

Research on Insurance Support for the Construction of Anhui Free Trade Zone in the Post-COVID-19 Era

Jiaming Li, Juanjuan Li

Financial School, Anhui University of Finance and Economics, Bengbu, Anhui 233030, China

Abstract

By summarizing the practical experience of insurance innovation and system supply in China's free trade zone, it is concluded that the innovation and development of commercial insurance in Henan Free Trade Zone cannot be separated from market leadership and government support, and it is necessary to improve the market by increasing insurance subjects and carry out insurance innovation according to local conditions. This paper analyzes the "market failure" problem of insufficient supply and demand and the mismatch between innovation and insufficient system supply in the construction of Henan Free trade Zone. Proposed free trade area, henan commercial insurance should be included in the innovation and development of free trade zone construction general layout, with the help of a free trade area "sez" first advantage, guidance and service through perfect the insurance industry chain, become a regional centre of insurance target, as well as risk management and risk guarantee, function orientation, to promote the development of henan modern insurance services and path selection and matching measures are put forward.

Keywords

Pilot Free Trade Zones; Novel Coronavirus Pneumonia (COVID-19); Insurance Support System; Commercial Insurance.

1. Introduction

On September 24, 2020, the China (Anhui) Pilot Free Trade Zone was officially inaugurated. Anhui province is committed to improving the technology and other factors trading market in the region and allowing foreign investment. As an important part of the construction of anhui Free Trade Zone, the insurance industry is methodically promoting the research and implementation of related projects. The key word of the free trade Zone is "scientific and technological innovation", and the reason why insurance regulators strongly support the construction of the free trade zone is to a large extent, they are optimistic about the "innovation power" of the pilot zone, hoping to play a corresponding demonstration role for the development and innovation of insurance regulation and industry. Since the beginning of 2020, COVID-19 has broken out worldwide. By September 14, 2021, the cumulative number of confirmed cases had exceeded 226 million and the cumulative death toll had exceeded 4.64 million, causing a huge social, economic and financial impact across the globe. In this context, what is the impact of the epidemic on China's insurance market? What are the trends and characteristics of the development of China's insurance market in the Post-epidemic period? What are the inspirations from the innovative development of domestic free trade Area insurance industry to the development of Anhui Free trade Area insurance industry? This paper hopes to do some useful research and exploration around the above problems. Tian Lin et al. (2021) [1] point out that the essence of free trade zone economy is service economy, and the new generation of free trade zone is a new comprehensive service functional area with regional knowledge and service innovation as the core. So, for a new round of competition vitality to transfer the free trade zone, fully promote free trade service level, promote regional economic

function upgrade as the goal of reform strategy to put forward higher request, the preferential policy of local attraction, in line with international standards to create the market rules, improve the overall environment and the integration of system, "innovation" comprehensive reform, In order to break through the limitations of the "policy depression" of previous reforms. Innovations and breakthroughs at different levels and in different fields, such as functional services and system design, will help realize the construction of the free trade Zone insurance industry and play a leading role in the new round of opening up.

2. Practice and Enlightenment of Domestic Free Trade Zone Commercial Insurance in Post-epidemic Era

At present, China has approved the establishment of 12 free trade zones, each zone combined with their own development orientation, main reform measures and advantages, the introduction of commercial insurance mechanism, to carry out innovative exploration of insurance characteristics. In the practice of free trade zone development, commercial insurance gradually plays the role of economic "shock absorber" and social "stabilizer", and the function of insurance as a development strategy mechanism gradually appears. From the perspective of development plans and orientation of each free trade zone, the innovative positioning of commercial insurance can be divided into two categories: the first is represented by free trade zones such as Shanghai and Chongqing, which takes promoting the opening up of modern financial service industry as an important content of the exploration and practice of free trade zones, and defines the target positioning and specific measures of insurance development. The first group, represented by tianjin and Hubei free trade zones, regard insurance as an important part of the development of service free trade zones, pay attention to the economic compensation and financing functions of insurance, and encourage the exploration of distinctive insurance products and services. In general, the FTZ has carried out practical exploration mainly from the aspects of market players, regulatory policies, insurance innovation, capital utilization and supporting support. This paper summarizes other 4 innovative development plans of insurance in China's free trade Zone, in order to provide reference for innovative development of insurance in Anhui Free Trade Zone (see Table 1).

