



MALAYSIAN INSURANCE AND TAKAFUL
BROKERS ASSOCIATION

SEPTEMBER 2024

THE BIG 50

8th e-NEWSLETTER



Happy 50th Anniversary to MITBA!

As we celebrate MITBA's 50th anniversary, our 8th newsletter brings you a recap of the key events that marked this milestone year. From the exhilarating Golf Tournament in Selangor to the thought-provoking "Innovative Risk Transfers in a Polycrisis World" Conference in Melaka, each event showcased our commitment to advancing the industry. We also take you through the Oil & Gas Maintenance Contractor gathering in Kota Kinabalu, the prestigious CEO Conference in Almaty, and culminate with the grand MITBA Gala Dinner on 16 August 2024. These events reflect our enduring legacy and forward-thinking vision.





EVENT HIGHLIGHTS

APRIL - AUGUST 2024

MITBA Golf Tournament Kelab Golf Seri Selangor | 30 April 2024

The much-anticipated Golf Tournament on April 30, 2024, was a vibrant celebration of MITBA's 50th Anniversary, bringing together 92 skilled golfers for a day filled with energy, competition, and camaraderie. Amidst the friendly competition, the tournament also provided an ideal setting for members, partners, and industry leaders to connect and strengthen their professional ties in a relaxed environment. The event wasn't just about the game—it was about building relationships and celebrating our shared commitment to excellence. The day was enriched with various activities beyond the greens, including networking opportunities and interactive booths from our valued partners, who displayed their latest innovations and contributions to the industry. These elements added depth to the experience, making it more than just a sporting event.

Our heartfelt thanks go out to the participants and sponsors who made this day possible. The golf tournament was not only a highlight of our anniversary celebrations but also a reflection of MITBA's enduring legacy of progress and success. We eagerly anticipate many more events that bring our community together in the spirit of collaboration and achievement.



MITBA 50th Anniversary Conference Melaka | 6 - 8 May 2024

MITBA celebrated its 50th anniversary with the “Innovative Risk Transfers in a Polycrisis World” Conference, held from May 6 to May 8, 2024, at the Holiday Inn, Melaka. The event kicked off with a keynote address by Lim Hsin Ying, Director of the Consumer and Market Conduct Department at Bank Negara Malaysia, who spoke on fostering a resilient insurance marketplace. The conference brought together industry leaders to explore pressing issues such as climate change risks, innovative risk transfer strategies, and the growing impact of AI and technology on the insurance sector. In addition to the engaging discussions, the conference offered ample opportunities for attendees to network, collaborate, and deepen their knowledge, reflecting MITBA's unwavering dedication to professional growth and industry leadership. Participants were also treated to a unique local experience, including a trishaw ride and a scenic boat cruise along the Melaka River, adding a cultural touch to the event. The conference was further enriched by partner booths, where various products and services were showcased, emphasizing the vital role these contributors play in the industry. These elements combined to create a memorable and impactful experience for all who attended, marking MITBA's 50th anniversary with both reflection and forward-looking innovation.



Oil & Gas Maintenance Contracts Kota Kinabalu, Sabah | 17 May 2024

MITBA hosted an insightful seminar on Oil & Gas Maintenance Contracts in Kota Kinabalu, led by Mr. Mohamad Yassir Hamid. The seminar featured comprehensive sessions on CGL coverages, contract reviews, and strategies for effective client communication. The day commenced with an opening address by our Chief Executive Officer, Prof Dato' Shazme Sulaiman, followed by a Welcome Speech from our Chairman, Mr. Vicky Rajaratnam. The seminar provided an excellent opportunity to deepen our understanding of underwriter perspectives, refine contract review processes, and enhance communication with Oil & Gas clients. Below are some highlights from the event.



12th CEO Conference Almaty, Kazakhstan | 23 - 28 June 2024

In its 12th run, the MITBA CEO Conference was held in Almaty, Kazakhstan this year. It served as a pivotal gathering for industry leaders, offering a platform for in-depth discussions and valuable exchanges. This event featured a rich lineup of presentations and discussions, where experts delved into value propositions and digital strategies, providing attendees with cutting-edge insights. Key moments of the conference included sessions on emerging industry trends, talent management, and the latest technological innovations. The lively panel discussions and interactive exchanges among participants highlighted the event's role in fostering collaboration and driving the industry forward. Attendees were treated to a series of impactful speeches and thought-provoking discussions that laid the groundwork for future industry advancements.

This event undoubtedly set the stage for future collaborations and progress within the sector. We extend our heartfelt thanks to our sponsors and attendees for their significant contributions, which made the 12th MITBA CEO Conference both impactful and unforgettable.



MITBA 50th Anniversary Gala Dinner Kuala Lumpur | 16 August 2024

MITBA recently hosted a grand celebration at The Grounds, Petaling Jaya to mark 50 years in the insurance and takaful industry. The Golden Anniversary Gala Dinner was an unforgettable evening, bringing together industry leaders, members, and partners to commemorate this significant milestone. The event began with a warm welcome as guests arrived, setting the tone for a night filled with elegance and celebration. The evening featured a series of highlights, including an engaging opening presentation that captivated the audience and a special address reflecting on MITBA's journey over the past five decades. A particularly memorable moment was the cake-cutting ceremony, where guests gathered to celebrate MITBA's 50th birthday, adding a personal and festive touch to the evening. As the night progressed, guests enjoyed ample opportunities to network, reconnect with peers, and forge new partnerships, all within a relaxed and celebratory atmosphere. The Gala Dinner was a fitting tribute to MITBA's 50-year legacy, leaving all who attended with lasting memories of this remarkable celebration.



