

**Responses from
the PRIVATE SECTOR
in the Philippines
Philippine Life Insurance Association
(PLIA)**

GERALDINE DESIDERIO-GARCIA

Past & Present INITIATIVES in developing the insurance market for the low income sector

Participation in dialogues and
TECHNICAL WORKING GROUPS

development

regulation

Formulation of microfinance products

innovative

appropriate

Increase distribution through partnerships

Financial Institutions

Insurance Agencies

Activities/Initiatives for implementation in the next 2 years

- **Flexibility to adapt to market changes, adjust regulations and create space for innovation**
- **Continue forging partnerships with accredited organizations to fully develop microinsurance services**
- **Increase distribution of microinsurance services**
- **Constant study of microinsurance data for appropriate analysis and recording**

LEARNINGS in MICROINSURANCE

- **Paradigm shift is the key**
- **Less is more**
- **Insurance is for everyone**
- **There is so much more in store**