Table 1. Comparison table of Insurance planning in China's free trade Zones

FTZ	The market system	Innovation	Capital operation	Supporting services
	1. Establish a foreign-controlled life insurance company; 2. Establish financial institutions such as science and technology insurance; 3. Establish insurance asset management companies and subsidiaries, and insurance fund application centers; 4. Establish self-insurance companies, mutual insurance companies	1. Encourage and support insurance financial institutions to use free trade accounts to develop financial innovation; 2. Innovate special risk diversification mechanism and carry out special risk insurance business such as energy and aerospace;	1. Support insurance funds to entrust securities and futures institutions to carry out cross-border investment in the pilot free trade zone; 2. Support insurance asset management institutions to set up mezzanine funds, merger and acquisition funds, real estate funds, pension industry funds, health industry funds and	1. Support foreign insurance brokerage companies to expand their business scope; 2. Explore and promote the trial of catastrophe bonds; 3. Set up Chinese and foreign reinsurance institutions and build an international reinsurance trading platform; 4. Explore the establishment of the "Belt and Road" international reinsurance community for the

<p>Shanghai</p>	<p>and other new insurance organizations; 5. Establishing foreign-funded health insurance institutions; 6. Gather and develop various functional financial institutions in the insurance industry to attract international famous insurance companies to set up branches, functional institutions and joint ventures in Shanghai; 7. Support China Insurance Information Technology Management Co., Ltd. to set up innovative subsidiaries in Shanghai</p>		<p>other private funds; 3. Support insurance asset management companies to initiate and invest in asset securitization products</p>	<p>insurance industry; 5. Explore pilot projects for catastrophe bonds; 6. Establish foreign-funded insurance groups, reinsurance institutions, insurance agents and insurance evaluation companies, and establish professional insurance service institutions such as insurance brokers, insurance agents, risk assessment, loss adjustment and legal consultation to provide supporting services for the development of the insurance industry; 7. Support insurance institutions in the PILOT FREE Trade Zone to carry out cross-border RMB reinsurance and global policy subcontracting business; 8. Promote international capital to provide reinsurance support for domestic catastrophe insurance and special risk insurance; 9. Explore the establishment of a shipping insurance product registration system; 10. Study and launch of shipping insurance indices</p>
<p>Chongqing</p>	<p>1. Establish foreign-funded health insurance and international multimodal transportation and logistics insurance institutions; 2. Establishing new insurance organizations such as</p>	<p>We will launch trials to create new catastrophe insurance services</p>	<p>Support insurance funds to invest in infrastructure and major construction projects in Chongqing by means of creditor's rights and equity</p>	<p>1. Establish an insurance assets registration and trading platform; 2. Establish domestic and foreign reinsurance institutions; 3. Carry out cross-border RMB reinsurance and global policy</p>

	insurance asset management companies, self-insured companies and mutual insurance institutions;			subcontracting business; 4. Establish professional insurance service institutions such as insurance brokers and insurance agents
Hubei	1. Establish specialized insurance institutions such as health insurance, science and technology insurance and inland river shipping insurance; 2. Promote the development of functional platforms such as insurance product RESEARCH and development center and reinsurance center	1. Expand the coverage of export credit insurance; 2. Accelerate the development of science and technology insurance; 3. Promote the trial of patent insurance;	We will support overseas investment by insurance institutions in pilot free trade zones	
Tianjin	Support the establishment of local legal person shipping insurance institutions		Support insurance funds to entrust insurance asset management	

Data source: China Insurance Regulatory Commission and government official website.

3. Insurance Planning and Summary of Domestic Free Trade Zones in the Post-epidemic Era (Data Source: The Overall Plan of Each Free Trade Zone Approved by the State Council.)

3.1. Improve the Insurance Market System

We will promote the opening-up of the insurance industry with the focus on promoting supply-side structural reform, optimizing market structure and enriching market players. First, we will support the establishment of professional legal bodies, such as shipping insurance, Marine insurance, health insurance and science and technology insurance. Second, we will support insurance companies in establishing various functional centers, such as insurance product research and development centers, reinsurance centers, and insurance fund utilization centers. Three is to support the establishment of a variety of ownership, multi-type functional insurance institutions, such as support to set up or the introduction of Chinese and foreign capital or joint venture insurance company (including specializes in insurance company) and its branches, insurance asset management company and its branches, such as exploring set up a holding company, a mutual insurance company, the international multimodal transport logistics professional insurance of new insurance organizations.

