



## **TAKAFUL EMARAT URGES A FOCUS ON SUSTAINABLE GROWTH FOR TAKAFUL AHEAD OF FORTHCOMING MIDDLE EAST INSURANCE FORUM**

**Dubai, U.A.E., 7<sup>TH</sup> January 2012** - Ghassan Marrouche, General Manager at UAE-headquartered Takaful Emarat, a Shariah compliant life and health insurance company, urges Takaful operators to focus on improving the quality of their product offerings, Takaful awareness and investment discipline to help in sustaining the rapid growth expected in 2012.

Ghassan Marrouche, will be a panellist at the forthcoming 8<sup>th</sup> Middle East Insurance Forum which is set to take place on the 7<sup>th</sup> and 8<sup>th</sup> of February 2012 at 'The Gulf Hotel in Bahrain'.

The panel session titled 'Advancing the Takaful Industry to the Next Level' will take place on the second day of the conference (February 8<sup>th</sup>, 2012) and will discuss how the Takaful industry can achieve critical mass, international trends in the Takaful industry and their implications for regional players.

Speaking ahead of the event, Ghassan Marrouche said, "Significant growth has been forecasted for the Takaful industry in 2012. The Takaful market makes up just one percent of the global insurance market– so it is evident that opportunities abound. However, Takaful operators need to ensure that they have strong foundations in place to sustain financial performance."

"It is encouraging to see Takaful on the agenda of the region's largest and most influential annual gathering of international and regional insurance leaders. .This highlights the growing importance of Takaful sector. The Takaful industry like any other growing industry is facing challenges like increasing competition, skilled professionals, regulatory and prudential frameworks and shariah complaint investment opportunities which need to be addressed in such a prestigious forums. We look forward to share our learning curve and gain knowledge from the industry experience to establish a solid foundation for the Takaful Industry growth."

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### **About Takaful Emarat:**

Takaful Emarat was established in May 2008 as a dedicated Life & Health Islamic Insurance company, through a joint venture between 'Al-Buhaira National Insurance Co.' the UAE's leading insurance company, and UNIQA Group Austria, one of Central Europe's most trusted insurance brands.

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