



**PERSATUAN BROKER-BROKER INSURANS DAN TAKAFUL MALAYSIA  
MALAYSIAN INSURANCE AND TAKAFUL BROKERS ASSOCIATION**

**5<sup>th</sup> MITBA CEO Conference 2015**  
Seoul, Korea

**Challenges of the New Horizon**

Start	End	<b>Day One, 1<sup>st</sup> June 2015</b>
		Arrival of Delegates, Sight-seeing & Check In
19:30		Dinner

Start	End	<b>Day Two, 2<sup>nd</sup> June 2015</b>
8:30	9:00	<b>Registration</b>
9:00	9:15	<b>Welcome Remark</b> by En Halim Bin Jantan ( <i>Organising Chairman</i> ), CEO, Sterling Insurance Brokers Sdn Bhd
9:15	9:30	<b>Chairman's Address</b> by YM Raja Zailan Putra Bin Raja Azam, CEO, MIT Insurance Brokers Sdn Bhd
9:30	10:30	<b>De-tariffication in Malaysia - The Road Ahead for Our Industry</b> <i>Mr Leonardo Zanolini CEO, QBE Insurance (Malaysia) Berhad</i>
10:30	11:00	<b>Morning Coffee Break</b>
11:00	12:00	<b>Redefining Broker's Role in the Value Chain</b> <i>Ms Soo Wai Har, Deputy CEO, AIG Malaysia Insurance Berhad</i>
12:00	13:00	<b>Expectations and Challenges in the 'Brokers Business Space' from an Insurer's Perspective</b> <i>Mr. David Morrow, Head of Property &amp; Casualty, ACE Jerneh Insurance Berhad</i>
13:00	14:15	<b>Lunch Break</b>
14:15	15:15	<b>De-tariffication - Challenges and Opportunities</b> <i>Mr. Kong Shu Yin, Managing Director/ Chief Executive Officer, RHB Insurance Berhad</i>
15:15	16:15	<b>Panel Discussion – Revolutionize Our Co-existence</b> <i>Moderator : En Halim Bin Jantan / Panel Members Leo, Wai Har, Kong &amp; Steve</i>
16:15	16:45	<b>Afternoon Tea Break</b>
16:45	17:45	<b>Intensive Internal Discussion: CEO's Expected to engage and voice concerns and opinions</b> <i>Moderator : All Management Committee Members</i>
19:30		<b>Dinner</b>

Start	End	<b>Day Three, 3<sup>rd</sup> June 2015</b>
8:45	9:00	<b>Registration</b>
9:00	10:00	<b>ASEAN Economic Community (AEC): Riding the Tsunami of Change</b> <i>Mr. Michael Leong, Chief Executive Officer, Jardine Lloyd Thompson Sdn Bhd</i>
10:00	11:00	<b>Challenges and Opportunities for Insurance Brokers in the Wake of Market Liberalization</b> <i>Mr. Alex Low</i>
11:00	11:30	<b>Morning Coffee Break</b>
11:30	12:15	<b>Insurance Brokers immediate future – Business Space in the Industry'</b> <i>En Halim Bin Jantan, CEO, Sterling Insurance Brokers Sdn Bhd</i>
12:15	13:00	<b>CEOs Question &amp; Answer Session</b>
13:00	14:00	<b>Lunch Break</b>
14:00	15:30	<b>Brainstorming: MITBA &amp; CEO's Discussion and Finding Resolve Jointly</b> <i>Moderator : En Halim Bin Jantan</i>
15:30	16:00	<b>Afternoon Tea Break</b>
16:00	17:30	<b>Brainstorming: MITBA &amp; CEO's Discussion and Finding Resolve Jointly (cond't)</b> <i>Moderator : En Halim Bin Jantan</i>
17:30		<b>Chairman's Closing Speech:</b> by YM Raja Zailan Putra Bin Raja Azam, CEO, MIT Insurance Brokers Sdn Bhd
<b>End of Conference</b>		

All speakers and topics are correct at the time of printing, MITBA reserves the right to cancel and make amendments and/or changes to the programme, venue, date, speaker and/or topics due to unforeseen circumstances