

A light blue map of Japan is visible in the background, showing the four main islands: Hokkaido, Honshu, Shikoku, and Kyushu.

# **Towards “Zenrosai for the members”**

**Takayuki Furukawa  
Vice President, Zenrosai**

**I C A General Assembly  
18<sup>th</sup> October 2007**

# Zenrosai is an insurance cooperative

- ✓ Provides comprehensive insurance coverage to the members
- ✓ 13.9 million members
- ✓ 35.9 million contracts
- ✓ JPY 658 trillion total sum insured

< As at May 2007 >



# Various risks in our life

Low  
birthrate

Natural  
disasters

Aging  
society

Unstable  
social security

Propose the coverage required from  
the viewpoint of private security,  
corporate security and social security

# Disasters and Zenrosai

- ✓ 1955 : Tackle with disastrous fire in Niigata
- ✓ 1995 : Tackle with Great Hanshin-Awaji Earthquake



“Disaster Relief Bill” was passed

- ✓ Prompt claim handling and claim payment for some disasters last few years
  - ex) Niigata-Chuetsu Earthquake, series of typhoons and heavy rain and snow

# Take over mutual help for next 50 years



Zenrosai celebrated the 50th birthday on Sep 2007. Showing our appreciation to the society, Zenrosai has been developing some social contribution activities as the “Next 50 event”

# The themes of the Next 50 ; children, environment, disaster prevention issues

- ✓ Fosterage activity to some groups working for children issues
- ✓ Fosterage activity to some groups working for environmental issues
- ✓ Development of the Eco fire insurance
- ✓ Disaster prevention in order to raise its awareness

# Zenrosai mission statement

Established Zenrosai mission statement at  
the 50th year

“Toward safe and affluent society with  
mutual help”

<Three action guides>

“Zenrosai for the members”

“Honest Zenrosai”

“Zenrosai by effort”

# The Zenrosai 21st century vision

- ✓ Integration of some organizations, such as Forest Workers' insurance cooperatives
- ✓ The 21st century management revision policy
  - New functional business centers for customer service
  - Reviewed the structure of our regional offices
  - Revised the structure of management

# Develop new type of branch office “Zenrosai Greenbow”

**Traditional channel→Promote package insurance through our affinity groups**

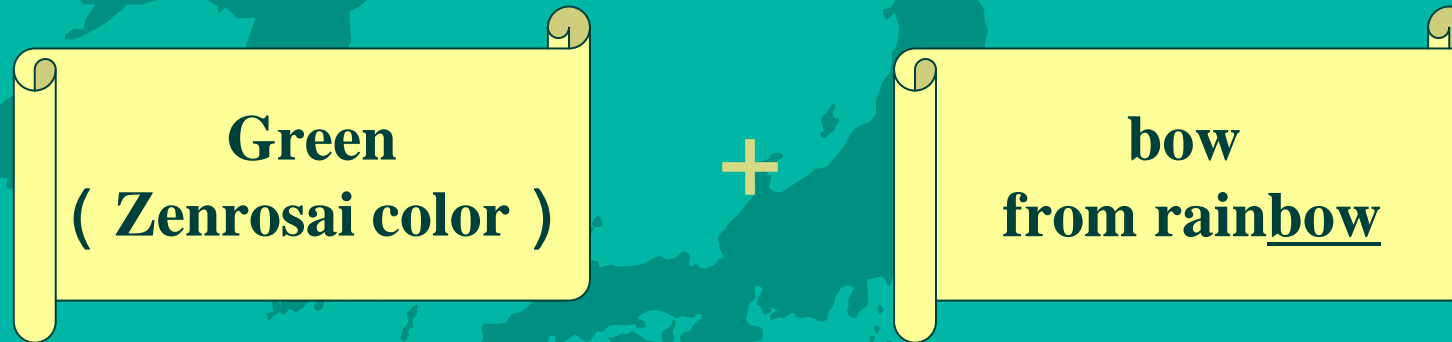


**Zenrosai Greenbow→Support overall life for the members by direct access**

# Features of Zenrosai Greenbow

- 1 . Closer access to individuals  
(consultation on insurance policies etc)
- 2 . Strengthening the relationship with  
trade unions, local banks, and local NPO
- 3 . Provide some assistant services for life  
in communities and hold some events  
based on mutual help

# Meaning of Greenbow



**We named “Greenbow” because we should not forget our origin as a cooperative society**

# To be reliable and the organization of choice

- ✓ Close attention to the amendment of The Consumers' Livelihood Co-operative Society Law
- ✓ Improve our business operation as a composite cooperative insurance organization for workers' lives
- ✓ Enhance customer satisfaction