MITBA 50th Anniversary Gala Dinner Kuala Lumpur | 16 August 2024



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Chief Underwriting Officer, Allianz General Insurance Company Malaysia | Allia...
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On Friday, August 15th, I had the distinct honor of attending MITBA's (Malaysian Insurance and Takaful Brokers Association) 50th Anniversary celebration. Having spent a little over three decades in this industry, the significance of this milestone resonates deeply with me. #MITBA has always occupied a special place in my heart, and I fondly recall my early days as a young and aspiring broker when the association was already a guiding light, offering support and direction to many of us.

The event was more than just a commemoration of MITBA's enduring legacy; it was also a personal journey through time. It afforded me the invaluable opportunity to reconnect with old friends, former colleagues, and mentors who had a profound influence on my career. The conversations we shared were rich with reminiscences, reviving memories of the challenges we overcame together and the camaraderie that bound us.

Over the years, #MITBA has not merely withstood the test of time but has also played a pivotal role in shaping the standards and practices that define our industry today. The unwavering dedication and resilience of this organization are truly commendable. I extend my heartfelt congratulations to MITBA on achieving this remarkable milestone, and I eagerly anticipate its continued success and influence in the years ahead.

May the #MITBA flag continue to fly high, inspiring and guiding future generations of brokers.



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Rafliz Ridzuan

Chief Underwriting Officer

Allianz General Insurance Company Malaysia |
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A SPECIAL PERSPECTIVE:
CELEBRATING MITBA'S 50TH ANNIVERSARY



OTHER HAPPENINGS

EXTERNAL EVENTS

Let's Talk Professional – Certification with MII Puncak Alam | 26 April 2024



Prof. Dato' Shazme Sulaiman, CEO of MITBA, recently took the stage at a prestigious event hosted by the Business Faculty at UiTM, organized in collaboration with MII and UiTM. The event provided an enriching experience for students pursuing a BBA (Hons) in Insurance, offering them a comprehensive talk that bridged the gap between academic learning and industry practice. The event was officiated by the distinguished Professor Dr. Firdaus Abdullah, Dean of the Faculty of Business and Management at UiTM, creating an inspiring atmosphere. This collaboration seals our commitment to education and innovation, paving the way for a brighter future in the insurance sector. Here's to the next generation of insurance leaders!

Meeting with Representatives from ANZIIF Kuala Lumpur | 14 June 2024



MITBA recently held a productive meeting with representatives from ANZIIF (The Australian and New Zealand Institute of Insurance and Finance). The discussion was led by Mr. Vicky Rajaratnam, Chairman of MITBA, Prof Dato' Shazme Sulaiman, CEO of MITBA, and Mr. Sudirman Hamzah, a member of the MITBA Board of Directors.

The focus of the meeting was on exploring potential collaborations to introduce ANZIIF's prestigious certification programs to MITBA members. This initiative aims to enhance our professional development offerings. Further updates on this promising opportunity will be shared as they become available.

Roadside Furniture Campaign Kuala Lumpur | June/July 2024



Building on the success of MITBA's 50th anniversary campaign, we are excited to announce the continuation of our dynamic roadside furniture initiative. The second phase of this campaign prominently displayed street pole advertisements across key locations such as Federal Highway, MRR2 Highway, Ampang, and Persiaran Subang. Throughout the three-month period, these ads celebrated MITBA's milestone by showcasing the logos of our 27 esteemed members. This phase sought to enhance member pride by spotlighting their collective accomplishments and impact on the industry. By ensuring a visible presence in public areas, we emphasized the solidarity and strength of MITBA's membership and reaffirmed our dedication to fostering excellence and collaboration in the Insurance and Takaful sectors.

MARIM International Conference 2024 Penang | 16 - 17 July 2024



Ms. Jasminder, Honorary Secretary of MITBA, together with Mr. Sudirman, MITBA Board of Director recently attended the MARIM International Conference 2024 in Penang. This prominent event brought together industry leaders and experts from around the world for an in-depth exploration of the latest advancements in risk management. During the two-day conference, we had the opportunity to engage in high-level discussions and forge connections with key figures in the field. We explored cutting-edge developments, particularly in the realms of artificial intelligence and machine learning, which are shaping the future of risk management. The conference proved to be a highly valuable platform for networking, sharing expertise, and gaining new insights into emerging trends and best practices.

Launch of the Future Skills Framework for the Malaysian Financial Sector Kuala Lumpur | 22 July 2024



Prof. Dato' Shazme Sulaiman, CEO of MITBA, attended the Launch of the Future Skills Framework for the Malaysian Financial Sector on July 22, 2024, at Sasana Kijang, Bank Negara Malaysia. The event was a significant milestone for the financial industry, focusing on the development of skills essential for the future of the sector. The event commenced with a keynote address by YBhg Datuk Abdul Rasheed Ghaffour, Governor of Bank Negara Malaysia, who emphasized the importance of continuous learning and skill development in navigating the evolving financial landscape. The framework was then officially launched by YB Tuan Steven Sim Chee Keong, Minister of Human Resources, Malaysia, marking a crucial step forward in enhancing the capabilities of professionals within the financial sector.



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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.