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FOR IMMEDIATE RELEASE

## MEDIA RELEASE

### Konvensyen Ejen Insurans Hayat Bumiputera 2018 *'Brave for Success'*

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KUALA LUMPUR, 24 November 2018 – The **Konvensyen Ejen Insurans Hayat Bumiputera** for the Malaysian 'Bumiputera' life insurance agents and professionals is back, to be held on 24 November 2018 at the **Sime Darby Convention Centre, Kuala Lumpur** with the theme ***'Brave for Success'***. Jointly organized by **The Malaysian Insurance Institute (MII)** and **Life Insurance Association Malaysia (LIAM)**, the event this year marks a full decade that the event has been successfully organized. **Officiated by Yang Berusaha Ms Anusha Thavarajah, President, Life Insurance Association of Malaysia (LIAM)**, it is an annual convention for them to obtain market updates, new knowledge and experience by listening to inspiring stories from seasoned and successful life insurance agents and renowned speakers to help boost their morale, motivation and productivity in doing life insurance business.

The support from the industry has been exceptionally encouraging. This convention is the most awaited and anticipated event of the year among 'Bumiputera' life insurance agents in Malaysia. In conjunction with the convention is the presentation of awards, acknowledging the success and achievements of ***'MDRT Bumiputera 2018'***, ***'Ketua Agensi Bumiputera 2018'***, ***'Penghasil Peribadi Bumiputera 2018'*** and ***'Rookie Terbaik 2018'*** of each individual life insurance company. Attended by over **500 'Bumiputera' life agents** representing various life insurance companies, the event serves as a platform to recognize their hard work, perseverance, dedication, performance, productivity and success in the life insurance business.

*"Bumiputera life insurance agents have long played an instrumental role in propelling the insurance industry to greater heights and hence the recognition is given in a platform such as this,"* said **Dato' Syed Moheeb bin Syed Kamarulzaman, the CEO of MII**. He added, *"As the leading professional body and education institution for the local insurance industry, MII will continue to support the life insurance industry to raise the professional standards of the agents through our value-added products and quality services"*.

After a decade of organizing the Konvensyen Ejen Insurans Hayat Bumiputera, the convention this year promises to deliver more impactful insights featuring prolific speakers. Bringing with them vast experiences and invaluable knowledge, it is hoped that the convention will produce more successful and professional 'Bumiputera' agents for the greater good of the industry.

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For further information please contact:

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The Malaysian Insurance Institute, No. 5 Jalan Sri Semantan Satu, Damansara Heights, 50490 Kuala Lumpur.

## **ABOUT MII**

MII was founded in 1968 as a non-profit organisation. It is the leading Professional Body and Education Institution for the Malaysian insurance industry. MII provides internationally recognised qualifications in insurance, risk management and financial planning. It is highly respected as a regional centre that offers an extensive range of quality education programmes and training courses for professionals in the insurance and financial services industry.

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