

THE IMPORTANCE OF THOUGHT LEADERSHIP

In my experience, actuaries are typically very willing to adapt and respond as societies and financial systems change around them. When appropriate, they can also be catalysts of such change. Much of this activity takes place within individual business contexts seen only by close colleagues. But alongside this is a rich and varied output of research, new ideas and thought leadership that responds to and shapes change through channels such as position papers, conferences, academic journals, personal contacts, social media and magazines like this one.

One way the AAE promotes actuarial thought leadership is by publishing **papers** designed to present actuarial perspectives to European institutions such as the EU Commission and EIOPA. The papers also aim to promote discussion of relevant topics within the European actuarial community. Recent AAE publications include papers on **value for money benchmarks for the unit-linked market**, on **what actuaries should know about AI**, on the **right to be forgotten**, on **inflation risk management** and on **sustainable products in insurance**.

On behalf of the AAE Board, please can I thank everyone who contributes to this aspect of our shared professional life. The future of our profession would be doubtful at best if we stopped researching, innovating and sharing ideas. Please can I also thank the AAE Secretariat who take on much of the effort required to convert these ideas into nicely presented output.

This makes it appropriate to mention that over the 13 or so years that the European Actuary has been published, the most prolific contributor to this Column has been Ad Kok. Ad was a longstanding and esteemed member of the AAE where he held various pivotal roles, including Chairperson in 2007-2008 and Chairperson of the Freedoms Committee (now the Professionalism Committee) from 2002-2006. He also served as the Chief Executive Officer of the AAE from 2013 to 2019. Very sadly, Ad died in early December 2023 just as the previous edition of this magazine went to print. Ad's dedication to the development of the actuarial profession was exemplary and he will be sorely missed.

Two of Ad's Column contributions to this magazine revolved around promoting the Second European Congress of Actuaries in 2016. The ECA is the AAE's flagship venue for promoting actuarial research and thought leadership. Following in Ad's footsteps, please can I encourage you to sign up for the next European Congress of Actuaries, taking place in Rome in June 2024.

Malcolm Kemp

AAE Board Member and AAE Liaison on the Editorial Board of the European Actuary Magazine

COLOPHON

The European Actuary (TEA) is the quarterly magazine about international actuarial developments. TEA is written for European actuaries, financial specialists and board members. It will be released primarily as e-mail newsletter. The views and opinions expressed in TEA are those of the authors and do not necessarily reflect the official policy or position of the Editorial Board and/or the AAE. The Editorial Board welcomes comments and reactions on this edition under info@theeuropeanactuary.org.

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The next issue will appear 1 June 2024.

Suggestions can be e-mailed

to info@theeuropeanactuary.org

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EUROPEAN AGENDA

Please check

<http://actuary.eu/event-calendar/>

for the most actual forthcoming events.

ADVERTISING IN THE EUROPEAN ACTUARY

The European Actuary (TEA) is sent as an online magazine to 25,000 actuaries and financial professionals throughout Europe.

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