INSURANCE: LIFE

The EU-Japan Economic Partnership Agreement (EPA) outlines bilateral and multilateral regulatory cooperation with the objective of reinforcing global financial stability, efficient markets. The EPA covers numerous aspects of the insurance services market, ranging from direct insurance (excluding co-insurance), reinsurance and retrocession, insurance intermediation, and services auxiliary to insurance. This coverage affects EU companies throughout the insurance services industry.
JAPAN’S INSURANCE MARKET LANDSCAPE

Globally, Japan’s insurance market is the world’s third-largest, behind the US and China, comprising 8.62% of the world’s insurance premiums. Japan’s market for life-insurance comprises nearly 73% of its total insurance market\(^1\). Japan’s penetration rate (ratio of insurance premiums against GDP) stands at 8.6%, while insurance density (the ratio of premium underwritten in a given year to the total number of population) stands at $US 4,216\(^2\). This is the world’s highest insurance density.

Japan’s insurance market is highly-concentrated. While the Japanese market has 52 companies offering insurance services (30 domestic and 22 foreign suppliers), the three largest firms are the MS&AD Insurance Group, the Tokio Marine Group and the Sompo Japan Nipponkoa Group. Japan’s insurance market is considered mature and major Japanese insurance firms have been aiming to expand internationally.

**TOP 10 COUNTRIES BY LIFE AND NONLIFE DIRECT PREMIUMS WRITTEN, 2017 ($US MILLION)\(^3\)**

<table>
<thead>
<tr>
<th>RANK</th>
<th>COUNTRY</th>
<th>LIFE PREMIUMS (USD)</th>
<th>NON-LIFE PREMIUMS (USD)</th>
<th>AMOUNT (USD)</th>
<th>TOTAL PREMIUMS PERCENT CHANGE FROM PRIOR YEAR</th>
<th>PERCENT OF TOTAL WORLD PREMIUMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United States(^5)(^6)</td>
<td>546,800</td>
<td>830,315</td>
<td>1,377,114</td>
<td>-0.1%</td>
<td>28.15%</td>
</tr>
<tr>
<td>2</td>
<td>P.R. China(^7)</td>
<td>317,570</td>
<td>223,876</td>
<td>541,466</td>
<td>16.2%</td>
<td>11.07%</td>
</tr>
<tr>
<td>3</td>
<td>Japan(^6)(^8)</td>
<td>307,232</td>
<td>114,818</td>
<td>422,050</td>
<td>-6.5%</td>
<td>8.63%</td>
</tr>
<tr>
<td>4</td>
<td>United Kingdom(^6)</td>
<td>189,833</td>
<td>93,499</td>
<td>283,331</td>
<td>-2.6%</td>
<td>5.79%</td>
</tr>
<tr>
<td>5</td>
<td>France(^9)</td>
<td>153,520</td>
<td>88,083</td>
<td>241,603</td>
<td>1.8%</td>
<td>4.94%</td>
</tr>
<tr>
<td>6</td>
<td>Germany(^6)(^10)</td>
<td>102,839</td>
<td>78,378</td>
<td>181,218</td>
<td>2.4%</td>
<td>3.70%</td>
</tr>
<tr>
<td>7</td>
<td>South Korea(^6)(^10)</td>
<td>113,947</td>
<td>41,562</td>
<td>155,509</td>
<td>-2.6%</td>
<td>3.18%</td>
</tr>
<tr>
<td>8</td>
<td>Italy(^6)</td>
<td>51,592</td>
<td>67,927</td>
<td>119,520</td>
<td>5.5%</td>
<td>2.44%</td>
</tr>
<tr>
<td>9</td>
<td>Canada(^6)(^11)</td>
<td>98,602</td>
<td>18,837</td>
<td>117,474</td>
<td>15.8%</td>
<td>2.40%</td>
</tr>
<tr>
<td>10</td>
<td>Taiwan</td>
<td>98,602</td>
<td>18,837</td>
<td>117,474</td>
<td>15.8%</td>
<td>2.40%</td>
</tr>
</tbody>
</table>

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\(^{[2]}\) MS&AD Insurance Group Holdings (2018), Basic Knowledge about the Insurance Industry.
\(^{[4]}\) Includes accident and health insurance.
\(^{[5]}\) Nonlife premiums include state funds; life premiums include an estimate of group pension business.
\(^{[6]}\) Estimated.
\(^{[7]}\) Provisional.
\(^{[8]}\) 1 April 2017 to 31 March 2018.
\(^{[9]}\) Nonlife premiums are provisional.
\(^{[10]}\) Life premiums are estimated.
\(^{[11]}\) Life premiums are net premiums.
LIFE INSURANCE
At 73% of all insurance premiums, Japan’s life insurance landscape dramatically outweighs Japan’s entire non-life market. Japan’s 2017 total life insurance premiums were 11.6% of the world market (3rd largest), while premiums as a percentage of GDP are tied with South Korea at 6.8% of GDP. This outweighs other major markets such as US, China, or France[12].

