

Japan: LIAJ received State Minister's commendations

The Life Insurance Association of Japan (LIAJ) has received a State Minister's commendation for contributors to consumer support in 2012 which is based on the commendation programme in charge of the Consumer Affairs Agency.

This commendation for contributors to consumer support is a programme established in 1985 which presents commendations to those active in the protection and enhancement of consumer interests in various fields. Although this commendation was originally presented only by state ministers, since the setting up of the Consumer Affairs Agency, this has been upgraded such as by establishing the Prime Minister's Commendations.

Every year, not only individuals but also various consumer organisations and groups, who play a key role in the New Public Sector, receive the commendations.

Said LIAJ: "With regard to this commendation, we believe that we were able to receive it as our responses to the Great East Japan Earthquake to promote the quick payment of insurance benefits were highly appreciated, including the implementation of special treatments on insurance claims and premium payments; the establishment of the Center for Searching for Life Insurance Contracts in Disaster Areas for people who do not have any clues to the one's insurance contracts; the information-sharing among the all life insurance companies; and the requests to competent authorities on the procedures to assist insurance payout.

We will continuously work together with all the life insurance companies toward the establishment of a reliable life protection system as well as promoting the necessary efforts from consumers' perspective."