3.2. Practical Innovation of Regulatory Policies

We will focus on deepening oversight during and after business operations and exploring a negative list management system, and explore a shift from a review and approval system to a record-keeping system. First, simplify the administrative approval process for insurance branches and their senior executives, cancel the prior approval system for the qualifications of

insurance branches and their senior executives set up in the FREE Trade Zone, and put them on record by provincial insurance supervision institutions instead. Second, we will implement a management system of pre-establishment national treatment plus a negative list to further reduce or remove restrictions on market access for foreign investment.

3.3. Innovative Development of Insurance Will be Realized

Focusing on supporting insurance institutions' product innovation, service innovation and mechanism innovation, the insurance market will be subdivided, market resources will be integrated, and the specialized, intensive and collectivized development of insurance will be promoted to improve the level of insurance services. Product innovation, combining with the characteristics of the free trade area industrial structure and encouraged to promote the establishment of the sources of energy, chemical industry, aerospace and other special risk disperse mechanism, guarantee insurance, patents, science and technology pilot customs taxes insurance, liability insurance, credit insurance, lease financing, construction engineering insurance, shipping insurance index, the catastrophe and catastrophe bonds, etc. In terms of service innovation, insurance institutions in the FREE Trade Zone are encouraged to carry out overseas business, provide comprehensive insurance protection for overseas offices of Chinese enterprises, and encourage insurance institutions to "go global" and explore cross-border investment. We will support cross-border renminbi reinsurance business. In terms of institutional innovation, we will encourage the establishment of an international reinsurance trading platform (Shanghai), an insurance asset registration and trading platform (Chongqing), and explore the establishment of a shipping insurance product registration system (Shanghai).

3.4. Broaden the Scope of Insurance Fund Utilization

To enrich insurance investment tool, improve fund use efficiency as the key point, the establishment of effective risk control and early warning mechanism, on the basis of improved direct or indirect investment of insurance funds in proportion to the capital markets, expand the scale of insurance fund investment asset securitization products and varieties, supporting the construction of large infrastructure investment of insurance funds, We will encourage insurance companies to invest in banks, fund companies and securities companies, conduct equity investments in financial enterprises, and carry out trials of comprehensive operations. For example, insurance asset management institutions are supported to set up private equity funds, insurance asset management companies are supported to launch, and insurance companies invest in asset securitization products.

4. Inspiration from Free Trade Zone Insurance Practice in the Post-epidemic Era

4.1. The Core of FTZ Insurance Development in the Post-epidemic Era: Giving Play to the Dynamic Role of the Market

Risk is everywhere, all the time. Modern economic development is faced with the dual test of traditional risks (such as natural risks, unexpected risks, etc.) and new risks (such as credit risks, liability risks, etc.). The objective existence of risks determines that risks cannot be completely avoided. It is unrealistic and unachievable to rely only on the government, enterprises and individuals to cope with various risks in development, and it is easy to produce "crowding out effect". So to give full play to the market in the allocation of resources and decisive role, within a reasonable range to give on the rights of the reform and innovation of insurance market, make the insurance market should do, play to the commercial insurance mechanism in risk management, insurance innovation, the role of business investment, at the same time the government play a good guidance, management and service function. The above-mentioned policies of the free trade zones are designed to provide a relaxed development

environment and a favorable competitive environment for market players at all levels and encourage the market to play its role.

4.2. Foundation for Free Trade Zone Insurance Development in the Post-epidemic Era: Government Support and Guidance

To promote the innovative development of the insurance industry in the FREE trade Zone, promote the reform of insurance operation mechanism, development mode and regulatory policy, and actively meet the market competition and challenges after the opening up of the insurance industry, cannot be separated from the top-down guidance and support of the government, and cannot be separated from the government's planning layout at the macro level and prudential supervision at the medium level [1]. At present, all free trade zones generally adopt the mode of combining government and market, that is, the government establishes a perfect financial insurance system by providing necessary policy support and guidance. The FTZ has established a reward mechanism for enterprises to settle down, reach a considerable scale of revenue and benefits, and introduce talents.

