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Quality is key to success, says AIA

Wendy Lim

QUALITY products and services as well as constant innovation to cater to changing insurance needs were cited among the reasons for American International Assurance (AIA)'s success in the country.

AIA Malaysia senior vice president and general manager Edward Bush said the ability to succeed as the second largest insurance company by market share in Malaysia was due mainly to the company's focus on customers and its striving to attain the highest level of quality services.

"AIA is a soundly managed company committed to profitable growth in the long term.

"Currently, we have almost RM5 billion in total invested assets in Malaysia. This was achieved through a policy of re-investing all our insurance premiums within the country," Bush said at the company's 50th anniversary celebration last night.

The anniversary dinner, with AIA group chairman Maurice Greenberg as the guest of honour, was officiated by Prime Minister Datuk Seri Dr Mahathir Mohamad.

The company's financial abilities is widely recognised with a re-affirmed "AAA" credit rating from rating agencies.

Bush added that AIA also believes in local abilities as the backbone of the company and has invested heavily in supporting, training and motivating its staff.

As a responsible corporate citizen, he said, the company had donated to a wide range of organisations and causes ranging from schools and sports organisations to youth literacy campaigns.

Last year it launched the "Have-a-Heart" fund to sponsor needy Malaysian children undergoing heart surgery.

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