



**Malaysian Insurance
Institute**

FOR IMMEDIATE RELEASE:

Malaysian Insurance Institute (MII) Unveils Exciting New Brand & Corporate Video

Kuala Lumpur – October 5, 2023 – Malaysian Insurance Institute (MII) is thrilled to announce the launch of its dynamic new brand identity and corporate video, marking a new chapter in its commitment to spearheading the insurance industry development.

The rebranding initiative reflects MII's dedication to innovation, growth, and adapting to the evolving landscape of the insurance sector. With almost 60 years of shaping industry professionals and fostering industry knowledge, MII remains at the forefront of equipping professionals with the skills and insights needed to thrive in an ever-changing environment.

The updated brand identity captures the essence of MII's mission in several ways. The logo is formed by shaping MII's acronym into an arrow, underscoring the institution's forward-looking approach as a cornerstone for education, training, and professional development within the insurance domain. The colours green and yellow represent trust, security, and modernity, respectively.

Further to this, MII's new corporate video which takes a thematic approach encapsulates the idea that insurance professionals must possess an in-depth understanding of their products, services, and responsibilities before they handle the hard-earned finances of their clients. Please take a moment to watch the video by clicking [here](#).

"We are excited to present our renewed identity to the industry. This rebranding initiative reflects our continuous commitment to empowering insurance professionals with the knowledge and skills they need to navigate the challenges of today and tomorrow," said Jaya Kohli, Interim Chief Executive Officer at MII. "Our updated brand elements mirror the innovation and growth within the insurance landscape, ensuring that we remain the go-to resource for education and expertise."



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In the coming months, MII will begin rolling out enhancements to its website, digital platforms, training programmes, as well as industry events. These changes will ensure that MII remains the trusted partner for both individuals and organisations seeking to excel in the insurance sector.

For more information about the Malaysian Insurance Institute, and to explore its offerings, please visit www.insurance.com.my.

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About the Malaysian Insurance Institute (MII)

MII is a non-profit educational and training institution which leads in providing internationally recognised qualifications in insurance, risk management and financial planning. MII is the only institute in Malaysia that caters to the training needs of all sectors in insurance industry i.e., life, general (non-life), brokers, loss adjusters, reinsurance, financial planning, and Takaful.

MII's firm commitment to deliver the best standards in education is reflected in its international links with major insurance institutions, universities, and relevant organisations like the Chartered Insurance Institute (CII) UK, Australasian Institute of Chartered Loss adjusters (AICLA), Chartered Institute of Loss Adjusters (CILA), Australian New Zealand Institute of Insurance and Finance (ANZIIF), Institute of Risk Management (UK) and many others.

As the premier professional insurance education provider, MII also caters to the customised training needs of individual companies locally and internationally, to ensure that the training and education programmes offered are well-tailored, relevant and in alignment with their respective requirements and at the same time, meeting the ever-changing needs of the industry based on global best practices and developments.



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