4.3. The Key to FTZ Insurance Development in the Post-epidemic Era: Innovation

Try first by free trade zone of rights and freedoms loose environment advantages, explore the reform of the fiscal and taxation, financial and trade mechanism innovation, give industry, scientific research, trade enterprises more policy support, forming force and lead to a powerful policy, leading to the industrial structure adjustment and upgrading, is the basic task of the construction and development of free trade. The key to the development of insurance in the free trade Zone lies in innovation. Only in this way can the insurance service function be broadened and the reform and development needs of the free trade zone be constantly adapted. The FTZS have made innovations to varying degrees in terms of improving market players, relaxing regulatory policies, encouraging innovation in insurance products, expanding channels for the use of insurance funds on a pilot basis, and encouraging and supporting the development of reinsurance and intermediary agencies, thus forming new experience for exploration.

4.4. Prerequisite for the Development of Free Trade Zone Insurance in the Post-epidemic Era: Improving Market Subjects

Improving the main body of the FTZ insurance market can, On the one hand, the liberalization of insurance service trade can promote market capacity cooperation, improve the efficiency of insurance resource allocation, optimize the insurance market environment, and promote the construction of insurance industry chain. On the other hand, it can realize "promoting reform by opening up" by introducing foreign insurance institutions to participate in market competition. With the advanced management concept, risk control system and product design of foreign insurance institutions, anhui insurance industry is forced to innovate and improve the quality of insurance supply system. Each free trade zone encourages the establishment of local professional legal entity, encourages foreign insurance institutions and intermediaries to enter the free trade zone market, and attracts domestic insurance institutions to set up branches in the free trade zone, so as to improve the main body of the free trade zone insurance market and provide more convenient and professional insurance services for the development of the free trade zone.

5. Development Status of Commercial Insurance in Anhui Free Trade Zone in the Post-epidemic Era

Since 2015, a number of large insurance groups, including PICC, China Life Insurance and Ping An Of China, have signed comprehensive strategic cooperation agreements with the Anhui

provincial government, expressing their support for the construction of the Anhui Free Trade Zone. But on the whole, the commercial insurance market in the construction of free trade zone in anhui province has not yet formed, insurance demand has not yet been digging, insurance institutional supply, as a specialized and market-oriented risk management mechanism and social mechanism of mutual insurance, also failed to assume by self innovation, self-improvement, self-development, drive to push the burden of cafta construction.

5.1. Development Status of Commercial Insurance in Anhui Free Trade Zone

5.1.1. The Development of Commercial Insurance is Uneven in the Post-epidemic Era

The main indexes to measure the development of insurance are insurance density and insurance depth. In 2019, the insurance density in Anhui province was 2,118.55 yuan/person, and the insurance depth was 3.63%. Among them, the insurance density of Hefei is 4,292.39 yuan/person, ranking first in the province, and the insurance depth is 3.74%, ranking ninth in the province. The insurance density of Wuhu is 1981.77 yuan/person, ranking the 5th place in the province, and the insurance depth is 2.07%, ranking the 16th place in the province. Bengbu's insurance density is 1,832.78 yuan/person, ranking 7th in the province, and its insurance depth is 3.04%, ranking 13th in the province. It can be seen that the development degree of insurance industry among the three zones of Anhui Free Trade Zone is not balanced and sufficient. Among them, there is a big gap between the insurance depth rank of Hefei and its GDP rank in the whole province (the first rank) (Data source: Calculated according to the official website data of Anhui Provincial Bureau of Statistics and Anhui Banking and Insurance Regulatory Bureau.), and the insurance industry's function of serving economic development has not been fully played.

5.1.2. Commercial Insurance Services are not Convenient in the Post-epidemic Era

In Hefei area of Anhui Free Trade Zone, with the implementation of free trade zone policies and increasingly improved infrastructure, enterprises in the free trade zone increased rapidly and developed rapidly, however, the insurance company branch and people are still concentrated in the crowded city, traffic convenient location, and a lack of insurance agencies in free trade zone, free trade area within the enterprise and personal insurance needs and service still needs to be located in the urban area of insurance agencies, combined with the free trade area vast and dispersed enterprise, its insurance service aging more enterprises in the urban area is longer, Affect the service experience of insurance consumers.

