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

**08.00 to 09.00**  
Registration and Refreshments

**09.00**  
Opening of the 5th Annual World Takaful Conference: Family Takaful Summit - Malaysia 2014

**09.00 to 09.05**  
Welcome Address by  
David McLean  
Chief Executive  
The World Takaful Conference (WTC)

**09.05 to 09.10**  
Moderator’s Opening Remarks  
Moderator:  
Furqan Ahmad  
Global Head of Islamic Banking Practice  
Financial Services Business Unit  
Indra

**09.40 to 10.10**  
Session 2: Global Industry Outlook: Major Trends and Shifts in the International Takaful Landscape  
Speaker:  
Brandon Bruce Sta Maria  
Partner, Financial Services - Assurance  
Ernst & Young

**09.40 to 10.50**  
Opening of the 5th Annual World Takaful Conference Exhibition: Family Takaful Summit - Malaysia 2014 Networking and Refreshment Break

**10.50 to 11.50**  
Session 3: What Next for the Family Takaful Market in Malaysia?  
Speakers:  
Ahmad Rizlan Azman  
Chief Executive Officer  
Etiqa Takaful Berhad

**11.50 to 12.30**  
Session 1: Special Keynote Address: Advancing to the Next Level: Malaysia’s Leadership in Islamic Finance and Takaful  
Keynote Speaker:  
Ybhg. Tan Sri. Dr. Mohd Irwan Serigar Bin Abdullah  
Secretary General of Treasury  
Ministry of Finance – Malaysia

**12.30 to 13.00**  
Session 4: Innovating Family Takaful Products and Linking Better to Consumer Needs  
Speakers:  
Farzana Ismail  
Partner  
Actuarial Partners Consulting

**13.00 to 13.10**  
Moderator’s Summation Remarks

**13.10 to 13.20**  
Continued...
13.10 to 14.30  Summit Luncheon

14.30 to 15.15  **Session 6: Shari’ah Compliance:**
Understanding the Ethical Framework of Family Takaful

Discussion Leader:
**Prof. Andrew White**
Director
International Islamic Law & Finance Centre
Associate Professor of Law
Singapore Management University

Panelists:
**Furqan Ahmad**
Global Head of Islamic Banking Practice
Financial Services Business Unit
Indra

**Dr. Younes Soualhi**
Chairman of the Shari’ah Board
Munich Re Retakaful

**Roslan Abdul Razak**
Principal Consultant & Trainer
Wafiq Advisors

Key Discussion Points:
- Shari’ah compliance and Family Takaful
- Understanding the ethical dimension of Takaful products

15.15 to 16.00  Session 7: New Research Insights for Family Takaful to Improve Performance

Discussion Leader:
**Prof. Andrew White**
Director
International Islamic Law & Finance Centre
Associate Professor of Law
Singapore Management University

Panelists:
**Dawood Yousef Taylor**
Senior Regional Executive - Takaful, Middle East
Prudential Corporation Asia

**Prof. Dr. Ahmad Shukri Yazid**
Director - Research Institute for Islamic Products and Civilisation (INSPIRE)
Universiti Sultan Zainal Abidin Gong Badak Campus

Key Discussion Points:
- New research insights into improving leadership skills and performance improvement
- Agents and performance


---

**Summit Agenda Day 2: Thursday, 12th June 2014**

08.00 to 09.00  Morning Refreshments

09.00 to 09.05  Moderator’s Opening Remarks

**Moderator:**
**Azman Ismail**
President
International Islamic Finance and Insurance

09.05 to 09.25  **Session 8: Opening Address:**
Empowering Agents to be the Driving Force of Family Takaful Growth

**Speaker:**
**Mohd Sani Ayob**
Head of Family Takaful Agency
Etiqa Takaful Berhad

Key Discussion Points:
- Highlighting the importance of the agency force as the key distribution channel for Family Takaful
- How will the Family Takaful agency model evolve further?
- How can the Takaful operator and agents work better together?
- What can be done to further support the success of agents?

09.25 to 10.15  Session 9: Human Capital: Training and Talent Development Priorities for Agents in the Takaful Industry

**Speaker:**
**Adli Alias**
Head of Academy
Etiqa Takaful Berhad

Key Discussion Points:
- Promoting the further professional development of Family Takaful agents
- Agents and performance

10.15 to 10.55  Refreshment Break & Networking at the 5th Annual World Takaful Conference: Family Takaful Summit – Malaysia

10.55 to 11.30  **Session 10: Educating the Consumer on the Benefits of Family Takaful**

**Speaker:**
**Azman Ismail**
President
International Islamic Finance and Insurance

Key Discussion Points:
- How can consumer awareness about Family Takaful be boosted?
• Understanding and tapping into customer needs
• Insights into Takaful consumer buying patterns

11.30 to 12.40  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

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

13.15 to 14.45

Summit Luncheon

14.45

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

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.