

**Moroccan Federation of Insurance and Reinsurance**  
**4<sup>th</sup> Annual Insurance Conference**  
**Governor Dirk Kempthorne**  
**April 19, 2017**

President Bensalah, Chairman Boubrik, Director Baddou, Mr. President of the Senegalese Association. Merci beaucoup to all of you. Thank you very much for having me. To His Majesty King Mohammad VI, a leader beloved by his country, and the people of Morocco, thank you for your country's hospitality and for encouraging this gathering for such important conversations. All distinguished speakers, guests, ladies, and gentlemen – thank you for welcoming me here again.

One of America's great authors, Ernest Hemingway, proudly resided with his family in the state of Idaho where I also have my family. He wrote some of his most famous novels in the pristine countryside. He penned these words about Africa: "I never knew of a morning in Africa when I woke up and was not happy."

And now, waking up today in Africa, I can see how someone with an affinity for Idaho's warm sun and high mountain meadows would also admire Africa's beauty.

This is my second time in beautiful Casablanca. Last year I told you that Morocco is America's oldest ally. We have a centuries-old Treaty between our two nations. The words of that treaty say this: "This is a Treaty of Peace and Friendship established between us and the United States, and which we have ordered....trusting in God it will remain permanent." It is the longest unbroken treaty in United States history. The United States is grateful for its peaceful friendship with Morocco.

In my last visit to Morocco, I visited the Hassan II Mosque. It was beautiful. But it wasn't just the grand building that brought me to admire your country as I do. While I was visiting the Mosque, a few young boys were playing a game of football while their parents looked on. Robert Neill and I watched them for a short time. The wind that day was strong. It blew the ball over to me, so I kicked it back to the boys. We started a pick-up game of football. What a joy to play football in Morocco outside of such a magnificent masterpiece of inspired architecture.

I remember this distinctly: after we were done playing our game of football, I asked their parents if we could take a picture with the boys. They agreed. I got down on one knee to take a photograph with the boys. One of the boys leaned his head on my shoulder. His little brother took my hand. They didn't act distant, as if I was some foreigner. They welcomed me as a friend.

That is how I see this country. You are welcoming. The same Treaty that our countries signed centuries ago holds true. A peaceful friendship with Morocco. And I can see it in your youngest generations.

I also want to recognize the president of the Moroccan Federation of Insurance and Reinsurance companies, Mohamed Hassan Bensalah, for his leadership. Mr. Bensalah recently traveled with King Mohammed to several African countries, where he signed Memorandums of Understanding with insurance federations in Rwanda, Ghana, Zambia, and Tanzania. Mr. Bensalah also led the cooperation and partnership agreement with federations of Tunisia and Cote d'Ivoire, and they will sign with Senegal today. Our industry is stronger when we partner together, and Mr. Bensalah is leading the way. And Mohammad it's a joy to see your sister Miriam here with you.

I would like to express my appreciation to my friend, Bachir Baddou. Bachir is a pioneer. He was the first person from Africa to join the Global Federation Executive Committee. Bachir, the Global Federation remains very grateful for all you do for this country, but also for the Global Federation. Bachir has organized this vibrant conference with an important theme. "Reinventer L'experience Client a L'ere Du Digital."

As noted, I serve as the President of the Global Federation. The Global Federation represents 41 member associations that account for 87 percent of total worldwide insurance premiums. Our newest member is the Tunisian Federation of Insurance Companies. Africa's voice is rising.

One of the leaders in French business and public policy that I admire and who I was looking forward to seeing at this conference is Bernard Spitz of the French Federation of Insurance. Bernard is a friend to many of us in this room. The French national elections are less than a week away, so he is not able to join us this year.

Like Mohamed Bensalah and Bachir Baddou, Bernard is a dynamic leader whose keen business ability has helped this industry grow and thereby helps thousands upon thousands of people. Another person who fits this category of great achievement is Charles Lowrey of Prudential Insurance who will be addressing this conference tomorrow. I am also delighted that the Global Federation Vice President Recaredo Arias is here. He's a true global champion of inclusive insurance.

