



10th Asia Trusted Life Agents & Advisers Awards 2025

Awards Ceremony

19 August 2025

PARKROYAL COLLECTION MarinaBay, Singapore

10th Asia Trusted Life Agents & Advisers Awards celebrates 16 winners

One of the most important events in the calendar of insurance agents and advisers in Asia Pacific - The 10th Trusted Life Agents & Advisers Awards (ATLAA) - concluded earlier this evening, celebrating 16 winners recognised for their outstanding contributions and performance on the 10th Anniversary Milestone of these Awards.

Held in Singapore, the ATLAA gala evening was a veritable Who's Who of the most successful agents and advisers in the region. The winners were chosen from 46 finalists shortlisted from over 200 nominations from 13 markets and 47 different companies across Asia.

A distinguished judging panel, made up of 15 CEOs, senior executives, heads of associations and industry experts, participated in a rigorous and transparent two-stage judging process with KPMG as scrutineer. In the first stage, remote judging was conducted to select the finalists. In the second stage, judges gathered to deliberate and to pick the winners through a secret ballot via a virtual meeting.

The Asia Advisers Network would like to thank the partners – Co-Organiser LIMRA, Strategic Partner AIA, and our sponsor PROPEL with Singlife as well as all the supporting Asian insurance associations who have made this event possible.

The winners, representing China, Hong Kong, Malaysia, Singapore, Taiwan and Thailand, are as follows:

Rookie Insurance Agent of the Year

SHAO Dan Peter, Chow Tai Fook Life Insurance Company Limited

Insurance Agent of the Year

Jessie Meng, AIA Hong Kong

Financial Adviser of the Year

Ching-Wan Chiu, Nan Shan Life Insurance Co., Ltd.

Rookie Insurance Agency Leader of the Year

Adrian Cheong, Allianz Life Insurance Malaysia Berhad

Insurance Agency Leader of the Year

Linda Chow Kin Man, AIA Hong Kong

Digital Agent/Agency Leader of the Year

Dr. Ling-po Shiu, AIA Hong Kong

Inspirational Agent/Leader of the Year

Masitah Binte Ramli, AIA Malaysia

Digital Transformation of the Year

Nan Shan Life Insurance Co., Ltd.

Health Insurance Agent of the Year

Zhang Jisi(Judy), AIA China

Employee Benefits Consultant of The Year

Erica Wan, AIA Bhd

Employee Benefits Provider of the Year

AIA HK & Macau, Corporate Solutions

Bank Partner of the Year

Siam Commercial Bank

Young Executive of the Year

Lin, Min-Hau, Cathay Life Insurance

Executive Champion of the Year

Melita Teo, AIA Philippines

Insurance Company of the Year

AIA Singapore

Lifetime Achievement Award

Tony Mak, AIA Hong Kong

For more information on the awards, please contact julia@asiainsurancereview.com or visit the [ATLAA website](#).

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