

18. Japan Institute of Life Insurance (JILI)

The origin of the Japan Institute of Life Insurance (JILI) dates back over a half century to the year 1956, when the Life Insurance Association of Japan (LIAJ) sent an overseas research delegation and visited the ILI (Institute of Life Insurance, now renamed the American Council of Life Insurers, or ACLI, as a result of merger and reorganization).

The visit prompted the LIAJ to create such an organization in Japan too, in the future. The report of the research trip states: it is necessary to establish a permanent organ dedicated to strengthening public relation activities between the general public and the industry so that customers can have a better understanding of what the life insurance is.

After another overseas research trip conducted in 1974 and subsequent discussions at the now-defunct Insurance Council, a consultative body for the Minister of Finance, the Japan Institute of Life Insurance was established as an officially authorized foundation on 5 January 1976 and started operating on the same date.

The JILI aims to contribute to the sound development and diffusion of life insurance through research and study on life insurance, monitoring attitudes of the public, and dissemination of information.

Forty life insurers are also members of the JILI which, with the asset management yield of the foundation and contributions in the form of membership fees, conducts activities as shown below:

- a) Study and research on life insurance and life insurance systems in Japan and abroad
- b) Survey, and collection of information, on the public attitudes and opinions of life insurance
- c) Educational activities for the public in order to spread knowledge about life insurance among the public
- d) Information dissemination activities offered to the public
- e) Information dissemination activities offered to the life insurance industry itself
- f) Assistance for studies and holding seminars on the subject of life insurance
- g) Any other operations necessary to achieve the purpose of the corporation