



Under the Patronage of  
**HRH Prince Khalifa bin Salman Al Khalifa**  
The Prime Minister of the Kingdom of Bahrain



**With more than 500 registered, and 2 months to go, 25th FAIR in Bahrain looks set to be a major success.**

**MANAMA, 10 AUGUST 2017**

The leaders of the world's two thought leadership bodies, International Insurance Society and the Geneva Association will both present key papers at the FAIR.

Mr Michael Morrissey, President and CEO, International Insurance Society Inc., will deliver the Keynote Address on "Propelling FAIR Insurance Industry through Innovation", while Ms Anna Maria D'Hulster, Secretary General & Managing Director, The Geneva Association, will deliver the International Address. Mr Cameron Murray, Head of UK, Ireland, Middle East & Africa, Lloyd's, will do a special address on "Managing the New Risk Landscape"

An impressive array of insurance luminaries and thought leaders from across the world will deliberate crucial issues affecting the insurance industry in the Afro-Asian region at the forthcoming 25th Conference of the Federation of Afro-Asian Insurance & Reinsurance (FAIR) in Bahrain from October 9 to 11, 2017 with the theme "Insurance Transformation in FAIR-Land".

Ensure you grab a significant position to heighten your brand at this year's event of the year in the MENA region! Sponsorship options are available as attached on a first come first serve basis. With the 25th FAIR Conference taking place for the first time in the Gulf, sponsorship will resonate well in promoting yourself as a committed company to the region in the Middle East. The event has secured international speakers and panelists reflecting the global standing of this event.

The FAIR 25th Conference, held under the patronage of HRH Prince Khalifa Bin Salman Al Khalifa, The Prime Minister of the Kingdom of Bahrain, will be the first FAIR Summit to take place in the Gulf region.

The conference agenda this time is characterised by topical plenary sessions: A Digital Strategy for the Future of Insurance; Regulatory Dynamics in FAIR Land; and a CEO Panel on Priority Issues of the Day to Tap FAIR Markets.

The high profile panelists include Mr Bernd Kohn, Chief Executive, Middle East, Africa, Munich Re Germany, Asia Pacific and Africa Division; Mr Peter Englund, Senior Executive Officer, Head of Commercial Insurance, Middle East, Zurich Insurance Company, Mr Youssef Fassi Fahri, CEO, SCR, and Mr Michael Jensen, Managing Director, MENA, AIG.

The conference agenda has been carefully drawn keeping in view the growth potential and the vexed issues hindering progress of the insurance markets in the Afro-Asia region which is undergoing rapid transformation.

The 25th FAIR conference is held at a time when the global insurance landscape is witnessing a seismic transformation as changing consumer behaviours and technological innovations disrupt traditional insurance models.

The insurance industry in the Afro-Asian region is set for major transformation with globalisation, rapid economic growth prospects, regulatory reforms, faster adoption of technology and wide protection gap in an evolving economy marked by an abysmally low insurance penetration.

“High-profile speakers, as well as in-depth debates will provide the delegates, with insights about the future of the industry and solutions to remain competitive in an increasingly volatile economic, technological and political environments,” said Mr Nabil Hajjar, Chairman of the Organising Committee.

The event will provide participants with the opportunity to interact with Afro-Asian and international industry professionals and discuss matters of common interest, he added.

The event organised by FAIR and the Central Bank of Bahrain, together with joint-organisers, ARIG, Trust Re and the Bahrain Insurance Association, is being managed by Middle East Insurance Review & Asia Insurance Review.

I look forward to welcoming you in Bahrain.

Best Regards,  
Sheela Suppiah Raj  
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Asia Insurance Review and Middle East Insurance Review  
On Behalf of the 25th FAIR Conference  
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For more information and registration, please visit [www.fairbahrain2017.com](http://www.fairbahrain2017.com)

