

## Driving Force of Family Takaful Growth

## Summit Agenda Day 1: Wednesday, 11th June 2014

08.00 to 09.00	<b>Registration and Refreshments</b>		
09.00	<b>Opening of the 5th Annual World Takaful Conference: Family Takaful Summit Malaysia 2014</b>		<b>Hj Nasaruddin Zainal</b> <i>Specialist (Takaful), Accreditation Finance Accreditation Agency</i>
09.00 to 09.05	<b>Welcome Address by</b> <b>David McLean</b> <i>Chief Executive</i> <b>The World Takaful Conference (WTC)</b>		<b>Wan Saifulrizal Wan Ismail</b> <i>Director, Risk Consulting and Software (RCS)</i> <b>Towers Watson Malaysia</b>  Key Discussion Points: • Family Takaful in Malaysia has taken major strides over the least several years to become the leading market in the world: How can the industry sustain and further advance its international leadership position? • The scope for growth: Overcoming the challenges to continued growth • Addressing competitive pressures • Insights into Family Takaful in other international markets
09.05 to 09.10	<b>Moderator's Opening Remarks</b> <b>Moderator:</b> <b>Furqan Ahmad</b> <i>Global Head of Islamic Banking Practice</i> <i>Financial Services Business Unit</i> <b>Indra</b>		
09.10 to 09.40	<b>Session 1: Special Keynote Address: Advancing to the Next Level: Malaysia's Leadership in Islamic Finance and Takaful</b>  <b>Keynote Speaker:</b> <b>Ybhg. Tan Sri. Dr. Mohd Irwan Serigar Bin Abdullah</b> <i>Secretary General of Treasury</i> <b>Ministry of Finance – Malaysia</b>	11.50 to 12.30	<b>Session 4: Innovating Family Takaful Products and Linking Better to Consumer Needs</b>  <b>Speakers:</b> <b>Farzana Ismail</b> <i>Partner</i> <b>Actuarial Partners Consulting</b>  <b>Dr. Omaima Eltahir Babikir Mohamed</b> <i>Assistant Professor</i> <b>Universiti Tun Abdul Razak (UNIRAZAK)</b>  Key Discussion Points: • What Family Takaful products are currently in the market? • What are consumers looking for and how can Family Takaful products be better shaped to meet market needs?
09.40 to 10.10	<b>Session 2: Global Industry Outlook: Major Trends and Shifts in the International Takaful Landscape</b>  <b>Speaker:</b> <b>Brandon Bruce Sta Maria</b> <i>Partner, Financial Services - Assurance</i> <b>Ernst &amp; Young</b>  Key Discussion Points: • Understanding the major changes in the key international markets for Takaful – Reviewing developments from the Arabian Gulf, Africa to SE Asia • Surveying the industry outlook and growth projections • Overcoming key challenges to the further development of the industry • Identifying international best practices in the Takaful industry • Assessing implications for the Takaful industry in Malaysia	12.30 to 13.00	<b>Session 5: Enhancing the Value Proposition: New Approaches to the Marketing of Family Takaful</b>  <b>Speaker:</b> <b>Dr. Marhanum Che Mohd Salleh</b> <i>Assistant Professor - Department of Finance</i> <i>Kulliyah of Economics &amp; Management Sciences</i> <b>International Islamic University Malaysia</b>  Key Discussion Points: • How have Family Takaful products traditionally been marketed? • What new approaches are needed to boost the growth and penetration of Family Takaful?  • Expanding the Family Takaful value proposition beyond the Muslim consumer – and connecting with broader ethical growth opportunities • How is technology further enabling the marketing capabilities of Takaful?
10.10 to 10.50	<b>Opening of the 5th Annual World Takaful Conference Exhibition: Family Takaful Summit - Malaysia 2014 Networking and Refreshment Break</b>		
10.50 to 11.50	<b>Session 3: What Next for the Family Takaful Market in Malaysia?</b>  <b>Speakers:</b> <b>Ahmad Rizlan Azman</b> <i>Chief Executive Officer</i> <b>Etiqua Takaful Berhad</b>	13.00 to 13.10	<b>Moderator's Summation Remarks</b>

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**Agenda Day 1 Continues...**

