



10th Asia Trusted Life Agents & Advisers Awards 2025

Awards Ceremony

19 August 2025

PARKROYAL COLLECTION MarinaBay, Singapore

Press Release

02 July 2025

A total of **50 finalists** have been revealed for the **10th Asia Trusted Life Agents & Advisers Awards**. The finalists emerged from 13 markets and 47 different companies across the region. The awards recognise the best in life insurance agents and advisers across Asia Pacific. The finalists were shortlisted by an expert panel of **15 judges** comprising CEOs, association heads and industry experts through a remote-judging process.

The final round of judging of the finalists to select the winners will be held on 11 July 2025, with the awards ceremony scheduled to take place on **19 August 2025 at the ParkRoyal Collection Marina Bay, Singapore**.

Results are kept secret and will only be announced on the night of the awards. The judging process is rigorous and KMPG acts as scrutineer to ensure fairness and accuracy at every stage.

The awards are organised by **Asia Insurance Review** and **Asia Advisers Network**, with **AIA** as strategic partner and **LIMRA** as co-organiser. **Mr Mark Tucker**, HSBC Holdings Group Chairman is patron of the awards.

The finalists are:

Rookie Insurance Agent of the Year

- Leona Liu, AIA Hong Kong
- SHAO Dan Peter, Chow Tai Fook Life Insurance Company Limited
- CHEN, Ching-Lun, Cathay Life

Insurance Insurance Agent of the Year

- Jessie Meng, AIA Hong Kong
- Yi-Jean Lin, Nan Shan Life
- Dato' Irene Gan Ai Ling, Great Eastern Life Assurance (Malaysia) Berhad

Financial Adviser of the Year

- Ching-Wan Chiu, Nan Shan Life Insurance Co., Ltd
- Wen Zilong, AIA Singapore

- A L Thilini Madushika Liyanage, Sri Lanka Insurance Corporation Life Ltd

Rookie Insurance Agency Leader of the Year

- Sophia Gao, AIA Hong Kong
- Adrian Cheong, Allianz Life Insurance Malaysia Berhad
- Thakshila Koralage, AIA Sri Lanka

Insurance Agency Leader of the Year

- Linda Chow Kin Man, AIA Hong Kong
- HUNG, Shu-Tuan, Cathay Life Insurance
- Vorakorn Thedratana Wong, AIA Thailand

Digital Agent/Agency Leader of the Year

- Heng Kwang Yong Daniel, Ascendence Wealth Management Group
- Professor Ling-po Shiu, AIA Hong Kong and Macau
- Budsayarat Peerapatcharin, Muang Thai Life Assurance Public Company Limited

Inspirational Agent/Leader of the Year

- Tommy Khoerniawan, AIA Singapore
- Masitah Binte Ramli, AIA Malaysia
- Apriliana, Allianz Life Indonesia

Digital Transformation of the Year

- Nan Shan Life Insurance Co., Ltd.
- Tata AIA Life Insurance Company Limited
- FWD Life Insurance Public Company Limited

Health Insurance Agent of the Year

- Zhang Jisi(Judy), AIA China
- Fang-Chun Lan , Nan Shan Life Insurance Co., Ltd.
- Julia Pei, AIA Hong Kong

Employee Benefits Consultant of The Year

- Erica Wan, AIA Bhd
- Jennifer Lim, AIA Bhd
- Choo Khoo Hian Terence, AIA Singapore

Employee Benefits Provider of the Year

- AIA HK & Macau, Corporate Solutions
- AIA Singapore
- AIA China Corporate Solution

Bank Partner of the Year

- Siam Commercial Bank
- Bank of the Philippine Islands (BPI)
- The Bank of East Asia, Limited

Young Executive of the Year

- Suchanun Mitchuechart, Muang Thai Life Assurance Public Company Limited
- Lin, Min-Hau, Cathay Life Insurance

Executive Champion of the Year

- Wong Sze Keed, AIA Singapore
- Melita Teo, AIA Philippines
- Namalee A Silva, Sri Lanka Insurance Life

Insurance Company of the Year

- AIA Singapore
- Muang Thai Life Assurance PCL
- Sri Lanka Insurance Life

Lifetime Achievement Award

Winner to be revealed during awards presentation on 19 August 2025

