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Langkawi tourism to get boost with insurance congress

LANGKAWI, Thurs. - This island haven, which is facing a decline in arrival of local tourists because of economic problems, will get a much needed shot-in-the-arm with some 5,000 participants attending an international insurance conference on Aug 8.

The three-day Second Worldwide Chinese Life Insurance Congress at the Mahsuri International Exhibition Centre is to be officiated by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Organising committee chairman, Dr Micheal Chong said the convention has attracted leading Chinese life insurance industry personnel from China, Taiwan, Hong Kong, United States, Japan, Thailand, Singapore, Brunei and Malaysia.

With some 5,000 delegates and another 2,000 family members accompanying them, most hotels on the island have had full bookings for the period.

Dr Chong said response has been very good, exceeding the 3,000 people who attended the inaugural congress in Taipei two years ago.

Most of the participants are Chinese.

The theme of the congress is "Vision" as among its objectives is to identify the vast potentials ahead for the life insurance business.

He said about 20 top insurance agents, who form part of the industry's elite 500 worldwide - including Christina Young of the United States, and also motivators will address the gathering.

"The participants can learn new skills from these speakers and further enhance their business development," he said.

Dr Chong said IMM management Sdn Bhd, which is organising the event, selected Langkawi as the venue to enhance the island resort's image as an international tourism and conference centre.

"Many of those attending are owners of successful insurance companies which hold annual gatherings for their staff overseas.

"With their presence, they will be able to see what the island has to offer and may decide to send their employees here," he added.

Last year, a similar number attended the World Hokkien Federation Convention held here.

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