

# “The energy and spirit of collaboration makes Generali a unique place”

**Kevin Angelini** has lived in many different countries around the world and enjoys working in an international environment. He is currently based in Hong Kong where he works as the Head of Strategic & Business Development

## **W**hat are some of the major challenges in the Asian market that draw international attention?

– The biggest challenge that we face is that Asia has become very trendy. Everyone wants to grow and invest in Asia at the same time. We have Europeans, we have North Americans, we have North Asians. The level of competition is very high. Not only are we competing for customers, but also to recruit and retain the best employees.

## **What history does Asia have in regards to insurance policies and life products for families?**

– In the past, most families saved money through traditional methods such as saving cash or gold. Even today, more than 50 percent of purchases of gold in the world today come from China and India. However, a new trend is developing in Asia to use insurance products for future financial security. Although the history has traditional roots, the markets are developing at frantic pace for example the adoption of technology and digital tools is jumping ahead of other regions.

## **Do you need a different business approach for clients in Asia?**

– Yes, a very different approach. When you speak to an insurance adviser in Europe, they are often more tenured. The Asian market is quite new, and for this reason, the products need to be simpler while maintaining a high value for the customer. In addition, it's crucial to stand out from the crowd. In Europe,

Generali competes on a product quality level. While this is also important in Asia, it is critical to be visible – otherwise nobody can find you.

## **How do you ensure you are visible to your clients then?**

– We need to be a combination of a Global Brand with appreciation for local ways. In China and India we align our organizational values to local values. In India, we make connections to local nuances such as yoga and meditation. In China, we emphasize the connection between Italy and China such as Marco Polo.

## **What are Generali's plans for future growth in Asia?**

– At this point we are 7 000 working for Generali here in Asia. We plan to significantly expand our business volumes in the next years.

## **What area in your line of work do you appreciate the most?**

– What I enjoy the most is to be a link between the East and the West, and to be able to work in an international environment.

## **How would you describe Generali as an employer?**

– I have visited many Generali offices around the world, and one of the things they have in common is the passion the people have. It is the energy and the spirit of collaboration that makes Generali a unique and vibrant place to work at. Also, working in an international environment gives us opportunities to meet and interact with different cultures.

*“I enjoy to be a link between the East and the West”*

## **KEVIN ANGELINI**

Head of Strategic & Business Development – Generali Asia Regional Office

**Hometown:** I have no hometown. I grew up in Mexico, South Korea, Singapore and Hong Kong.

**Resides:** Hong Kong.

**Hobby:** I play football, kickbox and love travelling.

**Best song ever:** “Smooth” by Santana.

**Looking forward to:** Visiting the Xinjiang region, North Western part of China. This area is fascinating from an ethnic and cultural point of view, and I really enjoy their spicy cuisine.

**Years at Generali:** 9.

