



Toyonari Sasaki :

Vice Chairman
The Life Insurance Association of Japan

Toyonari Sasaki is Vice Chairman of the Life Insurance Association of Japan, a trade association comprised of all life insurers operating in Japan.

He joined the LIAJ in April 2016 following an outstanding career serving the financial industry. As Vice Chairman, he has taken the helm of the LIAJ in giving consideration to any developments relevant to the life insurance industry. Under his leadership, the LIAJ engages in a wide variety of activities in order to promote the industry's sound development and maintain its reliability, thereby contributing to improving the quality of the national life.

In his first year at the helm, the LIAJ developed a policy recommendation which adds value to the LIAJ's key area of advocacy -- enhancing the customer experience of elderly customers.

He also serves as an executive committee member of the Global Federation of Insurance Associations (GFIA). GFIA represents the interests of 87% of the world's insurers and reinsurers by total insurance premiums, and delivers their opinion in one voice to key players in insurance regulation and supervision.