipt of each successful entry.

6. Application Procedure

Each applicant is required to submit a completed Application Form with appropriate supporting documents. PDF format is preferable. (You may convert the PowerPoint file to PDF for ease of submission in a smaller file size.) All application documents will NOT be returned to applicants.



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By email: hkinsuranceawards@scmp.com (**must not exceed 10MB in total**).

Please contact Mr Jan Wong of South China Morning Post (Tel: 2565 2461 / 6602 3462) for enquiries.

Submission Deadline

Application materials must be received no later than **31 July 2025**. Any application submitted thereafter will not be assessed.

Results

Announcement of the Top 3 Finalists of each award will be made on **4 September 2025***. An official letter/email issued by The Hong Kong Federation of Insurers and/or South China Morning Post will be sent to all Finalists.

- The exact date(s) of the Top 3 Finalists Announcement is subject to changes by the Organiser/Co-organiser when necessary with no prior notice.

Announcement of the Winner of each award will be made at the Awards Presentation Ceremony cum Gala Dinner on **23 October 2025**.

Gentle Reminder

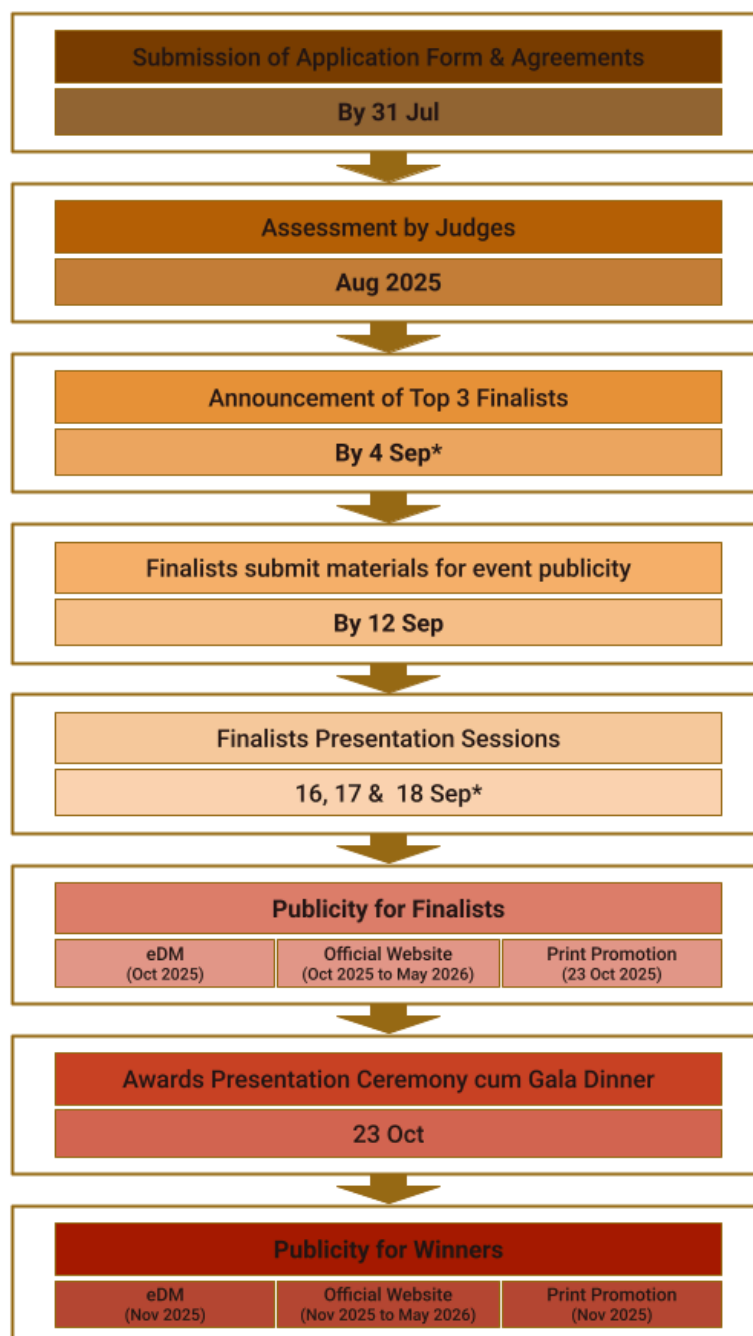
Before you submit your application, you may wish to note the previous comments from the panel of judges for the Hong Kong Insurance Awards.

