

# 3rd MENA CEO Insurance Summit

28 - 30 April 2009 • Tunis, Tunisia

This will be the first time that *MiddleEast Insurance Review* will be bringing the MENA Summit to a North African market. The first two Summits were held in Amman, Jordan, in 2007 and in Dubai, UAE, in 2008. The 3rd CEO Forum is held in North Africa to highlight the potential and progress of a region which boasts a premium volume of more than US\$ 4.5 billion, strengthening its ties with the Middle East markets.

The 3rd MENA CEO Summit, modeled along the successful and well-established Asian CEO Summit, is supported by the International Insurance Society (IIS). The gathering will offer a serious two-day intensive platform for interaction, exchange of ideas, learning from successful models, and finding common solutions to current strategic challenges as well as boosting greater interaction and co-operation between the Middle East insurers and reinsurers and their counterparts in North Africa. The CEO Summit will also be a platform to set standards and boost professionalism in the MENA region while identifying solutions to nurture the growth of the region's nascent insurance markets – a particular management challenge at a time of crisis of confidence in the global financial services sector.

## Who Should Attend

- CEOs & Senior Management of Insurance & Reinsurance Companies (Life & Non-Life) from MENA, Asia & International markets
- Insurance & Reinsurance Brokers
- Supervisors & Regulators
- Management Consultants
- Risk Managers
- Lawyers, Technology Experts, Loss Adjusters, & Other Service Providers to the Insurance Industry
- Banks, & Financial Institutions Serving the Insurance Industry.

**A meeting place  
for CEOs from the MENA  
markets. Book your seats  
quickly!**

## Key Topics

- Current Challenges in the Insurance Markets of the Middle East and North Africa;
- Critical Success Factors in North Africa – Moving Forward to World Class;
- The Financial Crisis and the Insurance Sector in the MENA Region
- The Challenge of Privatisation & Lessons from the Financial Crisis: Secrets to Avoid the Deep Crashes
- What It Takes to be a Regional CEO Today
- Understanding the World of Ratings Upgrades & Downgrades – Its Impact on the MENA Markets
- With Special Intensive Panel Discussions on Coping with the Crisis; & Reinsurance in MENA

# 3rd MENA CEO Insurance Summit

28 - 30 April 2009 • Tunis, Tunisia

## PROGRAMME

### Day One: 28 April 2009

- 5.00 pm Registration of Delegates & Speakers  
5.30 pm **Cocktail hosted by**  
-7.30 pm **the Insurance Commission of Jordan**

### Day Two: 29 April 2009

- 8.00 am Registration & Continental Breakfast/Coffee  
9.00 am **Chairman's Address**  
*Sivam Subramaniam, Editor-in-Chief, MiddleEast Insurance Review & Asia Insurance Review*
- 9.15 am **Welcome Address**  
*Mohamed Dkhili, President & Director General, Société Tunisienne de Réassurance (Tunis Re); & President, Fédération Tunisienne des Sociétés d'Assurances (FTUSA)*
- 9.30 am **Official Address**  
*HE Dr Bassel Hindawi, Director General, Insurance Commission of Jordan, and Chair of Arab Forum of Insurance Regulatory Commissions (AFIRC)*
- 9.45 am **Keynote Address**  
*Marko Stanovic, Head, UNCTAD Insurance Programme, United Nations Conference on Trade and Development (UNCTAD)*
- 10.15 am **Special Address: The Sleeping Giant - MENA Insurance Markets - Are We Ready?**  
*Yassir Albaharna, Chief Executive Officer, ARIG*
- 11.00 am Tea Break  
11.30 am **Financial Crisis and the Insurance Sector in the MENA Region**  
*Riadh Karray, General Manager, BEST Re*
- 12.15 pm **The Challenge of Privatisation and Lessons from the Financial Crisis: Secrets to Avoiding the Deep Crashes**  
*Patrick Kenny, President & Chief Executive Officer, International Insurance Society Inc.*
- 12.45 pm Lunch  
2.00 pm **Special Address I: Managing the Pricing Challenge - From Risk-Based Pricing to Smart Profit Growth in MENA Insurance Markets**  
*Dr Dirk Schmidt-Gallas, Partner & Managing Director, Simon-Kucher & Partners*

