

# premium

THE UNI.ASIA GENERAL QUARTERLY

**ESTABLISHING  
A STRONG  
PRESENCE IN  
EAST MALAYSIA**





# CEO's message

## Making the resolve to outperform our competitors

Uni.Asia General has just closed the books on its financial year ending 31 March 2007 and as we find ourselves in the next financial year, let us resolve to work twice as hard to make the company perform even better than our competitors.

While it seems to be a tall order, it really is a matter of consciously giving our all to extend excellent service to our customers and to be creative in developing more innovative products that answer our customers' specific needs.

Playing a big role in this scenario in what we consider the backbone of our business is our extensive network of agents who through the years have truly astounded us with their dedication and hard work. Uni.Asia General is currently grouping these agents by region and honouring them through our Agents Appreciation Nite. In this issue, we are featuring two articles of such events held in Kota Kinabalu and Kuching.

Also featured is a special dinner held to mark the end of the Continuous Progressive Development Training (CPD). We believe it is the right of our agents to receive ongoing training so their skills at customer service, product knowledge and salesmanship can be sharpened. The training was a success and it was a proud moment indeed to present certificates to those who had completed it.

Uni.Asia General has also made the business decision to start advertising in East Malaysia for the first time. Our first billboard was erected in March 2007 and we feel proud that Uni.Asia General has advertising presence now in one of our most promising markets.

Besides our agents, we also treasure our staff who run our day-to-day operations at our numerous offices throughout the country. To ensure we indeed perform better for this financial year, we have encouraged our 725-strong staff force to promote our products and services. To recognise them for their efforts, we launched the Staff Recognition Programme recently that will run for six months. We are confident of its success and we wish all our staff the best of luck!

Till we meet the next time, happy reading.

Yours sincerely,

**Hashim Harun**  
Chief Executive Officer/Managing Director

## contents

CEO's message	Page 2
<b>CORPORATE</b>	
For they are jolly good fellows! Dinner marks end of training	Page 3 Page 3
<b>OFFICE GRAPEVINE</b>	
It's in Batu Pahat now! Going colour crazy!	Page 4 Page 4
<b>WHAT'S NEW</b>	
Make a sale, earn rewards! A first for East Malaysia	Page 5 Page 5
<b>AGENTS IN FOCUS</b>	
How Wong made it big	Page 6
<b>GOING PLACES</b>	
Staff movement from 1/01/2007 to 31/01/2007 Staff movement from 1/02/2007 to 28/02/2007	Page 7 Page 7
<b>ON THE R&amp;R FRONT</b>	
Our boys are making us proud Observing Maulidur Rasul in true solemnity Ready to make waves	Page 8 Page 8 Page 8

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## For they are **JOLLY GOOD FELLOWS!**

Agents of Uni.Asia General were honoured for their outstanding performance at a special Agents Appreciation Nite held on 12 January 2007 at the Sabah Golf Club in Kota Kinabalu and 9 March 2007 at Hilton Hotel in Kuching.

The main objective of the event was to foster stronger ties between Uni.Asia General and its agents. The night began with a simple slide show presentation and was followed by an opening speech by Encik Hashim Harun, CEO/MD of Uni.Asia General Insurance Berhad.

Besides the agents who came in full force, others who attended were Tuan Haji Mohd Fauzi Yaakub (Senior General Manager, Corporate Services) and Mr. Prakash Sankey (General Manager, Sales & Business Development). Also present were the Regional Manager

of the East Malaysia Region, Branch Managers of Kota Kinabalu and Kuching and Uni.Asia General staff.

Agents in other regions in Malaysia will also be feted with the latest Agents Appreciation Nite scheduled for Ipoh.



**GOOD FUN ALL AROUND...**  
The agents had a wonderful time at the dinner held in honour of them.

## **DINNER** marks end of training



### **ONE FOR THE ALBUM...**

Encik Hashim (seated second from right) with (from left) Mr. Michael Wong (Tawau Branch Manager), Mr. Prakash Sankey & Mr. Chen Yuet Meng (East Malaysia Regional Manager). Standing are the Tawau branch staff.

Over 50 Uni.Asia General agents who took part in the Continuous Progressive Development Training (CPD) marked the end of their training session with a special dinner at the EON Service Tawau Branch, the organisers of the practical training, on 4 December 2006.

Present at the dinner was Encik Hashim Harun, CEO/MD of Uni.Asia General Insurance Berhad who presented CPD certificates to those who had undergone the training. He then gave awards to new agents, long-serving customers and top-selling bancassurance agents.

The dinner was also held to appreciate pioneer agents who had actively supported the company for the past 23 years. Some even took to the stage to share their business experience with those present.

Besides these special speakers, there was also a slide show on the business momentum of Uni.Asia General in 2006.

