

## AFA's 2nd Annual Conference

The Association of Financial Advisers (AFA) held its 2nd Annual Conference, themed "FA the future-Rise of the New Wave". The AFA's annual conference is recognized as a significant event within the Financial Advisory industry in Malaysia, as it acts as the catalyst to spearhead the new financial servicing era. The Organising Chairman of the AFA 2nd Annual Conference Derrick Tan said the theme "FA the Future-Rise of the New Wave" was chosen for this year's conference because the rise of the new wave symbolised the financial adviser channel becoming another popular channel to provide financial services to Malaysians, in terms of financial planning process, financial advisory service and other multiple financial solutions and planning industry in Malaysia.



Assistant Governor Bank Negara Malaysia, Justice Chow (middle), the Guest of Honor for this year's conference, accompanied by (from right) Director of Consumer Complaint Department BNM, Sulaiman Ali; Vice President of AFA, Ker Wih Soong; AFA Conference Organising Chairman, Derrick Tan, and President of AFA Alfred Soh.

## AmBank Launches Malaysia's Resume

AmBank Group has launched a new initiative, Malaysia Resume, which aims to connect and build positive relationships and communications with Malaysians and people across the globe.

It is likened to a Wikipedia that is dedicated to Malaysia, where an online media community creates, shares and celebrates the success stories of modern Malaysians. "The project is part of the many initiatives by AmBank Group to reposition its brand with the ultimate goal of increasing customer engagement and affinity," said Tan Sri Azman Hashim,

Chairman, AmBank Group.



## Allianz Life Creates Awareness On Building Capital For Retirement

Allianz Life Insurance Malaysia Berhad ("Allianz Life") recently gave a talk on the importance of building a capital for retirement in one's golden years of retirement, in a bid to raise awareness of the general public to be financially equipped upon retirement. "It is crucial to start planning early and to build a capital for retirement as we see today that many people find it difficult to sustain as the years go by after retirement.

There are many ways in building a capital and as a life insurance company, we believe in imparting the knowledge we have in this subject matter to the general public. This we hope will provide results for our customers and the general public alike," said Chin Tze How (pic), chief market management officer of Allianz Life.



## Empowered To Save Lives

EMPOWERED, The Cancer Advocacy Society of Malaysia recently held a charity dinner, 'Be an Angel with Tan Sri Michelle Yeoh' at Elegance Club Sdn. Bhd. in Kuala Lumpur. Committed to saving lives, preventing cancer and eliminating suffering amongst the poor in Malaysia, EMPOWERED has mobilised cancer medical expertise, volunteer group and funding to execute mass cancer programs at grass root levels that has reached over 55,000 low income Malaysian communities to save lives through early cancer detection.

"Fund-raising has been a challenging part of EMPOWERED's mission to make a difference in the lives of underprivileged Malaysians. However, we have been truly blessed by the giving spirit of generous Malaysians," said EMPOWERED's President and Founder and Consultant Medical Oncologist, Dr. Christina Ng.

Yeoh pledged her personal support by donating an exquisite piece of Jacob & Co timepiece.



From left: Darul Hidayat, Ong, Tan Sri Michelle Yeoh, Dr. Christina Ng