NATIONAL AND INTERNATIONAL
Japan’s FSA recognizes insurance suppliers as:
• Domestic Insurers: Licensed as a domestic insurance company.
• Domestic Insurers with Foreign Capital: Licensed as a domestic insurance company, which includes firms with over 50% of foreign capital.
• Foreign Insurers: Licensed on a branch or agent basis. Listed by FSA as branch-offices of foreign firms.


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Insurance: Life

REGULATORY LANDSCAPE

REGULATORY OUTLOOK IN JAPAN

REGULATORY AGENCY
• The insurance market is regulated by the Financial Services Agency (FSA).

KEY LEGISLATION

REGULATORY MEASURES AND GUIDELINES
• Cabinet Order for Enforcement of Insurance Business Law (Cabinet Order No. 425 of 1995)
• Ministerial Ordinance for Enforcement of Insurance Business Law (Ministerial Ordinance of the Ministry of Finance No. 5 of 1996)

WHAT THIS COVERAGE PROVIDES:
• EPA Art. 8.60 allows European financial service providers established in Japan to offer new financial services in Japan (although this might still require licenses and regulatory authorisation). Includes insurance services.
• EPA Art. 8.62 establishes equal access and non-discrimination concerning membership or participation in, or access to self-regulatory organizations for financial service suppliers. Includes insurance services.
• EPA Art. 8.63 protects information transfers and processing of financial information needed for the conduct of the ordinary business of a financial service supplier. Includes insurance services.
• EPA Art. 8.66 ensures a level playing field between private insurers and postal insurance entities.
• EPA Art 9.2 establishes the free movement of capital for the purpose of liberalisation of investments and other transactions (which can be temporarily interfered with during times of external financial difficulties).
• EPA Annex 8-B outlines the specific commitments taken by Japan and the European Union respectively for services and investment liberalisation.

CHALLENGES
The EU-Japan EPA offers to the EU financial-sector businesses more opportunities to participate in Japan’s insurance market landscape. However, EU SMEs should take into consideration that other factors, such as cultural, linguistic, and regulatory barriers will need to be addressed in order to take full advantage of the EU-Japan EPA.

While the introduction of new financial services to the Japanese market cannot be prohibited by regulators on novelty grounds, regulators can still require authorisation, refuse authorisation on prudential grounds, or determine the judicial form under which the

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financial service can be supplied. EU SMEs supplying new financial services should still expect regulatory oversight. In particular, qualification requirements and procedures, technical standards and licensing requirements and procedures, which do not constitute a market access or national treatment limitation would apply.

Likewise, Japanese SMEs can still be subject to regulatory authorisation, licensing requirements, macroprudential regulation, and competition policy regulations and thresholds.

MORE INFORMATION

The text and annexes of the EU-Japan EPA can be found on European Commission’s DG Trade website: http://trade.ec.europa.eu/doclib/press/index.cfm?id=1684

EU-Japan EPA Chapter on financial services: http://trade.ec.europa.eu/doclib/docs/2018/august/tradoc_157228.pdf#page=281

Annex 8 of the EU-Japan EPA: http://trade.ec.europa.eu/doclib/docs/2018/august/tradoc_157232.pdf#page=1
DISCLAIMER

The Report has been prepared with the sole purpose of clarifying and simplifying the understanding of some parts of the EU-Japan EPA related to insurance, and bear therefore no legal standing. While utmost care was taken in the preparation of the report, the author, the EU-Japan Centre, and the European Commission cannot be held responsible for any error or omission. This report does not constitute legal advice in terms of business development cases. As a result, only the legal text and annexes of the EU-Japan EPA, as well as relevant legislation in the EU and Japan prevail. The Report reflects the view of the author who cannot be held responsible for any use which may be made of the information contained herein.