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## 生成式人工智能在保險業的應用

### Use of Generative AI for Insurance Industry (Cantonese)

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**Date:** 16 January 2026 (Friday)

**Time:** 10am – 12nn

**Mode:** Zoom

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#### Course Outline

- Introduction
- Understanding Generative AI
  - o Definition of Generative AI
  - o How Generative AI Works
  - o Applications Beyond Insurance
- Applications for Generative AI in Insurance
  - o Risk Assessment and Underwriting
  - o Claims Processing
  - o Personalized Customer Experience
  - o Marketing and Customer Engagement
- Case Studies
  - o Successful Implementations in Hong Kong
  - o Global Case Studies
  - o Lessons Learned
- Challenges and Ethical Considerations
  - o Data Privacy and Security
  - o Bias and Fairness
  - o Trust and Transparency
- Future Trends in Generative AI for Insurance
  - o Emerging Technologies
  - o Predictions for the Industry
  - o Opportunities for Innovation
- Conclusion

#### Speaker

**Dr Patrick Tsoi** 蔡曉青博士

Dr Patrick Tsoi has 25+ years in the IT and Green Finance field. His work includes complex projects applying data science and software development to different aspects of value chains and participating with research teams in fields such as Green Finance, ESG, Data Science, and Quantitative Analysis. He has extensive experience designing and building big data solutions and enterprise applications.

Some of his projects include esgtraining.org – a professional training institution serving two universities and three professional training institutions' Professional Diplomas, Executive Certificates, NITTP courses in ESG, Green Bonds, and Green Finance, etc. As the CEO of ESG and Green Finance Limited and Sunon Technology HK Limited, Dr Tsoi leads and trains trainers in Data Science, FinTech and GreenTech, and IT training services. Also, he is an MBA lecturer in ESG and Sustainability at a local university.