

7TH Edition

Insuretek

MIDDLE EAST 2024

INTERNATIONAL INSURANCE CONFERENCE

SAUDI ARABIA

FEBRUARY 2024

9TH Edition



SAUDI ARABIA

www.insuretek.org



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MIDDLE EAST 2024
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ABOUT

The Middle East International Conference, held in the vibrant city of Riyadh! As the Middle largest gathering of insurance innovation, InsureTek ME combines unbeatable networking opportunities with what's new and next in insurTech, making it the must-attend event for industry professionals. Discover cutting-edge solutions to your biggest challenges, experience unique and meaningful education, and connect with the brightest minds in the insurTech industry. This event goes beyond merely bringing the insurtech community together; together, we propel the industry forward into the future of insurance. At InsureTek ME, you'll have the chance to showcase the forefront of industry innovations and establish partnerships that will shape tomorrow's insurance landscape. With meetings and unparalleled networking experiences, this conference is a staple in the insurance technology community.

Join us at InsureTek ME, the Middle East International Conference, and be a part of shaping the future of insurance in one of the most dynamic and innovative regions in the world.

02

InsureTek

WHERE
INDUSTRY
GATHERS

This is an invitation-only event and will take place on February 2024 in Kingdom of Saudi Arabia.

We invite professionals from the industry to present during the InsureTek Middle East 2024 and share their knowledge and expertise in front of an elite crowd. The topics for the event are as mentioned below:

TOPICS

- ESG
- AI
- DIGITAL TRANSFORMATION
- INNOVATION
- REGULATION
- RISK MANAGEMENT
- UNDERWRITING
- MOTOR
- CLAIMS
- P&C
- DISTRIBUTION
- PRODUCT DEVELOPMENT
- CORETECH
- LIFE & HEALTH
- CUSTOMER EXPERIENCE
- START UP



03



SAUDI ARABIA

Welcome to the 9th Edition of InsureTek Golden Shield Excellence Awards 2024. The awards ceremony will be organized in the Kingdom of Saudi Arabia in February 2024.

The Golden Shield Excellence Awards 2024 aim to recognize and celebrate innovation, prudence, and stability in the insurance sector. We will also honor individuals and organizations that have demonstrated outstanding performance in the industry over the past financial year. Our esteemed panel of expert judges will carefully evaluate the nominees based on the set criteria. The winners will be determined after a thorough analysis of financial information statutorily published by the companies and the information provided in the entry documents. If required, the judges may directly contact the entrants for verification of the entry information.

We look forward to hosting this prestigious event in Saudi Arabia and celebrating the achievements of the insurance industry's finest in the year 2024.



JUDGING CRITERIA

IN GENERAL

- Organizations/Individuals must have demonstrated commitment, vision, calculated risk-taking, capacity for growth, and be an independent thinker in the face of uncertainty.
- Organizations/Individuals must have demonstrated growth capabilities by building strategic alliances and surrounding themselves with a range of advisers/allies to ensure success for all.
- Such Organizations/Individuals must have pioneered in taking a new approach or technology and creating a culture of innovative thinking.
- The Organizations/Individuals must possess personal integrity/influence, coupled with the ability to communicate ideas. Organizations must have proven their management skills and the potential to influence others.
- Presented evidence of outstanding and distinguished activities.
- Organizations /Individuals must have demonstrated the ability to influence Insurance society and its institutions through principles, initiatives, and a philosophy

FOR CATEGORIES UNDER

INSURERS OF THE YEAR

AS WELL INSURETEK REINSURER OF THE YEAR AND BROKER OF THE YEAR:

- Remarkable achievements or milestones that the company has recently achieved?
- The biggest challenges that the company encountered, and the solutions implemented to overcome these challenges?
- Unique and innovative initiatives introduced by the company to substantially boost its business?
- Details of Financial stability and growth of industry players.
- Enhanced risk management practices.
- Crucial Decisions taken to mitigate the challenges during Pandemic.
- Investing in the profession.
- Corporate governance practices followed.
- Sustainable social corporate responsibility projects introduced by the company.

FOR CATEGORIES UNDER

SUPPORTING PROJECTS

- How has the project introduced new or cutting-edge innovation in the industry?
- Has the project/product/service achieved its objectives and targets? What measures have been used to assess its success and the overall impact of the project on your company and industry?
- Is the strategy, project, service, or product flexible to changes and progressive opportunities?

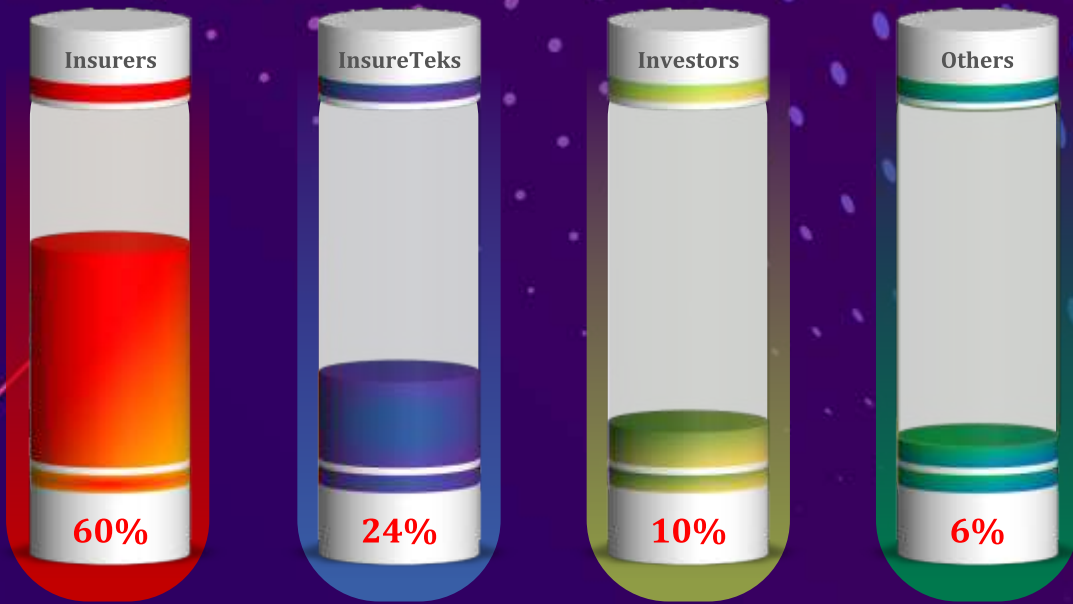
For the Individual / Personal Award Categories

