

INCEIF Collaborates with Etiqa in a Win-win Situation

Kuala Lumpur, 15 January 2018– INCEIF today signed a Project Agreement with Etiqa that will see INCEIF students working closely with the Takaful operator and be part of its problem solving efforts with close guidance by INCEIF and Etiqa facilitators.

For one, the students of INCEIF's Masters in Islamic Finance Practice (MIFP) programme will conduct a research involving Etiqa stakeholders to help them develop a concept for Etiqa's future branch offices in the country. The project is expected to take off with the signing of the agreement and will end in April 2018.

INCEIF President & CEO Prof Dato' Dr Azmi Omar signed on behalf of INCEIF while Etiqa was represented by Mr Kamaludin Ahmad, Chief Executive Officer of Maybank Ageas Holdings Berhad; the parent company of Etiqa General Insurance Berhad, Etiqa Life Insurance Berhad, Etiqa General Takaful Berhad, and Etiqa Family Takaful Berhad at the signing ceremony held at INCEIF Campus.

In his welcoming remarks, Dato' Azmi said: "Collaborations between universities and businesses are not new, but these partnerships have become more relevant today in the face of challenging economic and financial landscapes, increasing competition and demanding consumers who are now more discerning of products, services and brands than ever before."

The 'Joint Experiential Learning Project' that INCEIF is embarking on with Etiqa is a step towards our action based learning approach where students get to put into practice the knowledge that they have gained from lectures and textbooks, with direct inputs and mentoring from the industry.

"In Islam, iman or knowledge must be reflected in our amal (practice)," Dato' Azmi added.

As a university, INCEIF aims to provide students with an opportunity to work with leading industry practitioners and policymakers on topical industry issues. Students get to develop and enhance their analytical and problem solving skills whilst partner companies will have access to expertise beyond their current employee pool. This initiative also provides a chance for students to show their capabilities to potential employers which would help in their job search, said Dato' Azmi.

In his speech, Mr Kamaludin said: "We welcome this partnership with INCEIF as it is just one of the efforts that Etiqa is taking to differentiate ourselves in the industry, while leveraging on the critical minds of INCEIF students, and giving them an opportunity to put their learning into practice."

"We also look forward to the findings from INCEIF which will not only look into what the market expects from a physical branch, but also the digital requirements, and the kind of services they expect from our branch offices, so that we can begin constructing Etiqa branches of the future," Mr Kamaludin added.



Caption: (fr left) Maybank Ageas Holding Bhd CEO Mr Kamaludin Ahmad with INCEIF President & CEO Prof Dato' Dr Azmi Omar.

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About INCEIF

INCEIF was set up by Bank Negara Malaysia in 2005 to develop human capital and knowledge leadership for the global Islamic finance industry. Apart from its academic programmes, which are Masters of Islamic Finance Practice, MSc in Islamic Finance, PhD in Islamic Finance and Professional Certificates in Islamic Finance, INCEIF also offers customised executive training programmes and industry-focused applied research in line with its vision to be the knowledge and thought leader in Islamic finance.

INCEIF syllabus is structured with inputs from industry players to bridge the gap between academic knowledge and industry experience. INCEIF faculty members, who are globally respected among the Islamic finance academia and industry, have a combined wealth of experience and diversity. The faculty, coupled with continuous support from the industry, provides INCEIF students with strong mentoring relationships and opportunities for professional development.

Since 2015, INCEIF's research has been ranked 1st in Malaysia amongst the higher education institutions in the Research Papers in Economics (RePec) rankings. We are also the only institution to have the research of five professors recognised by RePec, among the top 30 academics in Malaysia. We are ranked 40th in Asia as a university. Within the Financial Economics & Finance Department category, defined by REPEC, we are ranked 30th in the world.

For more information, please visit www.inceif.org.

Media contact:

Baidura Ahmad
Strategic Planning & Corporate Affairs
T: 603 7651 4035
E: baidura@inceif.org

About Etiqa

Today, Etiqa is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 24 Insurance and Takaful branches, more than 350 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers in Malaysia. Regionally, we have expanded our wings and set up base in Singapore, the Philippines and also Indonesia.

Media contact:

Azita Azlan, Communications
T: 603 2785 5132
E: azita.a@etiqa.com.my