<p><b>13.10 to 14.30</b></p> <p><b>14.30 to 15.15</b></p>	<p><b>Summit Luncheon</b></p> <p><b>Session 6: Shari'ah Compliance: Understanding the Ethical Framework of Family Takaful</b></p> <p><b>Discussion Leader:</b>  <b>Prof. Andrew White</b>  <i>Director</i>  <b>International Islamic Law &amp; Finance Centre</b>  <i>Associate Professor of Law</i>  <b>Singapore Management University</b></p> <p><b>Panelists:</b>  <b>Furqan Ahmad</b>  <i>Global Head of Islamic Banking Practice</i>  <i>Financial Services Business Unit</i>  <b>Indra</b></p> <p><b>Dr. Younes Soualhi</b>  <i>Chairman of the Shari'ah Board</i>  <b>Munich Re Retakaful</b></p> <p><b>Roslan Abdol Razak</b>  <i>Principal Consultant &amp; Trainer</i>  <b>Wafiq Advisors</b></p> <p>Key Discussion Points:  <ul style="list-style-type: none"> <li>• Shari'ah compliance and Family Takaful</li> <li>• Understanding the ethical dimension of Takaful products</li> </ul> </p>	<p><b>15.15 to 16.00</b></p>	<p><b>Session 7: New Research Insights for Family Takaful to Improve Performance</b></p> <p><b>Discussion Leader:</b>  <b>Prof. Andrew White</b>  <i>Director</i>  <b>International Islamic Law &amp; Finance Centre</b>  <i>Associate Professor of Law</i>  <b>Singapore Management University</b></p> <p><b>Panelists:</b>  <b>Dawood Yousef Taylor</b>  <i>Senior Regional Executive - Takaful, Middle East</i>  <b>Prudential Corporation Asia</b></p> <p><b>Prof. Dr. Ahmad Shukri Yazid</b>  <i>Director - Research Institute for Islamic Products and Civilisation (INSPIRE)</i>  <b>Universiti Sultan Zainal Abidin Gong Badak Campus</b></p> <p>Key Discussion Points:  <ul style="list-style-type: none"> <li>• New research insights into improving leadership skills and performance improvement</li> <li>• Agents and performance</li> </ul> </p>
		<p><b>16.55</b></p>	<p><b>Close of Day 1 of the 5th Annual World Takaful Conference: Family Takaful Summit Malaysia 2014</b></p>

Summit Agenda Day 2: Thursday, 12th June 2014

<p><b>08.00 to 09.00</b></p> <p><b>09.00 to 09.05</b></p>	<p><b>Morning Refreshments</b></p> <p><b>Moderator's Opening Remarks</b></p> <p><b>Moderator:</b>  <b>Azman Ismail</b>  <i>President</i>  <b>International Islamic Finance and Insurance</b></p>	<p><b>09.25 to 10.15</b></p>	<p><b>Session 9: Human Capital: Training and Talent Development Priorities for Agents in the Takaful Industry</b></p> <p><b>Speaker:</b>  <b>Adli Alias</b>  <i>Head of Academy</i>  <b>Etiqa Takaful Berhad</b></p> <p>Key Discussion Points:  <ul style="list-style-type: none"> <li>• Promoting the further professional development of Family Takaful agents</li> <li>• Agents and performance</li> </ul> </p>
<p><b>09.05 to 09.25</b></p>	<p><b>Session 8: Opening Address: Empowering Agents to be the Driving Force of Family Takaful Growth</b></p> <p><b>Speaker:</b>  <b>Mohd Sani Ayob</b>  <i>Head of Family Takaful Agency</i>  <b>Etiqa Takaful Berhad</b></p> <p>Key Discussion Points:  <ul style="list-style-type: none"> <li>• Highlighting the importance of the agency force as the key distribution channel for Family Takaful</li> <li>• How will the Family Takaful agency model evolve further?</li> <li>• How can the Takaful operator and agents work better together?</li> <li>• What can be done to further support the success of agents?</li> </ul> </p>	<p><b>10.15 to 10.55</b></p> <p><b>10.55 to 11.30</b></p>	<p><b>Refreshment Break &amp; Networking at the 5th Annual World Takaful Conference: Family Takaful Summit – Malaysia</b></p> <p><b>Session 10: Educating the Consumer on the Benefits of Family Takaful</b></p> <p><b>Speaker:</b>  <b>Azman Ismail</b>  <i>President</i>  <b>International Islamic Finance and Insurance</b></p> <p>Key Discussion Points:  <ul style="list-style-type: none"> <li>• How can consumer awareness about Family Takaful be boosted?</li> </ul> </p>

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# Empowering Agents to be the Driving Force of Family Takaful Growth

## Agenda Day 2 Continues...

11.30 to 12.40

- Understanding and tapping into customer needs
- Insights into Takaful consumer buying patterns

### Session 11: Improving Sales and Marketing Tactics for Agents in the Family Takaful Market

#### Speakers:

##### Vincent Cheng

Principal Online Consultant

##### JeVince Solutions

Founder

##### Malaysian Real Estate Network

##### Ravindra Mohan Vijalapuram

VP Consulting & Business Development

##### AETINS

#### Key Discussion Points:

- Overcoming the challenges of an increasingly competitive market
- Service excellence and best practice in the Family Takaful market

12.40 to 13.10

- Equipping the agency force with technology solutions that will boost sales penetration

### Session 12: Success Stories: First-Hand Insights into Career Growth Opportunities for Family Takaful Agents

#### Speakers:

##### Etiqa Agents

#### Key Discussion Points:

- Agents share insights into their own success stories on building a successful and lucrative career as a Family Takaful agent
- What are the critical success factors as a Family Takaful agent?

13.10 to 13.15

#### Moderator's Closing Remarks

13.15 to 14.45

#### Summit Luncheon

14.45

#### Close of the 5th Annual World Takaful Conference: Family Takaful Summit – Malaysia 2014



**Ahmad Rizlan Azman**  
Chief Executive Officer  
Etiqa Takaful Berhad

Malaysia continues to extend its global leadership position in the Family Takaful market and, with improved standards of living and increasing education and awareness of the value proposition, the Family Takaful market is expected to record further exciting growth. The agency force is a vital driver of this success that the industry is enjoying and we at Etiqa are fully committed to support the role of agents and empower them as the driving force of Family Takaful growth. It is important to foster ongoing dialogue and discussion between the agents and Takaful operator and we are once again delighted to be hosting the 5th Annual World Takaful Conference: Family Takaful Summit.