Also present at the dinner was Mr. Prakash Sankey, General Manager of Sales & Business Development, the Regional Manager of the East Malaysia Region, Branch Manager of the Tawau Branch and Uni.Asia General staff.



### **LET'S EAT & BE MERRY...**

Encik Hashim having a light moment with some of the Uni.Asia General agents from Tawau. On his left is agent, Mr. Chok Yun Kiong.

# It's in **BATU PAHAT** now!



Due to the restructuring of our branch offices, the Kluang branch was relocated to Batu Pahat effective 1 April 2007.

Branch Manager, Encik Mohd Aidit Lajat and his team will continue to provide you with the highest quality of service at...

**Uni.Asia General Insurance Berhad**  
16, Jalan Maju Barat,  
Taman Maju, 83000  
Batu Pahat, Johor

Tel : 07 - 434 8741  
Fax: 07 - 432 4903

## Going **COLOUR CRAZY!**

Uni.Asia General joined forces with Universal Motors to organise a children's colouring contest in Sandakan, Sabah on 9 December 2006.

The colouring contest was held as part of the company's corporate social responsibility activities for last year and helped position Uni.Asia General as a caring company.

The contest was held along with a road show by Universal Motors on the same day.



**YOUNG ARTISTS AT WORK...** The colouring contest was a big hit with the kids who are seen here intently finishing their artwork.



**WHAT A DELIGHTED CROWD...** The kids went wild with delight as the colouring contest began.



# Make a sale, **EARN REWARDS!**

Uni.Asia General has relaunched the Staff Recognition Programme (SRP) running from 1 April to 30 September 2007. The mechanics of the programme is for staff to make sales introductions and earn points that can be redeemed for fantastic rewards.

The programme's objective is to inculcate a sales culture among our employees. What's more, the programme allows the company to mobilise its 725-strong staff force to promote the company's products and services.

To earn recognition points, staff need to introduce Uni.Asia General's selected insurance plans to friends or relatives and provide their four-digit staff number on the proposal form for indication purposes. Current insurance products include FlexiCare with many more products to be included soon.

Recognition points earned can be redeemed for electrical goods and mobile phones with other products being considered depending on the response and performance of the programme. Good luck, everyone!

THE FLEXICARE PLAN... Staff will be promoting this plan among others in the relaunched SRP.

## A FIRST for East Malaysia

Uni.Asia General is making its presence felt in East Malaysia with its first ever billboard in Tawau, Sabah. Previously, all other below-the-line advertising was focused in West Malaysia.

Erected in March 2007, the billboard faces the roundabout at Jalan Ice Box/ Jalan Dunlop/ Jalan Kuhara, in front of Wisma Gek Poh.

SPOT ON!... The location map for Uni.Asia General's latest billboard.



STANDING TALL & PROUD... Uni.Asia General's latest billboard sits proudly for all to see.

# How Wong made it big

**Wong Chee Keong is the Managing Director of a Honda car dealership called Sri Utama Auto Sdn Bhd. The company began as a Honda service centre in 1996 in Jalan Ampang, then shifted location the following year. Today Wong's business has grown to become an authorised Honda 3 'S' centre comprising Sales, Service and Spare Parts with a staff count of 100.**



HIGHLIGHT OF HIS CAREER... Mr. Wong receiving the Million Ringgit Producer Award last year from YBhg. Dato' Dr. Mohd Shahari Ahmad Jabar (Director, Uni.Asia General).

**Q: How long have you been with Uni.Asia General?**

A: I joined Uni.Asia General in June 2003 selling insurance on a small scale.

**Q: Why does the insurance industry interest you?**

A: Mainly because it's related to my auto business. Since I have a Honda car sales and service centre, it seemed a natural business decision to include insurance so customers could benefit from having everything under one roof.

**Q: What are the major challenges you face in the general insurance industry?**

A: The insurance industry is very competitive with a lot of players offering extra benefits to customers. So it is important for customers to choose the right insurance company that offers the right kind of professional services.

**Q: What is the secret of your agency's success?**

A: Our major attributes are providing customers' satisfaction as well as building their trust and confidence in us.

**Q: What are the future plans and strategies for your company?**

A: My plan is to expand my car sales and insurance customer base by offering them extra after-sales services

such as convenient waiting halls and a body spray painting workshop.

**Q: What do you enjoy doing in your free time?**

A: I love to spend time with my family and I love landscaping too. I also have a pool of *koi* fish I take care of.

**Q: What are your memorable occasions with Uni.Asia General?**

A: It would have to be my very first invitation to the Agents and Dealers Convention in Kota Kinabalu in 2006. I met other Uni.Asia General agents and dealers over there and it was great exchanging notes with one another. My other memorable moment would be when I received the Million Ringgit Producer Award.

