



5th Annual

**THE WORLD TAKAFUL
CONFERENCE**
مؤتمر التكافل العالمي

FAMILY TAKAFUL SUMMIT - MALAYSIA

11 & 12 June 2014, Pullman Hotel, Kuala Lumpur, Malaysia

Strategic Partner

eTiQa

Marhanum Che Mohd Salleh

Department Of Business & Administration

International Islamic University Malaysia

14th May, 2014

Official Speaker Invitation

The 5th Annual World Takaful Conference: Family Takaful Summit Malaysia 2014

Dear Mr. **Mohd Salleh**,

Over the past several years Malaysia has further cemented its position as the global leader in Family Takaful and double digit growth is still very much on the cards as the government carries out initiatives to transform Malaysia into a high income economy by the year 2020.. With a comparatively small 13% penetration rate for Family Takaful versus the 55% penetration rate for conventional life insurance, there is tremendous potential for further growth in the Family Takaful segment in Malaysia.

Working in strategic partnership with **Etiqa Takaful Berhad**, the **5th Annual World Takaful Conference: Family Takaful Summit, Malaysia**, to be held in Kuala Lumpur on the **11th and 12th of June 2014**, builds on this solid foundation and focuses on: "Empowering Agents to be the Driving Force of Family Takaful." This innovative and focused Summit expands on the successful 9 years of history of the World Takaful Conference, which gathers more than 400 industry leaders from across the world in Dubai each year.

Tackling core issues relevant to both Takaful Operators and Takaful Agents through a unique conference format, the WTC: Family Takaful Summit Malaysia provides an innovative platform for taking Family Takaful to the next level of development and growth. More than 500 Takaful agents and operators attended last year's hugely successful conference in Kuala Lumpur.

It is our honor to invite you to as a **Speaker** in the session titled "**Enhancing the Value Proposition: New Approaches to the Marketing of Family Takaful**". This session is scheduled from **12.40 to 13.20** ON the 11th June, 2014.

We hope that you will be able to join us at this important gathering and share your insights with our international audience of more than 500 industry players, Takaful agents, policymakers, academics and the global media. Please kindly let us know your availability at your earliest opportunity.

Yours sincerely,

David McLean

Chief Executive

The World Takaful Conference: Family Takaful Summit Malaysia 2014

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