- Provide in detail the remarkable milestones the company has achieved under the individual's leadership?
- The biggest challenges that the individual has encountered in moving the company forward and the solutions which were implemented to overcome these challenges?
- Details of the unique and innovative initiatives that the Individual introduced to substantially boost its business?

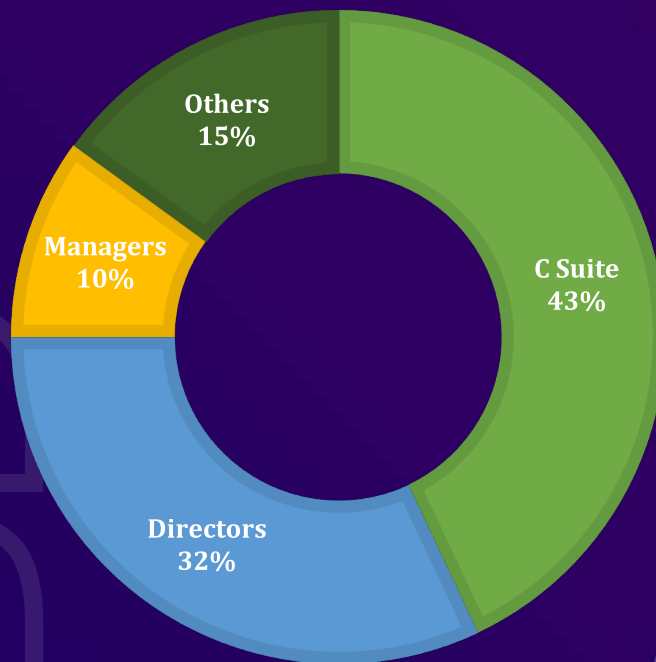




INSURETEK GROWTH STORY



WHO ATTENDS INSURETEK





BENEFITS

WHY SPONSOR?

Sponsorships are the most crucial marketing tool for any organization. They help in increasing the visibility, validating your brand and enhancing the credibility of your organization. InsureTek brings to you a unique opportunity to become a part of this dynamic community and raise the profile of your organization with an event that aligns your values and philosophies. Take this opportunity to showcase your brand to your perspective audience, and reach your target clients.

01 Enhance your brand's visibility - Reach your target audience through a range of communication channels. As a sponsor of InsureTek 2023, your brand will reach a rich base of clientele through our email's campaigns, direct marketing initiatives, social media materials, and other outreach campaigns.

02 Targeted marketing - The Event will be attended by high-quality audience including top-level executives, key decision makers, business owners etc. Sponsors will be provided with an opportunity to engage in face-to-face discussions and connect with your relevant target audience who are interested in your products and services.

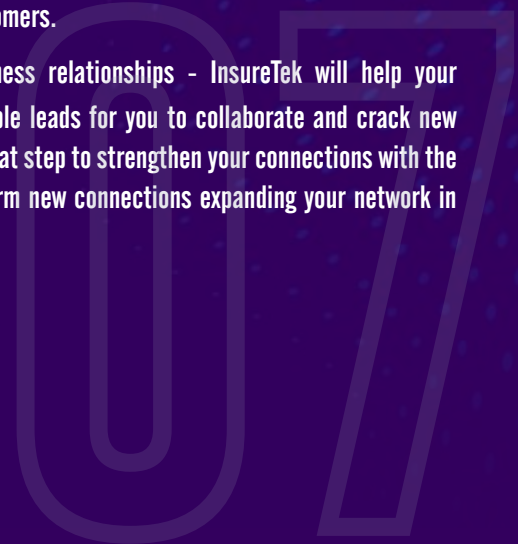
03 Benefits of early sponsorship - InsureTek will make it easier for attendees to learn more about your business to come and find you. So, start early and get a competitive edge in the market.

04 Consumer perception - Customers will form a positive opinion of your business when it is linked to InsureTek, which is a very high-profile, prestigious event. The association with The Insurance Industry will enhance your business reputation and improve the way you are perceived by your target audience.

05 Opportunity to generate strong business leads - InsureTek 2023 will provide you with a great opportunity to generate quality leads. Sponsoring the event will keep you in the spotlight making it easier for opportunities to find you.

06 Social media strategy - By connecting with InsureTek on social media, sponsors can very easily find relevant audiences to target. When attendees share photos, quotes, videos, and blogs, you get exposure to much larger networks. User-generated content is proven to have a greater impact on customers.

07 Forge new Business relationships - InsureTek will help your business to find suitable leads for you to collaborate and crack new business deals. Take that step to strengthen your connections with the existing clients and form new connections expanding your network in the industry.



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GOLDEN SHIELD
EXCELLENCE AWARDS

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