5.1.3. In the Post-epidemic Era, the Popularity of Commercial Insurance is Low

At present, Anhui FTZ has made a number of achievements in agricultural product options and futures variety innovation, multimodal transport service, infrastructure construction and evaluation system, road freight carrier model innovation, small and micro enterprise loan model innovation and other aspects. However, in the areas where these insurance can play a full role, the popularity of commercial insurance is not high, no matter it is traditional enterprise property insurance, construction and installation engineering insurance, family property insurance, or emerging credit guarantee insurance, liability insurance and other types of insurance coverage is not high

5.2. Analysis of Difficulties in the Development of Commercial Insurance in Anhui Free Trade Zone in the Post-epidemic Era

5.2.1. Scant Demand

One is the lack of risk management requirements. Risk avoidance and risk retention management is still the main choice of many enterprises and individuals in The Free Trade Zone of Anhui province. They have insufficient understanding of risks, think they have little risk or strong ability to resist risks, and lack the awareness or means of proactive risk prevention and

risk management needs. Therefore, the risk transfer mode represented by insurance has not become the primary choice for risk management. Second, the lack of insurance demand. In Anhui Free Trade Zone, the understanding and demand of enterprises and individuals on insurance has not been greatly improved. In addition, the demand side of the insurance market also exists the phenomenon of adverse selection, which will also react on the supply of commercial insurance. Third, lack of demand guidance. At present, there is a lack of commercial insurance publicity in Anhui Free Trade Zone. Insurance companies mainly carry out full coverage and large-scale publicity through the Internet and print media, instead of facing the needs of the free trade zone and carrying out targeted and on-site publicity activities. In addition, regulatory subjects and operating subjects in the FREE Trade Zone are not aware of their own insurance needs, or they are aware of their own needs or have insurance awareness, but do not convert their potential needs into actual needs due to subjective and objective reasons.

5.2.2. In Short Supply

First, there is a lack of supply subjects. At present, there are no insurance companies in Anhui FTZ to set up branches, and no insurance companies and reinsurance companies of other nature and forms have been introduced, not to mention the innovation of insurance business forms based on the characteristics of modern logistics system and transportation hub of FTZ. The insurance market in The Free Trade Zone of Anhui province has not yet formed, and the insurance subject is lacking, and the operation system is not perfect. Traditional insurance institutions outside the region still provide services, and follow their operation mode and control mechanism. As a result, the development consciousness, development motivation and innovation consciousness of the insurance subject are insufficient. Second, lack of product and service innovation. At present, the insurance products provided by the market for enterprises and personnel in the FREE trade Zone are still standardized products widely applicable to all insurance companies, and there are few differentiated, characteristic and personalized insurance products and services developed based on the development characteristics, industrial structure characteristics and needs of enterprises and personnel in the free trade zone. In fact, other regulatory subjects and operating subjects in Anhui Free Trade Zone have carried out a number of innovations in the fields of supervision, transportation, products and services, and their demands for risk protection in the innovation process are more detailed and diversified, which leads to the mismatch between insurance supply and demand.

5.2.3. Institutional Dysfunction

Insurance support system of Anhui Free Trade Zone refers to formal rules of conduct with external compulsion, including policies, laws, provisions, regulations, articles of association, etc. New institutional economics believes that system is the decisive factor of a country's economic development [2]. Economic development is not a simple superposition of factors of production. It can only play a role through institutions. Institutional shortage or institutional supply lag will restrict economic development. In other words, we need to give better play to the visible hand of the government and improve the strategic guiding role of the state in macroeconomic regulation and overall development planning. Insurance innovation in Anhui Free Trade Zone is also inseparable from the government's institutional supply support. At present, anhui Free Trade Zone has planned the direction of insurance development from the overall plan, and the policy of filing system for senior executives of insurance institutions has also been implemented. However, the development of insurance in The free trade Zone still lacks necessary and detailed guidance and support policies. In addition, the traditional concept and mode of separate regulation currently implemented in the FTZ will also be difficult to meet the demand for insurance innovation, restrict the formation and development of "disruptive technologies", and cause the mismatch between insurance innovation and regulation.