- Contestants should pay attention to the criteria listed in the entry form and prepare the write-up and materials accordingly.
- Contestants should provide adequate evidence or documentary proofs meeting the stated criteria of the awards.
- The contents can be more focused.
- Quality of submission is preferred to the length of submission.
- Contestants may consider forming a working group comprising of key persons in the specific areas to work on the submission.
- Presentation of visual/graphic images may facilitate the adjudication and evaluation of the submissions.

In signing the Application Form and the Event Promotional Package Agreements, the applicant:

- agrees the Organisers may disclose the data collected from and appended to this form to the Panel of Judges for selection purpose;
- certifies that the facts supplied therein are true and accurate;
- agrees to supply further and better particulars when necessary;
- agrees to accept the award, in case of being selected;
- accepts that judges may move entries between categories if deemed to be unsuitable for the category entered, but appropriate for another. Category changes will be made solely at the discretion of the judges and their decisions will be final; and
- in case of being selected, agrees to being publicised as an Awardee and to participate in the publicity programme arranged by the Organiser and Co-organiser, at the following costs:
 - ◆ Finalist - HK\$46,000 per award (Apply to all Top 3 Finalists of each award)
 - ◆ Winner - HK\$60,000 per award (In addition to the above cost for the Finalists)
 - ◆ No charge for unsuccessful applicants

7. Assessment and Judging Process



* Subject to changes at the discretion of the Organiser and Co-organiser

8. Confidentiality and Privacy

The Organisers have adopted the Privacy Policy of which the full details can be obtained from <https://www.scmp.com/privacy-policy>. Personal data collected from this form will be used to process nomination for The Hong Kong Insurance Awards 2025 and will be handled in strict confidence. In the announcement of results and the publicity programme arranged for Awardees, the Organiser and Co-organiser will coordinate with Awardees as to the relevant information to be disclosed to the public.

9. Conflict of Interest

The Organiser and Co-organiser follow strictly the procedures of the Declaration of Interests, whereby during the process of selection, members of the Panel of Judges make declarations of interests in relation to the applicants and abstain from the discussions and voting on cases with respective interests involved. Accordingly, those who represent the Organiser on the Panel of Judges will abstain from the discussion and voting on any application which happens to originate from or represent a sponsor of the Awards project.

10. Others

If, after an Award is bestowed, any fact supplied in the respective nomination is discovered to be fraudulent or untrue, or an Awardee is proven to be associated with a fraudulent or dishonourable act, the Organiser reserves the right, after consulting the Panel of Judges, to withdraw the Awards.



Organiser

Co-organiser



The Hong Kong Insurance Awards 2025 Application Form (Please complete in English)

Part 1: Company Information

Name in English: _____

Name in Chinese: _____

Brief Introduction of Company Background: _____

Part 2: Contact Person

Name in English (Surname in CAPITALS): _____

Name in Chinese (if applicable): _____ Addressing Title: ☐Mr ☐Ms ☐Mrs ☐Prof ☐Dr ☐Ir

Position: _____

Contact Tel No.: _____ Email: _____

Part 3: Award Category of Entry

Please select the Award Category of Entry and tick the respective box(es) accordingly.

Part 3.1

No.	Awards	
1.	Gen Z Products & Youth Engagement Award (NEW)	<input type="checkbox"/>
2.	AI & Advanced Analytics Excellence Award (NEW)	<input type="checkbox"/>
3.	Outstanding Training & Development Award	<input type="checkbox"/>
4.	Outstanding Corporate Social Responsibility Award	<input type="checkbox"/>
5.	Excellence in ESG and Sustainability Award	<input type="checkbox"/>

6.	Outstanding MPF/Employees' Benefit Product/Service Award	<input type="checkbox"/>
7.	Outstanding Equal Opportunity Employer Award	<input type="checkbox"/>
8.	Excellence in Digital Transformation Award	<input type="checkbox"/>
9.	Future Women Leadership Award (NEW)	<input type="checkbox"/>
10.	Outstanding Agent of the Year	<input type="checkbox"/>
11.	Outstanding Community Intermediary of the Year	<input type="checkbox"/>
12.	Outstanding Young Professional of the Year - Intermediary	<input type="checkbox"/>

Part 3.2

– These Awards are classified into 2 categories, i.e. **General Insurance and Life Insurance**.

