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FOR IMMEDIATE RELEASE

## MEDIA RELEASE

### Over 2,000 Industry Professionals From Around The Region Gathered To Celebrate “Be MDRT #YOLO” at MALAYSIA MDRT DAY 2019.

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**KUALA LUMPUR, 5 AUGUST 2019** – The **2019 Malaysia MDRT Day** was a highly stimulating and dynamic event, attended by over 2,000 industry professionals around the region including over 700 participants from India, Cambodia and Vietnam. The annual event addressed some of the most pertinent factors in discovering one’s full potential in their goal towards the MDRT status, to inspire and motivate life insurance and financial services professionals to achieve greatest success in their careers.

In his opening remarks, **Mr Lim Ren En, MDRT Country Chair (MDRT Country Chair - Malaysia)**, highlighted the importance of the MDRT community as a community of sharing knowledge and resources, encourage professional growth and believe in excellent customer experience. According to Mr Lim “**EXCELLENT customer service**” is key to an agent’s success “so that our clients get the best care and service from our members”. He continued by emphasizing the values that MDRT continuously instils in its members “To empower us to be professional, caring, loving and with empathy through our practice”.

Founded in 1927, **Million Dollar Round Table (MDRT)**, The Premier Association of Financial Professionals®, is a global, independent association of more than 72,000 of the world's leading life insurance and financial services professionals from more than 500 companies in 75 nations and territories. According to the latest statistics shared by Mr Lim, “**Today Malaysia has 1356 MDRT members, representing 1.2% of the best life insurance agents in Malaysia**”. MDRT members demonstrate exceptional professional knowledge, strict ethical conduct and outstanding client service. MDRT membership is recognized internationally as the standard of excellence in the life insurance and financial services business.

This year’s **#YOLO (You Only Live Once)** motto for the 2019 Malaysia MDRT Day was successfully delivered through the inspiring line of speakers whose underlying message is to encourage the future generation to serve at their very best in their lives and most importantly, for the lives of others.

The convention, which was held at **Dewan Merdeka, PWTC, Kuala Lumpur**, on 3 August 2019, is organized by the **Malaysia MDRT Membership Communication**

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For further information please contact:

Corporate Communications Department, Tel: 03-2087 8882 or fax 03-2093 9282

The Malaysian Insurance Institute, No. 5 Jalan Sri Semantan Satu, Damansara Heights, 50490 Kuala Lumpur.

**Committee (MDRT)** and co-organized by **The Malaysian Insurance Institute (MII)**. MII was founded in 1968 as a non-profit organisation. It is the leading Professional Body and Education Institution for the Malaysian insurance industry.

MII provides internationally recognised qualifications in insurance, risk management and financial planning. It is highly respected as a regional centre that offers an extensive range of quality education programmes and training courses for professionals in the insurance and financial services industry.

The **2019 Malaysia MDRT Day** featured high-powered and life-changing presentations by top class industry performers, with 16 local and international speakers who are current members of the Top Million Dollar Round Table (MDRT), Court of the Table (COT) and Top of the Table (TOT). The speakers shared valuable and effective sales techniques and ideas, best practices as well as inspirational road to MDRT experiences, targeting agents with an objective to conquer new frontiers with new ideas to grow their business - the MDRT way.

**AIA Berhad** was the Platinum Partner and **Etiqa Takaful** was the Bronze Partner in this prestigious industry event.



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## **About MDRT**

Founded in 1927, Million Dollar Round Table (MDRT), The Premier Association of Financial Professionals®, is a global, independent association of more than 72,000 of the world's leading life insurance and financial services professionals from more than 500 companies in 70 nations and territories. MDRT members demonstrate exceptional professional knowledge, strict ethical conduct and outstanding client service. MDRT membership is recognized internationally as the standard of excellence in the life insurance and financial services business.

## **About MII**

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