



MALAYSIAN INSURANCE AND TAKAFUL
BROKERS ASSOCIATION



APRIL 2024

eNEWSLETTER 7th EDITION



50TH ANNIVERSARY

Celebrating Half a
Century



HIGHLIGHTS

Illuminating
Milestones Together



UPCOMING EVENTS

Forward Together
Boldly Advancing



HONOURING 50 YEARS OF EXISTENCE

MITBA's 50th ANNIVERSARY



The Malaysian Insurance and Takaful Brokers Association's (MITBA) 50th anniversary signifies a remarkable journey deeply rooted in Malaysia's Insurance and Takaful industry. Over five decades, MITBA has been a beacon of professionalism, fostering collaboration, and advancing standards within the sector.

From its inception, MITBA has been instrumental in shaping the landscape of Insurance and Takaful brokerage in Malaysia, guided by a commitment to integrity and service excellence. Through turbulent times and prosperous eras, MITBA has stood as a steadfast advocate for its members, representing their interests with dedication and fervor.

This anniversary not only commemorates past achievements but also heralds a new era of growth and innovation for MITBA and its members. As it reflects on its illustrious history, MITBA is poised to embrace the future with confidence, leveraging its collective wisdom to navigate evolving industry dynamics.

With gratitude to all who have contributed to its success, MITBA looks forward to continuing its journey of service and leadership in the Malaysian Insurance and Takaful landscape.

Happy 50th anniversary, MITBA!





HIGHLIGHTS

Illuminating Milestones Together



Talk on MSM's Experience in Handling Contractors' All Risk (CAR) Claims in Malaysia

22 JANUARY 2024, MITBA SECRETARIAT OFFICE

Kicking off the year with a groundbreaking Hybrid Seminar, MITBA's inaugural talk drew 143 attendees, setting the stage for an enlightening discussion on Contractors' All Risks (CAR) claims in Malaysia.

FIRST HYBRID SESSION

Our inaugural talk of the year commenced with our very first Hybrid Session, drawing a remarkable total of 143 attendees. Among them were 113 participants joining online and 30 individuals present at the MITBA Secretariat for the session.

The event opened with a warm Welcome Address from Prof. Dato' Shazme Sulaiman, expressing gratitude to all attendees for their presence on this significant occasion. Our Speaker, Ir. Lee Khim Liang, Technical Advisor (Engineering) from MSM International Adjusters (Malaysia) Sdn Bhd, shared valuable insights into the handling of Contractors' All Risks (CAR) claims in Malaysia. Throughout the session, Ir. Lee's expertise provided immense benefit to all participants, fostering meaningful dialogue and exchange of ideas.

MITBA at a Glance

5 FEBRUARY 2024, PNSB OFFICE, SHAH ALAM

At the PNSB Office Shah Alam, a comprehensive MITBA training session was conducted, fostering collaboration and knowledge exchange between the two organizations. PNSB CEO, Pn Rashidah Hanim binti Abd Rashid, graciously facilitated this valuable opportunity for mutual growth and learning. Throughout the session, participants benefited from the sharing of insights and expertise, enhancing their understanding of relevant topics. Guided by Mr. Chen Heng Guan, MITBA Board of Director and Prof. Dato' Shazme Sulaiman, MITBA's CEO, the training was led with precision and relevance to the attendees' roles. As the session drew to a close, a sense of appreciation and anticipation prevailed, signaling the potential for continued collaboration and shared achievements between MITBA and PNSB.



MITBA's briefing for Universiti Utara Malaysia (UUM)

19 FEBRUARY 2024, HOWDEN OFFICE

MITBA's briefing for Universiti Utara Malaysia (UUM), organized by Howden Insurance Brokers and Howden Takaful Brokers, proved to be a resounding success. We were privileged to welcome Associate Professor Dr. Bakti Hassan Basri, the Dean of the School of Economics, Finance, and Banking (UUM), to this enlightening session. En Ismam, CEO of Howden Takaful, also graced the briefing, contributing valuable insights to the discourse. Together, we delved into the latest trends and challenges within the Insurance and Takaful sectors, deepening our understanding and exploring potential collaborative ventures. The briefing, expertly conducted by Mr. Vicky Rajaratnam, Chairman of MITBA, and Prof Dato' Shazme Sulaiman, CEO of MITBA, left a lasting impact on all participants, setting the stage for future collaboration and growth. This session exemplified the strength of partnerships in advancing industry knowledge and fostering meaningful dialogue.



Roadside Furniture

JAN - MAR 2024, KLANG VALLEY

In conjunction with MITBA's 50th-year anniversary, a dynamic roadside furniture campaign is currently unfolding across four strategic locations (Federal Highway, MRR2 Highway, Ampang and Persiaran Subang). Over a three-month period, this initiative serves as a powerful advertisement showcasing MITBA's milestone celebration, prominently featuring the logos of its 27 esteemed members. Through the installation of these roadside furnitures (street pole ads), we aim to invoke a profound sense of pride among members, highlighting their collective achievements and contributions to the industry. By prominently displaying member logos in public spaces, MITBA underscores the unity and strength of its membership base. This campaign serves as MITBA's commitment to fostering collaboration and excellence within the Insurance and Takaful sectors.