6. Objective Positioning of Commercial Insurance in the Construction of Anhui Free Trade Zone in the Post-epidemic Era

6.1. Target Location

Centering on the positioning and functional objectives of Anhui Free Trade Zone, the basic concept of innovative development of commercial insurance in Anhui Free Trade Zone is: leading and serving. By taking advantage of the "trial first" advantage of the FREE trade zone, we will encourage innovation in insurance mechanisms, regulatory models, insurance services, insurance products and supporting mechanisms to achieve the transition from "nothing" to "something", solve the problems of insufficient supply and demand of insurance in the free trade zone and the mismatch between innovation and regulation, explore replicable experience and deepen the opening up of the insurance sector. Second, commercial insurance should be included in the overall layout of the construction of the free trade Zone to serve the construction tasks of the free trade zone, industrial innovation and the transformation of government functions, so as to achieve the transformation from "existing" to "excellent". On the one hand, the insurance market in Anhui province can realize structural adjustment, transformation and upgrading by leading and serving to realize quality alternation, building a perfect insurance industry chain, creating a regional insurance center. On the other hand, the current financial structure has not kept up with the development needs of the real economy. It is necessary to realize the effective connection between insurance and other forms of financial services through guidance and service, give full play to the role of comprehensive financial services, and pilot financial adjustment as the starting point to promote the upgrading of the real economy. The functional objectives of commercial insurance innovation in Anhui Free Trade Zone can be positioned as follows:

6.1.1. Risk Management and Guarantee of Commercial Insurance in the Post-epidemic Era

In anhui province in the free trade area construction, insurance companies can pass "insurance + service" model, active docking key industries, key areas of risk management requirements, reach implementation of risk management level, to use its rich experience in risk management, professional and technical advantages and extensive service network, establish risk identification and risk early warning mechanism, the risk management process, the source, It not only conducts process control on various risks by region, level and object, strengthens risk identification, analysis, monitoring and response capabilities, but also summarizes various risks from the source and carries out overall control from a global perspective. On this basis, expand the service radius of risk management, through creating spillover effect, fully participate in the management of Anhui Free Trade Zone from the professional perspective of risk management, improve the ability of social disaster prevention and loss reduction.

6.1.2. Boosting the Development of Modern Insurance Industry in the Post-epidemic Era

First, encourage innovation in commercial insurance. Commercial insurance innovation should return to the essence of insurance, deeply analyze the industrial structure and regional characteristics of Anhui Free Trade Zone, optimize the scene, integrate resources, and explore product, service, technology and mode innovation. Second, we will guide the use of commercial insurance funds. Under the background of the continuous expansion of insurance assets and the gradual opening and diversification of insurance fund investment channels, the connection between insurance fund and real economy will be increasingly deepened. The huge insurance funds can be directly invested in the social reproduction process, play the role of financial intermediary, and provide financial support for economic construction. Anhui Free trade Zone should give full play to its pilot advantages, attract insurance funds closer to the real economy

and directly participate in the construction of the free trade zone. Third, we will support the participation of commercial insurance in the governance of the free trade Zone. On the one hand, the insurance mechanism can spread risks in time and space and stabilize the future expectations of the government, enterprises and residents. By investing a small amount of funds to purchase insurance services, the government enables the insured to obtain sufficient insurance protection when disaster accidents occur, which can effectively relieve the pressure of government disaster relief and magnify the leverage effect of financial support. On the other hand, insurance participation in social risk management has professional, service and cost advantages. Insurance companies handling or acting on behalf of public services can help promote the separation of management and operation through market means, realize the transformation of government functions to management and service, and improve the pertinence and efficiency of government system supply.

6.2. The Development Path in the Post-epidemic Era

In terms of location layout, anhui Free Trade Zone fully combines the regional positioning and industrial structure of Hefei, Wuhu and Bengbu, and puts forward a clear positioning and division of labor. The development planning of Hefei area organically combines hefei Airport Zone and hefei's development goal of building a national central city. The development planning of Wuhu and Bengbu area fully combines local economic characteristics and major industries. The development planning of Hefei and Wuhu area also combines the main tasks of the new national independent innovation demonstration zone. Therefore, in the development process of the free trade Zone commercial insurance in Anhui Province, attention should be paid to the industrial cluster effect and regional agglomeration effect of various characteristic development regions in Anhui Province, and the development mode of "government guidance, policy support and market operation" should be formed.

