

30 MAY 2002  
LIAM-CHARITY  
MALAYSIAN LIFE INSURANCE TO GROW BY 10-15 PCT

KUALA LUMPUR, May 30 (Bernama) -- The Malaysian Life Insurance industry is expected to grow by 10 to 15 percent following a steady economic recovery, said Life Insurance Association of Malaysia (LIAM) president, K.H. Chia.

"There is still a lot of opportunity for growth as the life insurance industry's penetration rate is low with many still not being insured, he said at the launch of the "One Nation We Care" charity event in which LIAM and Persatuan Insurance Am Malaysia (PIAM) are the sponsors.

Moving forward, he said the life insurance industry should upgrade its agency force to include more training and upgrading of skills.

The "One Nation We Care" is a charitable event and will be held on July 27 at the Bukit Jalil National Stadium, Kuala Lumpur.

It will be an evening for families to spend time with Prime Minister Datuk Seri Dr Mahathir Mohamad in a carnival like atmosphere and proceeds of tickets will be contributed to the Malaysian Aids Foundation and the National Cancer Council (Makna).

The sponsors, he said have pledged to donate a total of RM100,000 to these two organisations.

"By donating a minimum of RM2 at the entrance to the "One Nation We Care" event, visitors will be issued a raffle ticket, which entitles them for the grand draw of an apartment or a car as well as many other good prizes.

The "One Nation We Care" event is to remind us of the importance of unity in building our nation, he said.

The "One Nation We Care" event, he said would be filled with interesting activities such as performances by local artistes, celebrities and school bands.

--- BERNAMA  
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