**Q: Can you tell us about the awards/recognition you have received from Uni.Asia General?**

A: I received the Million Ringgit Producer Award in 2005 and 2006. I was also awarded two Return Air-Tickets to Gold Coast Brisbane in Australia.

**Q: Can you tell us a little about your family?**

A: I am lucky to have a loving family. My wife has been a supportive spouse as she always offers opinions and advice with regards to my business. My children are 14 and 16 years old

school-going teenagers in a local private school.

**Q: Can you tell us a little about your education and career before joining the insurance industry?**

A: After finishing school, I became a technician in 1981. I worked with Kah Motors and Federal Auto to gather experience. When I was ready, I started my own workshop in 1996.

**Q: If you had not joined the insurance industry, what do you foresee yourself doing?**

A: Well, the car and service industry is in my blood.

**Q: How would you describe yourself?**

A: I'm a happy go lucky person. And I like to satisfy the needs of others.

**Q: What is your best advice to people interested in joining the insurance industry?**

A: Customers are the most important key towards building a successful insurance or any other business. With that in mind, we have to ensure constant, efficient and excellent service and most importantly, the human touch, being there when they need you the most!



## STAFF MOVEMENT from 1/01/2007 to 31/01/2007

APPOINTMENT	DESIGNATION	BRANCH/DEPT.	W.E.F
Tan Si Kim	Executive - Business Development	Kota Kinabalu	16-Jan-07
Mohd Shahrizan Zakaria	Executive - Business Development	KL Main Retail	16-Jan-07
RESIGNATION	DESIGNATION	BRANCH/DEPT.	W.E.F
Sabarina Mohd Arshad	Assistant Manager	Marketing & Corporate Comm.	04-Jan-07
Alvin Tan Hock Soon	Senior Analyst Programmer	Information Technology	05-Jan-07
Zahaimi Mat Zali	Executive	Bancassurance	08-Jan-07
Fong Moy	Senior Executive	Southern Region	10-Jan-07
Srinadia Atim	Senior Admin Assistant	Reinsurance	13-Jan-07
Zaiton Ismail	Executive	Agency	17-Jan-07
Zafrul Heddy Ahmad Zulkifli	Assistant Manager	Internal Audit	19-Jan-07
Renu a/p Maraiah	Executive	Bodily Injury	21-Jan-07
Irwan Suhardi Hussin	Underwriting Surveyor	Northern Region	25-Jan-07

## STAFF MOVEMENT from 1/02/2007 to 28/02/2007

APPOINTMENT	DESIGNATION	BRANCH/DEPT.	W.E.F
Mohammed Ariff Mohamed Kassim*	General Manager	Claims	01-Feb-07 to 30-Nov-07
Mohd Aidit Lajat	Branch Manager	Batu Pahat	01-Feb-07
Choo Shau Li	Executive	Investment	06-Feb-07
RESIGNATION	DESIGNATION	BRANCH/DEPT.	W.E.F
Foong Wai Yen	Executive - Business Development	Central KL	28-Jan-07
Mohd Zaidi Zakaria	Senior Executive - Business Development	Kuching	02-Feb-07
Mohd Ridzuan Baharudin	Service Assistant	Kluang	02-Feb-07
Manjit Singh a/l Hacharan Singh	Executive	Legal Affairs & Recovery	02-Feb-07
Lee Min Fook @ Joseph	Branch Manager	Kota Kinabalu	05-Feb-07
Lim Ching Ching	Executive - Business Development	Muar	13-Feb-07
Ruba Loshani a/p Langa Singham	Executive	Investment	14-Feb-07
Wong Chan Lan	Branch Manager	Ipoh	16-Feb-07
Noel David De Costa**	Executive - Business Development	TTDI	18-Feb-07
Ater Kaur a/p Solakan Singh	Admin. Assistant	Northern Region Claims	28-Feb-07
Wong Poh Yoke	Senior Admin. Assistant	Northern Region Claims	28-Feb-07
Razali Mohd Sharif	Admin. Assistant	Northern Region Claims	28-Feb-07
Idawati Husin	Assistant Manager	Motor Claims - BI	28-Feb-07
Mohd Fadzlyrizal Mohd Ali	Executive	Internal Audit	28-Feb-07
TRANSFER/RESTRUCTURE	PREVIOUS DESIGNATION/BRANCH	NEW DESIGNATION/BRANCH	W.E.F
Raveendran a/l A. Nadarajah	Senior Manager/Project Management	Compliance Assurance	01-Feb-07
Nor Azlisyah Abdul Latif	Senior Executive/Project Management	Compliance Assurance	01-Feb-07
Nur Aida Liyana Jaafar	Admin. Assistant/Project Management	Compliance Assurance	01-Feb-07
Sarah Margaret a/p Peter Victorian	Executive/Project Management	Compliance Assurance	01-Feb-07
Tsai Siaw Sze	Admin. Assistant/East Malaysia Region	Kuching	01-Feb-07
Aidell Madian	Surveyor/East Malaysia Region (Kuching)	East M'sia Region (KK) Based Kuching	01-Feb-07
Ryan Alwin Pereira	Branch Manager/Butterworth	Branch Manager/Penang	01-Feb-07
Teh Chee Kong	Branch Manager/Penang	Branch Manager/Ipoh	01-Feb-07
PROMOTION/REDESIGNATION	PREVIOUS DESIGNATION/BRANCH	NEW DESIGNATION/BRANCH	W.E.F
Sutheyinderan a/l Balachandran	Assistant General Manager	General Manager/ Investment	01-Feb-07
Prakash Leslie Sankey	Assistant General Manager	General Manager/ Sales & Business Development	01-Feb-07
Mohd Fauzi Yaakub	General Manager	Senior General Manager/ Corporate Services	01-Feb-07
Tan Yee Leng	Executive	Assistant Manager/ East Malaysia Region	01-Feb-07
Lim Siew Lean	Senior Executive - Business Develop.	Acting Branch Manager/ Butterworth	01-Feb-07