6.2.1. Introduce Insurance Institutions and Support Insurance Companies to Set up Branches

First, actively introduce all kinds of professional and characteristic insurance institutions with great influence and popularity at home and abroad, such as international multimodal logistics professional insurance companies, mutual insurance companies and other insurance organizations, and force insurance enterprises in Anhui province to transform and upgrade through market competition. Second, insurance legal persons or secondary insurance subjects in Anhui province are encouraged to establish branches in the FREE trade Zone to enrich the market supply subjects. The third is to attract various insurance subjects to invest in the construction of various regional or national innovation, service, settlement, pension community and other functional centers and support bases in Anhui Province, improve the status of the insurance market in Anhui Province. Fourth, introduce professional, mature and reputable insurance intermediaries to provide high-quality insurance services for both sides. Fifth, establish and improve the FTZ enterprise insurance demand information sharing platform, reduce the cost of insurance transaction. Promote the formation of insurance companies with industry leadership as the backbone, diversified ownership, diversified business models of insurance institutions competition in Anhui insurance market.

6.2.2. We Will Explore Ways to Provide Catastrophe Insurance and Reinsurance Services

Anhui is a large agricultural province, and the characteristic of "depend on the weather for food" in agriculture cannot be completely avoided. Natural risks in agricultural production are easily transformed into catastrophe risks, causing serious damage to agricultural production in many cities and counties. Therefore, in the construction of anhui Free Trade Zone, first of all, reinsurance mechanism should be introduced or established to encourage reinsurance companies to enter anhui market and promote the diversification of risks in a wider range.

Second, the establishment of catastrophe risk reserves, pilot catastrophe risk bonds, encourage commercial insurance institutions to become the operational subject of catastrophe risk reserves. The third is to explore the financial service model of "insurance + futures/options" based on the innovation of agriculture-related futures of HEFEI Commodity Futures Exchange, promote the development of agricultural price index insurance, establish a chain of price risk diversification of agricultural products, and stabilize farmers' income.

6.2.3. We Will Encourage Insurance to Serve the Real Economy and the Development of Small and Micro Businesses

First, in combination with the development plan of cross-border e-commerce, e-commerce and modern logistics of Anhui Free Trade Zone, with the help of the rapid development of Hefei Aviation Port Area, actively carry out innovation in transportation and logistics insurance products, learn from the development experience of other free trade zones, and build a regional logistics insurance center serving Hefei international freight routes. Second, we will vigorously develop export credit insurance to provide insurance guarantee for the cross-border trade of FTZs. Third, liability insurance can partially transform complex social relations and disputes into pure economic relations and promote the resolution of some contradictions arising in the process of reform and development. Four is to encourage the development of credit guarantee insurance, to explore the integration of "insurance + bank + government" pratt & whitney financial service mechanism, through the government set up the pool of funds, credit guarantee insurance for small micro enterprise financing guarantee or mortgage, insurance companies, Banks and government when be or get out of danger according to certain proportion to loss, damage to a certain degree of start "circuit breakers", We will solve the financing difficulties of small and micro businesses. Fifthly, in the construction of the free trade Zone, the production of manufacturing enterprises cannot do without the use of large equipment. In order to encourage the application and promotion of new technology and equipment and solve the worries of enterprises using new technology and equipment, major equipment insurance should be piloted in the Anhui Free Trade Zone.

6.2.4. Create Conditions for the Use of Insurance Funds

In recent years, the investment scope and proportion of insurance funds have been gradually liberalized. Equity of listed companies, real estate, infrastructure, venture capital funds, asset securitization products, etc., can all be used as channels for the use of insurance funds [3], which greatly expands the selection and allocation space of insurance funds. The investment of insurance funds in infrastructure projects, people's livelihood projects and major engineering projects is gradually increasing. Major domestic large commercial insurance groups have set up professional asset management companies to dominate their capital operation and asset management. Achieve the goal of maintaining and increasing value. In the construction of anhui Free Trade Zone, information transmission and exchange mechanism should be established with asset management companies, capital orientation of insurance group companies should be mastered, capital demand of free trade zone projects should be transmitted, and project investigation and investment landing of headquarters should be promoted.

6.3. Measures for the Post-epidemic Era

6.3.1. Improve Relevant Laws and Regulations

A sound system of laws and regulations guarantees the development of the national economy and the stability of people's lives. On the basis of the overall planning scheme issued by The State Council, Anhui FTZ should draw lessons from the earlier and relatively mature experience of domestic FTZ, formulate specific plans, plans and policies for its own development and regional industrial development, and provide supporting support from local laws and regulations, administrative regulations and implementation rules. To clear the nature of the

free trade area need to commercial insurance mechanism, organization, government support, premium rate formation mechanism, market access and withdrawal mechanism, etc, from all aspects, fta commercial insurance business subject participation main body, the rights and duties in the relationship benefit main body, for commercial insurance innovation and development to provide complete regulations and system guarantee.