Over the next two days you will hear a lot of new ideas. You'll hear about digital strategies. You'll discuss the internet of objects and big data. You will hear about digitalizing customer relations and claims management.

But right now, I want to talk to you about values that transcend digital strategies and claims management. Values that have not yielded to the fleeting nature of our society where attention spans are limited to the next email or text we receive.

Take a look at this photo.

Three weeks ago, I rode my bicycle to the Tidal Basin in Washington, D.C. and this was the scene I saw.

Every year, thousands upon thousands of people come to Washington, D.C. to look at these cherry trees. These trees were a gift to the United States from Japan over a century ago. The trees only blossom for a few short weeks in the spring. And for a moment, people stop responding to a busy world, walk away from their offices and stand to admire the beauty of these trees.

In all that is going on in this rapidly changing world, thousands of people stop their busy lives. They gather to look at one of the most ancient of living wonders.

The blossoms of trees.

This does not just happen in Washington. It happens all around the world. At the Louvre in Paris, crowds gather around da Vinci's Mona Lisa. The Louvre's doors open at 9am. By 10:15, the crowd is 12 rows deep and the line snakes and bends through the room.

A crowd of people...to see a small 77 centimeter by 53 centimeter centuries-old painting. At the Sistine Chapel in Vatican City Rome, the line stretches out the chapel and down the road. People wait hours to catch a glimpse of Michelangelo's work – his first time painting in fresco – a masterpiece.

Right here in Africa, people come from all over the world to look out over the Great Rift Valley that stretches through Kenya, Tanzania, Ethiopia, Uganda, Rwanda, Burundi, Zambia, Malawi. And here in Morocco visitors come to see the ancient Marrakesh Medina - another masterpiece. I distinctly remember visiting The Medina and the grand Palais de la Bahia when I first visited during my first year as president of the Global Federation.

I happened to be in Paris after the tragic terrorist events of November 2015...the Bataclan theatre, cafes, restaurants, the Stade de France in Saint-Denis...were attacked. Afterwards, thousands upon thousands of flowers lined the streets of Paris. Another real tragedy would have been that, if after such an attack, the flowers weren't there.

But they were there. The flowers were a strong affirmation of the goodness of humanity. Signs like this appeared in the United States – Je Suis Paris – and I imagine, throughout the world.

Insurance is an industry that can truly help that good side of humanity. So that our children can, indeed, be better off than we were. So that if, for some reason we are not there, our dreams for our family can continue.

Insurance gives us the ability to expand our limits. We have a sense of a whole...the greater good of mankind, or as Abraham Lincoln put it: an appeal to “the better angels of our nature.”

We must remember this humanity even while staying sharp towards new opportunities and disruptions. That's the beautiful thing about technology. It has an ability to enhance humanity, if it is used in the right way.

We see that right here in Africa. Cell phones and smart phones revolutionized the way this continent communicates. In the late 1990s, only one out of 100 people in Africa had a mobile phone. Today, 80 out of 100 people have a mobile phone. All of a sudden, the people of Africa – in rural villages; in Cape Town; right here in Casablanca; in Burkina Faso; in Nigeria; in Burundi; in Chad; even the Maasai – can communicate.

Peter Diamandis, co-founder of the X Prize Foundation, put it this way: a Kenyan on a smart phone today has access to more immediate information than President Bill Clinton did when he was president of the United States in the 1990s. This is a seismic shift. This is just the beginning. Technology is changing entire industries. We a lot more to look forward to.

Imagine farmers who were isolated and now have an entire supply chain literally at their fingertips. They can also use tools like M-Farm, which is a virtual marketplace for agriculture goods.

They can check and see the prices. Before they didn't have the communication to see the going rates. Technology is helping commerce. It is helping them feed their village. When farmer's livestock die, they can take a photo of their cow as proof and submit it for an insurance claim. No longer do adjusters have to travel across rough terrain. When calamity strikes, insurers are there.

