

## G. Internationalization

### 1. Foreign Participation

Since February 1973 when the US-based American Life Insurance Company (ALICO) first come to Japan to participate in the market, a number of foreign life insurance companies (with more than 50% foreign capital) have engaged in life insurance business in Japan. As of 1 October 2005, the LIAJ has fifteen foreign member companies operating in Japan, as shown in the table below in two categories, in alphabetical order respectively.

Domestic Companies with Foreign Participation			Branch Offices of Foreign Companies
AIG Edison Life	Gibraltar Life	MassMutual Life	ALICO Japan
AIG STAR LIFE	Hartford Life	PCA Life	American Family Life
AXA Life	ING Life	Prudential Life	CARDIF Assurance Vie
CREDIT SUISSE LIFE	Manulife Life		Zurich Life

### 2. Liaison Business Overseas

The Association responds to inquiries and receives visits from foreign countries. The Association also carries out liaison business relating to international insurance conferences.

Recent main activities are as follows:

#### a) Information Service Office for Foreign Companies

The Japanese life insurance industry has always endeavored to promote mutual understanding with foreign life insurers through inter-industry personnel exchanges.

In May 1982, the Government announced a policy to liberalize the secondary market as part of the efforts to eliminate trade frictions with other countries. On 1 June 1982, shortly after this announcement, the Association set up the "Information Service Office" in order to better serve the needs of potential foreign participants. The office serves as a window to provide information to foreign companies who seek to enter and operate in Japanese market.

#### b) Participating in the International Conference

There are many international insurance conferences, such as EAIC, PIC. The 22nd EAIC (East Asian Insurance Congress) was held in Bangkok, Thailand from 20 through 25 November 2004 and around 1,200 attendants including about 120 from the Japanese insurance industry participated in the Congress.