Embedded Insurance and Growth Optimization

11 MARCH 2024, MITBA SECRETARIAT OFFICE

Immersed in the future of insurance, MITBA hosted a seminar on Embedded Insurance and Growth Optimization, featuring speaker Andre Lim from Chubb Insurance Malaysia Berhad. The event took place providing participants with invaluable insights into the transformative potential of embedded insurance. We had a total of 110 attendees, among them were 98 participants joining online and 12 individuals present at the MITBA Secretariat for the session. Throughout the seminar, attendees were

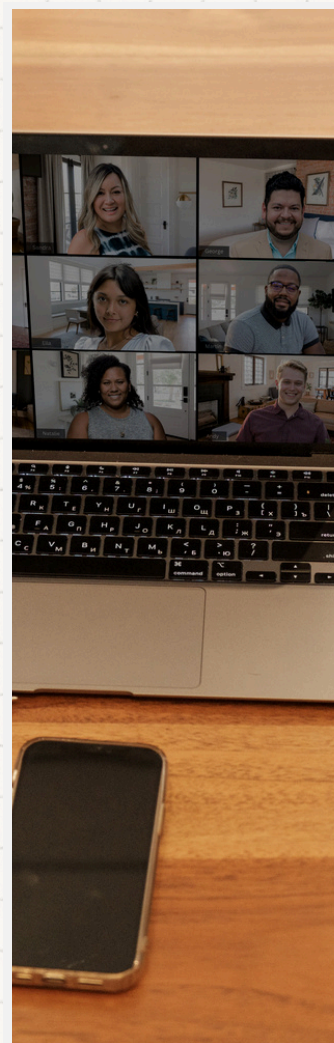
presented with firsthand accounts of innovative strategies and growth opportunities within the industry. Led by Andre Lim's expertise, discussions delved into the integration of insurance into everyday products and services, unlocking new avenues for revenue and customer engagement. As the seminar concluded, participants departed with a deeper understanding of the evolving landscape of insurance and its potential for driving growth and innovation.

Captive 101 / Feasibility Study

1 APRIL 2024, MITBA SECRETARIAT OFFICE

On 1 April 2024, we had an impactful webinar delving into the nuances of captive feasibility studies under the expert guidance of Oliver Schofield from PrincipalRe Limited. With a robust turnout of 163 participants, including our Board of Directors, the session left an indelible mark. It symbolized a pivotal moment in MITBA's ongoing commitment to knowledge dissemination and industry excellence. As we celebrate our 50th Year Anniversary, there is an eager anticipation mounting for forthcoming engagements. In essence, the webinar was a reflection of MITBA's unwavering dedication to nurturing professional growth and fostering industry advancement.





UPCOMING EVENTS

Forward Together, Boldly Advancing

UPCOMING EVENTS

MITBA GOLF TOURNAMENT

A promotional poster for the MITBA 50th Anniversary Golf Tournament. The background is black with stylized white clouds. In the foreground, there is a green grassy field with several white golf balls and golf clubs. One golf ball is on a wooden tee. The MITBA logo is at the top center. The text '50TH ANNIVERSARY' is in green, 'GOLF' is in large white letters, and 'TOURNAMENT' is in white on a green banner. The venue 'KELAB GOLF SERI SELANGOR' is listed below. The date and time '30 April 2024 7:45am, Tuesday' are in green, and the ticket details 'Golf for 4 pax (1 flight inclusive of breakfast & lunch)' are in white.

MITBA

50TH ANNIVERSARY

GOLF

TOURNAMENT

KELAB GOLF SERI SELANGOR

30 April 2024
7:45am, Tuesday

Golf for 4 pax
(1 flight inclusive of
breakfast & lunch)

UPCOMING EVENTS

MITBA 50th YEAR ANNIVERSARY CONFERENCE



MITBA
MALAYSIAN INSURANCE AND TAKAFUL
BROKERS ASSOCIATION



50th
Year Anniversary



FD CORP
CLAIMABLE

12
CPD
HOURS

A conference in conjunction with
MITBA's 50th Anniversary Celebration

INNOVATIVE RISK TRANSFERS IN A POLYCRISIS WORLD

This conference which is held in conjunction with MITBA's 50th Anniversary aims to commemorate 50 years of MITBA's influential presence in the industry as an organization for insurance and takaful brokers in the country. This event serves as a testament to MITBA's dedication and contribution to the insurance and takaful sector over the past five decades. It will bring together Insurance brokers, takaful operators, insurers, re-insurers, adjusters, risk managers and insurance service providers to exchange knowledge and build business networks.



6 - 8 MAY 2024



HOLIDAY INN, MELAKA

WHO SHOULD ATTEND
CEOS, REINSURERS, INSURANCE BROKERS, TAKAFUL OPERATORS, ADJUSTERS, INSURANCE BUYERS, RISK MANAGERS AND ANY INVOLVED WITH THE INSURANCE MARKET

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UPCOMING EVENTS

12th CEO CONFERENCE 2024 | KAZAKHSTAN





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The Malaysian Insurance and Takaful Brokers Association (MITBA) is Malaysia's only statutory association approved by Bank Negara Malaysia (BNM) to represent the interest of Insurance and Takaful brokers. MITBA has 27 members in the benefit that employs more than 1,400 professionally trained personnel providing Insurance and Takaful solutions for essentially every community across the country. As a non-profit organization, MITBA is neither an insurance company nor does it sell insurance products or represent insurance companies.