Arthur Zang is a young inventor from Cameroon. He wanted to know how to bring cardiac care to the rural villages of Cameroon, who have virtually no access to care. He invented Africa's first medical tablet.

The Cardio Pad is a diagnostic kit. Health workers can use the touchscreen Cardio Pad to send results of cardiac tests to heart specialists in major hospitals via mobile phone connection. The telemedicine tool allows people in rural areas to live healthier lives. Suddenly, people in rural Africa do not have to be disconnected from a dignified life simply because of where they live.

Insurers have taken note of the way technology can improve humanity. United States insurer, AIG has been exploring the use of drones, or unmanned aerial vehicles for claims. They are using this technology to accelerate surveys of disaster areas. A family who has lost their home to disaster can have their claims handled faster.

They receive payment faster, so they can get back to life. It also improves safety for claims adjusters. Employees can use a camera drone to reach areas that would otherwise be too dangerous to go on foot.

The MetLife Foundation has committed \$200 million over five years to help low-income individuals and families get access to safe and affordable financial products and services.

Prudential Financial Inc. is a global life insurance company, pioneering the use of digital technology to enable customers to engage with the company however they are most comfortable. Prudential's digital initiatives include the company's dynamic, interactive website and multiple mobile applications. You'll hear more about it tomorrow morning when Charles Lowrey addresses the conference.

Morocco is one of the great leaders bringing access to insurance. As you know, Morocco insurance regulations do not allow for online insurance sales. You, insurers, know that online sales allow more people to access the products they need, so they can live better lives. Moroccan insurers came together to change the regulatory text and set up a framework for online sales. The text is now with Parliament. I congratulate Hassan Boubrik, Chairman of the Supervisory Authority, for listening to insurers and initiating the change of law. And Mr. Boubrik, you addressed the General Assembly of the Global Federation three years ago in Marrakesh. I commend and applaud your firm but pragmatic approach to regulation.

This winter, I traveled to Berlin to speak to the G20, an international forum for the governments of 20 major economies whose President this year is Germany's Angela Merkel. One of the major priorities this year with the G20 is the "Compact With Africa." This initiative will increase the visibility of the continent of Africa in the worldwide private sector. The program will allow for exciting investments in Senegal, Tunisia, Rwanda, and so many other countries in Africa. The Compact With Africa is an opportunity for insurers in Africa to support Africa's economy so Africa can be economically prosperous and self-sustaining.

The insurance industry has an important role to play. In the United States, the life insurance industry is the largest purchaser of U.S. corporate bonds. Our bonds are held for an average maturity of 18 years. And when the Build America Bond program was introduced, the life insurance industry bought nearly 32% of them...or \$61 billion dollars worth.

Most infrastructure investments are financed by long-term bonds. To provide maximum value to our customers, we match investments to long-term instruments like infrastructure. Our promises are decades-long for life insurance and retirement. These long-term bonds align perfectly with insurers' promises to our policyholders.

Infrastructure programs present investment opportunities for life insurers. It's one more real opportunity to demonstrate the extent and relevance of the insurance industry to provide capital for investments ... investments which create and build across all economic levels. And our industry affirms once again to those who invest in us - promises made are promises kept.

Let me tell you about my friend Evar. It was a rainy Saturday night a few weeks ago in Washington, D.C., and I went to have dinner at La Lomita Mexican restaurant. Evar is the manager at La Lomita whom I've gotten to know over the years.

Evar came over and sat down at the table to say hello. I asked him how his mother was. He said, "she's getting frail. I'm thinking of bringing my parents here to the United States from El Salvador."

And then he told me he'd just lost his son – his son was killed by a drunk driver. Can you imagine mourning the loss of a son at the same time you become the caregiver to your frail parents?