### Panel on Coping with Crisis

- 2.45 pm **High Level CEO Panel on Coping with Crisis:**  
The panel will look at the critical links between North Africa and the Middle East and identifying business opportunities for Middle East insurers in North Africa and vice versa as well as highlight avenues for co-operation while zero-ing in on the challenges, opportunities and strategic options in the current financial crisis to grow the business, enhance competitiveness and customer service and reach, and boost the bottom line while exploring synergies through co-operation and exchange of business.  
Panelists include CEOs from Algeria, Bahrain, Egypt, Iran, Jordan, Kuwait, Libya, Morocco, Oman, Qatar, Saudi Arabia, Tunis, UAE and Yemen  
*Isam Abdel Khaliq, Managing Director, Arab Orient Insurance Co, Jordan*  
*Mohammad Khalil Al Sa'bi, General Manager, United Insurance Co, Syria*  
*Chakib Abouzaid, CEO, Takaful Re, UAE*  
*Riadh Karray, General Manager, BEST Re, Tunisia*  
*Azmin Daya, President & CEO, Sanad Insurance & Reinsurance J.S.C., Saudi Arabia*  
*Mohamed Dkhili, President & Director General, Société Tunisienne de Réassurance (Tunis Re); & President, Fédération Tunisienne des Sociétés d'Assurances (FTUSA), Tunisia*  
*Farid Chedid, Group Managing Director, Chedid Re, Lebanon*
- 4.45 pm End of Day Two with Tea Break

### Day Three: 30 April 2009

- 8.00 am Continental Breakfast/Coffee for all Delegates  
9.00 am **Development of the Life Insurance Market in the Middle East and North Africa**  
*David Breton, Head of Market Development, Global Life Emerging Markets Division, Zurich International Life*
- 9.45 am **Special Address II: Understanding the World of Ratings Upgrades and Downgrades and its Impact on the MENA Insurance Market**  
*Lotfi Elbarhdadi, Director, Financial Services - Insurance, Standard & Poor's*
- 10.30 am Teabreak
- Panel on Reinsurance in MENA**
- 11.00 am **Panel on Reinsurance in MENA**  
This panel will look at the basic role played by local, regional and international reinsurers in the market to help the growth and development of the Middle East and North African insurance markets on a sound footing, balancing the imperatives of achieving underwriting profitability and offering reliable long-term cover and security. There will also be a special focus on the Tunisian market as well as promoting a regional insurance and reinsurance centre for North Africa  
Chairman: *Yassir Albaharna, Chief Executive Officer, ARIG*  
*Riadh Karray, General Manager, BEST Re*  
*Gail P Norstrom, Chief Executive Officer, Gulf Reinsurance Limited*  
*Mohamed Dkhili, President & Director General, Société Tunisienne de Réassurance (Tunis Re); & President, Fédération Tunisienne des Sociétés d'Assurances (FTUSA)*  
*Omar Ngadi, Managing Director, African Reinsurance Brokers*  
*Dermot P. Dick, Chief Operating Officer, International Underwriting, QIC International LLC*
- 12.30 pm Lunch  
2.00 pm **Anchor Address: The Future of Integration between North African and Middle East Insurance Markets - Action Plan to Make the Potential a Reality**  
*Mohamed Dkhili, President & Director General, Société Tunisienne de Réassurance (Tunis Re); & President, Fédération Tunisienne des Sociétés d'Assurances (FTUSA)*
- 2.45 pm Closing Tea Break & End of Conference

Simultaneous Translation in English/French will be provided at the Conference