6.3.2. Boosting the Development and Innovation of the Insurance Industry

First, we will promote innovation in insurance organization. We will encourage the exploration and development of new forms of insurance organizations and promote the professionalization and industrialization of insurance operations. We will encourage financial institutions to operate in a comprehensive and collectivized way, explore the organic integration of various forms of finance, including insurance, banking, securities and funds, and form a closed system in which finance supports economic and social development. Second, we will encourage innovation in insurance products and services. Centering on the construction and development of Anhui Free Trade Zone, the adjustment of economic structure and the transformation trend of production mode, according to the service objects, industry characteristics and demand differences, the segmentation of the target market and customer groups, research and development of insurance products and services in line with the economic characteristics of Anhui Free Trade Zone and consumer demand. Third, we will support innovation in marketing methods. Insurance companies should be encouraged to actively develop new service models such as network marketing, remote claims settlement and independent service, promote the supply of insurance products such as insurance micro stores and insurance supermarkets, and explore new marketing methods such as mutual agency and concurrent agency chain of unrelated life insurance companies. An independent innovation system for the insurance market should be basically formed in line with the development of the Anhui Free Trade Zone and the characteristics of regional economic and social development.

6.3.3. Establish a Classified Supervision System

In the Post-epidemic era, the government's supervision of insurance and intermediary institutions in the Anhui Free Trade Zone should first adhere to the coordinated supervision of multiple departments. It is necessary to improve the functions and responsibilities of the insurance supervision department, improve the supervision system, and extend the supervision antenna downward. At the same time, it is necessary to strengthen communication and coordination with relevant functional departments, form linkage and cooperation mechanisms, promote the realization of an all-dimensional and all-covering supervision system, and promote financial supervision cooperation under the framework of separate supervision. Second, we need to strengthen internal and external cooperation and supervision. In order to create a healthy and orderly insurance market environment, it is necessary to give full play to the role of insurance regulatory departments and strengthen the investigation and punishment of illegal behaviors. In addition, commercial insurance institutions in the free trade Zone should be guided to strengthen internal self-control through the classification of regulatory policies [4] to promote lawful and compliant operation. Third, we will develop new ways of oversight. To explore the pilot "regulatory sandbox" in Anhui Free Trade Zone, explore the mode of combining prudential supervision and behavioral supervision, relax regulatory regulations appropriately and reasonably, and reduce the rule barriers of insurance innovation on the premise of protecting the legitimate rights and interests of insurance consumers, ensuring controllable risks and preventing risk spillover [5]. We will explore a negative list management model for insurance companies in free trade zones, and improve the mechanism for entering and exiting the free trade zone insurance market. We will establish and improve the classification and evaluation mechanism for insurance institutions to stimulate market innovation.

6.3.4. Promoting Exchanges and Cooperation among All Parties

To ensure food security, insurance institutions in Anhui are encouraged to strengthen exchanges and cooperation with insurance enterprises in other domestic free trade zones and developed areas by holding summit forums and financial summits [6], and actively introduce insurance professionals, experts and scholars, and advanced and mature development experience and innovation results at home and abroad. Encourage insurance institutions to provide cross-border trade and services in the free trade Zone, and encourage insurance institutions in Anhui to "go out" to participate in international and domestic competition. Through the combination of "going out" and "bringing in", anhui insurance industry should change its development concept, actively participate in the industrial division of labor, and earnestly undertake the responsibilities entrusted by the policy.

7. Conclusion

In the Post-epidemic era, Anhui province is in a new period of strategic adjustment of industrial structure and transformation of development mode. Social development needs risk management, economic development needs insurance support, the transformation of government governance needs insurance support, and the stability of people's life needs insurance guarantee. In the face of increasingly diversified and hierarchical insurance needs, how to meet different types of needs of different subjects through insurance innovation has become an important content of the development of insurance industry in the future. Therefore, it is of great practical significance to introduce commercial insurance mechanism in the construction of Anhui Free Trade Zone, give it the power of "trial first", explore the development ideas and models of commercial insurance with Anhui characteristics through innovation, and build a regional insurance service center to serve the overall economic and social development of Anhui Province.

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