No.	Awards	General Insurance	Life Insurance
13.	Outstanding Claims Management Award	<input type="checkbox"/>	<input type="checkbox"/>
14.	Outstanding Customer Services Award	<input type="checkbox"/>	<input type="checkbox"/>
15.	Excellence in Customer Acquisition and Engagement Award	<input type="checkbox"/>	<input type="checkbox"/>
16.	Outstanding Integrated Marketing Strategies Award	<input type="checkbox"/>	<input type="checkbox"/>
17.	Outstanding Digital Marketing Campaign Award	<input type="checkbox"/>	<input type="checkbox"/>
18.	Most Innovative Product/Service Award	<input type="checkbox"/>	<input type="checkbox"/>
19.	Best Partnership Project Award	<input type="checkbox"/>	<input type="checkbox"/>
20.	Outstanding Risk Management Award	<input type="checkbox"/>	<input type="checkbox"/>
21.	Outstanding Reinsurance Scheme Award	<input type="checkbox"/>	<input type="checkbox"/>

Please provide details of your programme, project, service, product, initiative, etc. that fulfil the stated judging criteria and elaborate why you deserve the award in the field below.

You are strongly recommended to provide supporting materials such as presentation slides (preferably in PDF format), leaflets, photos, news clips, post-event reports, surveys, evaluation reports, media reports, awards, etc. to supplement the written submission. Please do not provide video file(s) but you may include the link(s) for viewing.



Organiser

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All supporting materials should be submitted by email: hkinsuranceawards@scmp.com **(must not exceed 10MB in total).**

Declaration by Applicant

I/My company declare(s) that information submitted in the Application Form is accurate as to the best of my knowledge and agree(s) that the decision made by the Organisers and the Judging Panel is final and binding in all aspects relating to the Hong Kong Insurance Awards 2025. I/My company agree(s) to comply with the terms and conditions specified.

Authorised Signature (with company chop)
Date:



Organiser

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Part 4: Information of the Proposer

To be completed by Proposer

I understand that the Organisers may communicate with me by using the personal data collected from this form for selection purposes.

Name in English (Surname in CAPITALS): _____

Name in Chinese (if applicable): _____ Addressing Title: ☐Mr ☐Ms ☐Mrs ☐Prof ☐Dr ☐Ir

Company Name (if applicable): _____

Position: _____

Contact Tel No.: _____ Email: _____

Reason(s) for Nominating Applicant: _____

Relationship with Applicant: _____

Signature of Proposer:

Date:



Organiser

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The Hong Kong Insurance Awards 2025 Event Promotional Package Agreement (Finalist)

We **AGREE** to participate in the promotional campaign of “The Hong Kong Insurance Awards 2025” (the Awards) and pay a promotional fee of **HK\$46,000*** if we become one of the award finalists (Top 3 of each award).

Awards Presentation Details

Event Date : 23 October, 2025

Time : 6:00pm – 9:30pm

Venue : Ballroom, Regent Hong Kong

Entitlements include:

Awards Presentation Ceremony cum Gala Dinner
1. TWO (2) complimentary seats at “The Hong Kong Insurance Awards 2025” Presentation Ceremony cum Gala Dinner
2. Company name mentioning in the Event eDM
3. Company name mentioning in the Event Press Release
4. ONE (1) x 1/2 page advertorial in The Hong Kong Insurance Awards 2025 Booklet with the introduction of company / individual or the awarded product / service
Multi-media Promotion Exposure
1. Finalist’s company name / logo will be posted on the official website of the Awards
2. ONE (1) x joint congratulatory print advertisement (4C Full Page) in South China Morning Post, which will be published on the Event Day
3. ONE (1) x joint congratulatory print advertisement (4C Full Page) in a local Chinese newspaper, which will be published on the Event Day
Other Promotion Privilege
▪ Right to use the official award logo for promotion purpose after the event for 1-year (<i>Only applicable to those companies who have committed this promotional package</i>)

**HK\$46,000 per Finalist of each award.*



Organiser

Co-organiser



Remarks

1. Award categories with less than 3 nominating brands/companies will be called off.
2. Media placement of newspapers will be confirmed in September/October 2025.
3. The HKFI and SCMP have the absolute discretion on content and design for all promotion and congratulatory coverage/supplements, in relation to the "The Hong Kong Insurance Awards 2025".
4. Design layouts and promotion channels carrying the event's official logo for winning brand's promotion should be approved by both the HKFI and SCMP in advance and promotion period allowed is within 1-year thereafter the event.
5. The HKFI and SCMP reserve the right to change the title, artists, hosts, venue, schedule, presentation, etc. of the programme without prior notice.
6. Re-scheduling (make good) is **not** applicable.
7. All booking is non-cancellable.
8. Confirmation of this agreement must be signed back **by 31 July, 2025**.
9. Payment shall be settled **on or before 20 September, 2025**.
10. For all advertising terms and conditions, please refer to SCMP rate card 2025.

Payment

A crossed cheque made payable to "**The Hong Kong Federation of Insurers**" or payment advice* to the HKFI - "HK Insurance Awards 2025" should be settled **on or before 20 September 2025**.

