



FOR IMMEDIATE RELEASE

MENA Insurance CEO Club Launches Essay Competition To Energise Insurance in the region

10 April 2012 - As part of its on-going efforts to boost professionalism in the industry, and increase the core of research material in the market, MENA Insurance CEO Club (MICC) announced today the official launch of the 1st Essay Competition for industry practitioners with the dynamic theme of energising insurance in the region.

The inaugural competition is open to all insurance and reinsurance professionals based in or doing business in the MENA region, and will run for three months starting 10 April. The contest will be reviewed by a panel distinguished judges led by the Steering Committee of MICC after the closing date on 10 July 2012.

The competition is expected to reach about 1,000 organisations and potentially 5,000 participants from the MENA region.

To enter the competition, the participants simply need to write between 2,500 and 5,000 words (excluding references and footnotes) from a choice of eight topics based on the core theme of competition. Submission must be done electronically and sent to Ann@meinsurancereview.com. The topics include:

1. Nurturing talent for the MENA's insurance industry's growth in the next decade;
2. Is there a case for a single MENA insurance market?;
3. Is there a need for a special green fund to be set up to help industry cope with the challenges of global warming?;
4. The future of insurance in MENA – Who will lead?;
5. How can regulators help the insurance industry?;
6. Motor insurance in the Arab world – Can this be ever written profitably?;
7. The secret of opening the life and pensions market in MENA; and
8. The lure of pooling risks – in which MENA markets will pools work?.

The Winner will receive an all-expenses-paid trip to London to attend a one-day MBA Course on 26 October 2012 hosted by the Chartered Insurance Institute, plus a one-year subscription to *Middle East Insurance Review*. The winning essay will also be published in an issue of *Middle East Insurance Review*.

For more information as well as for terms and conditions for the competition, please visit <http://www.menainsuranceceoclub.com/essay/>

About MICC

Leaders of the region have banded together to set up an independent Mena Insurance CEO Club with the mission to be an exclusive body to serve as a “think-tank” to shape and spearhead the future development of the insurance industry. The Club aims to fill the knowledge and resource gaps in the region and offer a serious networking platform to exchange ideas and share topics of concerns while finding active solutions. Over time, the Club will evolve to lead the industry regionally and become the voice of the Middle East insurance markets in the international arena.”

The Club involve leaders who will readily volunteer their time and expertise to enable the industry to become more professional and embrace higher standards of business operations, ethics and customer service.

The Club is led by the Steering Committee consisting of **HE Dr Bassel Hindawi**, immediate past Insurance Commissioner of Jordan, **Mr Yassir Albaharna**, CEO of Arig and **Mr Sivam Subramaniam**, Editor-in-Chief of Middle East Insurance Review & Asia Insurance Review. Its members include: **Mr Walid A Sidani**, Abu Dhabi National Insurance Company, UAE; **Mr Nagib M Bahous**, ACE Group of Companies, Bahrain; **Mr Fady Shammas**, Arabia Insurance Company S.A.L., Lebanon; **Mr Fateh Bekdache**, Arope Insurance S.A.L., Lebanon; **Mr Mahmood Al Soufi**, Bahrain National Holding Co BSC; **Mr Riadh Karray**, BEST RE, Tunisia; **Mr Michael Gertsch**, Gulf Re, UAE; **Mr Mahomed Akoob**, Hannover ReTakaful, Bahrain; **Mr Wasef Jabsheh**, International General Insurance, Jordan; **Mr Imad Abdel Khaleq**, Jordan Insurance Company, Jordan; **Mr Patrick Choffel**, Oman Insurance Company, UAE; **Mr Farid Chedid**, SEIB Insurance & Reinsurance Company, Qatar; **Mr Ashraf Bseisu**, Solidarity Group Holdings, Bahrain; and **Mr Tarek A Hayel Saeed**, United Insurance Company, Yemen.

The MICC's secretariat services are provided by *Middle East Insurance Review*. For full details, please visit <http://www.menainurancececlub.com>

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