\* Contract

\*\* Deceased

ON THE R&amp;R FRONT

# Our boys are **making us proud**

This is one group of men who play as hard as they work! Congratulations to Uni.Asia General's Football Club who managed to reach the semi-final in the DRB-HICOM Futsal Tournament held on 27 January 2007 at the Sunway Sports Planet.

Their winning moves got them into the Quarter-Finals before losing to EON Bhd at the semi-final play-off.

Among the 40 teams that participated in the tournament besides Uni.Asia General were EON Bhd, Alam Flora,

DRB-HICOM, USE Modenas, HICOM and Honda. All teams were divided into eight groups consisting of 5 teams each.

The tournament was officiated by YBhg. Datuk Hj. Mohd Khamil Jamil, Managing Director of DRB-HICOM Bhd.



**OUR HEROES!**... Members of Uni.Asia General's futsal team.



**IT'S A GOAL!**... Penalty kicks had to be taken to decide the winner.

## Observing **MAULIDUR RASUL** in true solemnity



**SIMPLE & SOLEMN...**  
Participants seen here enjoying the simple dinner served.



**DEEP IN THOUGHT...**  
Some of the participants mull over what Ustaz Abdul Rashid is saying.

About 30 Uni.Asia General managers and above attended a special ceramah entitled "*Rasul Contoh Terbaik*" by Ustaz Abdul Rashid Hj. Ahmad (Pesara Pegawai Agama Penjara) to mark the occasion of *Maulidur Rasul* recently. The ceramah was held on 6 March 2007 at Wisma DRB-HICOM.

YBhg. Datuk Hj. Mohd Khamil Jamil, Managing Director of DRB-HICOM Bhd was the guest of honour.

The ceramah was followed by *Solat Maghrib* prayers led by Ustaz Abdul Rashid and a simple meal, sponsored by Uni.Asia General.

## Ready to make **WAVES**

New committee members were elected for the Uni.Asia General Insurance Berhad Sports & Welfare Club during its Annual General Meeting on 30 March 2007.

En. Hashim Harun, Chief Executive Officer/Managing Director of the company is the patron of the club while Tuan Haji Mohd Fauzi Yaakub is the advisor.

### READY FOR ACTION...

The new committee will continue to keep club members happy.

Back (L-R) -  
Nor Hashimah, Suhadi, Helmi, Guna, Zamri, Matthews & Laalitha  
Front (L-R) -  
Nur Fatahiah, Razi, Abd Ghafur & Zek Zalmi



### The following are the newly elected committee members:

<b>PRESIDENT</b> En. Mat Rozi Sulaiman (Razi)	- Reinsurance
<b>VICE-PRESIDENT</b> En. Abd. Ghafur Ahmad	- Branch Operations
<b>TREASURER</b> En. Rizami Anuar	- Internal Audit
<b>SECRETARY 1</b> Cik Nur Fatahiah Kaman Redzawan	- Human Resource
<b>SECRETARY 2</b> En. Zek Zalmi Mohd Zamri	- Compliance Assurance

### 7 COMMITTEE MEMBERS

En. Suhadi Ramly	- Branch Claims
En. Zamri Hamdan	- Property
En. Helmi Abdul Rahman	- Reinsurance
Mr. Guanaseelan a/l Davindran	- Finance & Accounts
Mr. Matthews a/l George	- Branch Claims
Ms. Laalitha a/p Paramaswaran	- Compliance Assurance
Cik Nor Hashimah Abd Ghaffar	- Motor Claims