Company Name: _____

Contact Person: _____ Addressing Title: ☐Mr ☐Ms ☐Mrs ☐Prof ☐Dr ☐Ir

Address: _____

Telephone: _____ Email: _____

Participating Awards: Please select and tick the respective box(es) according to the Application Form.

Part 1

No.	Awards	
1.	Gen Z Products & Youth Engagement Award (NEW)	<input type="checkbox"/>
2.	AI & Advanced Analytics Excellence Award (NEW)	<input type="checkbox"/>
3.	Outstanding Training & Development Award	<input type="checkbox"/>

4.	Outstanding Corporate Social Responsibility Award	<input type="checkbox"/>
5.	Excellence in ESG and Sustainability Award	<input type="checkbox"/>
6.	Outstanding MPF/Employees' Benefit Product/Service Award	<input type="checkbox"/>
7.	Outstanding Equal Opportunity Employer Award	<input type="checkbox"/>
8.	Excellence in Digital Transformation Award	<input type="checkbox"/>
9.	Future Women Leadership Award (NEW)	<input type="checkbox"/>
10.	Outstanding Agent of the Year	<input type="checkbox"/>
11.	Outstanding Community Intermediary of the Year	<input type="checkbox"/>
12.	Outstanding Young Professional of the Year - Intermediary	<input type="checkbox"/>

Part 2

– These Awards are classified into 2 categories, i.e. **General Insurance and Life Insurance**.

No.	Awards	General Insurance	Life Insurance
13.	Outstanding Claims Management Award	<input type="checkbox"/>	<input type="checkbox"/>
14.	Outstanding Customer Services Award	<input type="checkbox"/>	<input type="checkbox"/>
15.	Excellence in Customer Acquisition and Engagement Award	<input type="checkbox"/>	<input type="checkbox"/>
16.	Outstanding Integrated Marketing Strategies Award	<input type="checkbox"/>	<input type="checkbox"/>
17.	Outstanding Digital Marketing Campaign Award	<input type="checkbox"/>	<input type="checkbox"/>
18.	Most Innovative Product/Service Award	<input type="checkbox"/>	<input type="checkbox"/>
19.	Best Partnership Project Award	<input type="checkbox"/>	<input type="checkbox"/>
20.	Outstanding Risk Management Award	<input type="checkbox"/>	<input type="checkbox"/>
21.	Outstanding Reinsurance Scheme Award	<input type="checkbox"/>	<input type="checkbox"/>

Authorised Signature (with company chop)

Company:
Date:



Organiser

Co-organiser



* Payment via bank transfer or remittance (bank charges should be borne by the payer)

<i>Name of Beneficiary's Bank :</i>	<i>Standard Chartered Bank (Hong Kong) Limited</i>
<i>Address of Beneficiary's Bank :</i>	<i>15/F, Standard Chartered Tower, 388 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong</i>
<i>Account no. of Beneficiary's Bank :</i>	<i>972-1-288601-8</i>
<i>SWIFT Code :</i>	<i>SCBLHKHHXXX</i>
<i>Name of Beneficiary :</i>	<i>The Hong Kong Federation of Insurers</i>
<i>Address of Beneficiary :</i>	<i>29/F., Sunshine Plaza, 353 Lockhart Road, Wanchai, Hong Kong.</i>



Organiser

Co-organiser



The Hong Kong Insurance Awards 2025 **Post Event Promotional Package Agreement (Winner)**

We **AGREE** to participate in this post event promotional campaign of “The Hong Kong Insurance Awards 2025” (The Awards) and pay a promotional fee of **HK\$60,000*** if we become the Winner of “The Hong Kong Insurance Awards 2025”.

Awards Presentation Details

Event Date : 23 October, 2025

Time : 6:00pm – 9:30pm

Venue : Ballroom, Regent Hong Kong

Entitlements include:

Awards Presentation Ceremony cum Gala Dinner
1. Company name mentioning in the Event eDM
2. Company name mentioned in the Event Press Release
Multi-media Promotion Exposure
1. Interview coverage at South China Morning Post (<i>can enjoy a special discount for extra advertisement placement</i>)
2. Winner's company name, logo and information will be posted on the official website of the Awards
3. ONE (1) x joint congratulatory print advertisement (4C Full Page) in South China Morning Post (Post Event)
4. ONE (1) x joint congratulatory print advertisement (4C Full Page) in a local Chinese newspaper (Post Event)
Other Promotion Privilege**
▪ Right to use the official award logo for promotion purpose after the event for 1-year (<i>Only applicable to those companies who have committed this promotional package</i>)