Evar covers the spectrum. What is the fate of his retirement security as he brings home his mother and father, now that he is the primary caregiver for his parents? Did he have life insurance on his son? What is his quality of life without preparation for such events?

What's the one industry in this type of scenario that can do something about this? The insurance industry.

It's not just Evar that benefits from insurance. What about the farmers? What happens when there is a drought? Are they finished? Or does that microinsurance once again put the seeds in their hands so they can have another season.

Technology is digital, but its real value comes from its ability to answer humanity's greatest needs.

From 2006 to 2009, I was honored to serve as the Secretary of the Interior for President George W. Bush. At that time, I was responsible for managing 20% of the land in the United States. We also had responsibility that spanned 14 time zones across the world. What a sight of beauty to look at satellite images of our Earth. To feel the responsibility as the steward of that land. I will never forget it.

It was during that time that I traveled to South Africa to speak to representatives from 70 nations to the Global Earth Observations Summit. We were discussing the use of satellite images of the Earth, which provide the best, the most consistent seasonal snapshots of our planet.

At the time you had to pay to the U.S. government for those images. After the Summit I decided that those images should be made available, to everyone around the world, free of charge. We went from distributing 25,000 images per year to 3 million images per year...many to the nations of Africa.

Now people and governments in Africa and all over the world can use these photos to make better informed decisions on a host of vital issues including sustainable agriculture, and investments in infrastructure and transportation and water resource management.

In 1972, before we had widely available satellite images, the Apollo 17 space shuttle astronauts captured a picture that we now know today as the Blue Marble. It was one of our early snapshots of our Earth. In that image, almost the entire coastline of Africa is visible. That was 1972. There were 350 million people living on the continent of Africa.

Today, there are 1.2 billion people living on the continent of Africa. Some reports say that 3/5ths of the population is under 25 years old.

These are your heirs. They will inherit this continent. Are they set up for success? Will they live their lives with dignity?

You, my friends, have the industry that can help them. Can technology help, too? Yes it can, but it must first be in service of humanity. Technology can and should enrich the human experience. I encourage you to think through that lens this week as you attend sessions and listen to panel discussions.

We have inherited much from those who were before us. Are we only the beneficiaries? Or are we the stewards? Are we simply the users? Or do we create and invest and pass something good on? A very good tool to make that a reality is insurance.

Our industry's global perspective is this: The greatest gift a country can offer its people is not a device, or a building, or a road. The greatest gift a country can offer its people is a chance for a strong, vibrant, dignified life.

Earlier I referenced people caring... taking time out of their busy lives to experience creation and tributes to humanity. I saw a similar experience at the inauguration of the African American Museum in Washington, D.C. with my friend Jean Kabre, who is from the village of Tintilou in Burkina Faso. I am a charter member of the museum. It only opened in September last year, but because of the multitudes of people who want to visit it, you must now wait 8 months to get a ticket to visit the museum.

One meaningful exhibit there, is a tribute to the great boxer, Mohammad Ali, who said this: "there are more things to be seen in Africa than lions and elephants...They never told us about your beautiful flowers, magnificent hotels, beautiful houses, beaches, great hospitals, schools, and universities."

When I was mayor of the city of Boise, Idaho, Mohammad Ali came to visit. I asked him to sign my boxing gloves and my six-year-old son Jeff's boxing gloves. He took the gloves and he held them close. He was very still. I couldn't see his hand moving. This seemed to go on for 5 minutes. I wondered if I shouldn't have asked for his autograph.

But after a few minutes, he handed the gloves back to me. In beautiful handwriting, he had written "Service to others is the rent you pay for your room here on Earth."

On this Earth of ours, there are many rooms and many people. We, my friends, get to serve them, so they have a chance to spend their days with dignity. And isn't it really about his future and the wellbeing of people of all ages?

This is not just a career or a job – it is a calling. A calling of service to others. May we all realize that, and accept the challenge, and use our creativity and technology to make a positive difference for others in this world.

Thank you.