

# News Release

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## **The China Insurance Experience: A Marketplace and Business Guide**

**Willis Webcast / Conference Call on January 20  
to address Salient Features and Risk Management Priorities**

**New York, NY, January 14, 2005** – China’s rapid growth as a global manufacturing center has been phenomenal, with competitive strength extending to advanced sectors heavily dependent upon advanced technologies – such as the aerospace and automotive industries. The China insurance industry has undergone concurrent growth and diversification, reflecting in part the growth of foreign-owned operations and assets and the need for higher levels of sophistication, service and certainty.

Doing business in China requires understanding and engagement of the culture. *Guanxi* – personal relationships – are important at every level in Chinese society. Within the realm of risk management, the personal relationship between insurer and insured can be of equal or greater importance than policy wordings in determining the outcome of a claim negotiation.

As a component of our Client Advocate model and a reflection of our commitment to maintain open communications with our clients, **Adam Garrard**, Managing Director of Willis Asia, and **Paul Morgan**, Network Country Manager for Willis China, will host a webcast/conference call on Thursday, January 20, 2005 at 10 AM Eastern Time to discuss the China insurance marketplace, relationship-building, achieving understanding in advance of a claim, building local/global program structures, notable features of specific lines of insurance, and “the big picture” – how companies operating businesses in China can achieve greater reliability and efficiency in their risk management programs.

Interested parties may access the webcast and accompanying PowerPoint presentation via [www.willis.com/Extras/webcasts.aspx](http://www.willis.com/Extras/webcasts.aspx). Those who may wish to ask questions during the Q&A session that follows may listen to the webcast by calling (800) 857-4779 (domestic) and +1 (773) 799-3433 (international) with a passcode of Willis. Media are invited to attend and participate. Participants are asked to log in or call in 10 minutes prior to the webcast in order to register for the event.

A replay of the webcast will be available through March 20, 2005 at 5:00 PM Eastern Time, by accessing the web site or by calling (800) 873-9507 (domestic) or +1 (402) 220-5313 (international) with no passcode.

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Editor's Note: The bulletin will be available on Willis.com via [www.willis.com/Extras/Publications.aspx](http://www.willis.com/Extras/Publications.aspx) after the webcast.