**HK\$60,000 per Winner of each award on top of each Finalist Award.*

***Winning companies are entitled to a 1-year complimentary corporate membership by the International Chamber of Commerce – Hong Kong.*



Organiser

Co-organiser



Remarks

1. Media placement of newspapers will be confirmed in September/October 2025.
2. The HKFI and SCMP have the absolute discretion on content and design for all promotion and congratulatory coverage / supplements, in relation to the “The Hong Kong Insurance Awards 2025”.
3. Design layouts and promotion channels carrying the event's official logo for winning brand's promotion should be approved by both HKFI and SCMP in advance and promotion period allowed is within 1-year thereafter the event.
4. The HKFI and SCMP reserve the right to change the title, artists, hosts, venue, schedule, presentation, etc. of the programme without prior notice.
5. Re-scheduling (make good) is **not** applicable.
6. All booking is non-cancellable.
7. Confirmation of this agreement must be signed back **by 31 July, 2025**.
8. Payment shall be settled **on or before 10 November, 2025**.
9. For all advertising terms and conditions, please refer to SCMP rate card 2025.

Payment

A crossed cheque made payable to “**The Hong Kong Federation of Insurers**” or payment advice* to the HKFI - “HK Insurance Awards 2025” should be settled **on or before 10 November 2025**.

Company Name: _____

Contact Person: _____ Addressing Title: ☐Mr ☐Ms ☐Mrs ☐Prof ☐Dr ☐Ir

Address: _____

Telephone: _____ Email: _____

Participating Awards: Please select and tick the respective box(es) according to the Application Form.

Part 1

No.	Awards	
1.	Gen Z Products & Youth Engagement Award (NEW)	<input type="checkbox"/>
2.	AI & Advanced Analytics Excellence Award (NEW)	<input type="checkbox"/>
3.	Outstanding Training & Development Award	<input type="checkbox"/>
4.	Outstanding Corporate Social Responsibility Award	<input type="checkbox"/>

5.	Excellence in ESG and Sustainability Award	<input type="checkbox"/>
6.	Outstanding MPF/Employees' Benefit Product/Service Award	<input type="checkbox"/>
7.	Outstanding Equal Opportunity Employer Award	<input type="checkbox"/>
8.	Excellence in Digital Transformation Award	<input type="checkbox"/>
9.	Future Women Leadership Award (NEW)	<input type="checkbox"/>
10.	Outstanding Agent of the Year	<input type="checkbox"/>
11.	Outstanding Community Intermediary of the Year	<input type="checkbox"/>
12.	Outstanding Young Professional of the Year - Intermediary	<input type="checkbox"/>

Part 2

– These Awards are classified into 2 categories, i.e. **General Insurance and Life Insurance**.

No.	Awards	General Insurance	Life Insurance
13.	Outstanding Claims Management Award	<input type="checkbox"/>	<input type="checkbox"/>
14.	Outstanding Customer Services Award	<input type="checkbox"/>	<input type="checkbox"/>
15.	Excellence in Customer Acquisition and Engagement Award	<input type="checkbox"/>	<input type="checkbox"/>
16.	Outstanding Integrated Marketing Strategies Award	<input type="checkbox"/>	<input type="checkbox"/>
17.	Outstanding Digital Marketing Campaign Award	<input type="checkbox"/>	<input type="checkbox"/>
18.	Most Innovative Product/Service Award	<input type="checkbox"/>	<input type="checkbox"/>
19.	Best Partnership Project Award	<input type="checkbox"/>	<input type="checkbox"/>
20.	Outstanding Risk Management Award	<input type="checkbox"/>	<input type="checkbox"/>
21.	Outstanding Reinsurance Scheme Award	<input type="checkbox"/>	<input type="checkbox"/>

Authorised Signature (with company chop)

Company:
Date:



Organiser

Co-organiser



** Payment via bank transfer or remittance (bank charges should be borne by the payer)*

<i>Name of Beneficiary's Bank :</i>	<i>Standard Chartered Bank (Hong Kong) Limited</i>
<i>Address of Beneficiary's Bank :</i>	<i>15/F, Standard Chartered Tower, 388 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong</i>
<i>Account no. of Beneficiary's Bank :</i>	<i>972-1-288601-8</i>
<i>SWIFT Code :</i>	<i>SCBLHKHHXXX</i>
<i>Name of Beneficiary :</i>	<i>The Hong Kong Federation of Insurers</i>
<i>Address of Beneficiary :</i>	<i>29/F., Sunshine Plaza, 353 Lockhart Road, Wanchai, Hong Kong.</i>