

Zurich Insurance Malaysia is the Official Insurance Partner of the Malaysia International Gourmet Festival (MIGF) 2013

Petaling Jaya, 23 August 2013 – Zurich Insurance Malaysia Berhad is delighted to announce that it has become the official insurance partner of the 13th Malaysia International Gourmet Festival (MIGF) - one of the region's most celebrated and eagerly anticipated food events which will take place from the 1st to 31st October 2013.

Joining the MIGF family for the first time, Trevor Bull, Chief Executive Officer of Zurich Insurance Malaysia expressed his excitement of being one of the many prominent festival partners to participate in such prestigious event. "Zurich is very excited to be a part of MIGF 2013. As a company that is newly incepted in Malaysia, we believe that food is probably the best way to blend into the minds and tastes of Malaysians. It's something new for us and we're looking forward to this year's participation."

Zurich will feature a Swiss themed Zurich Hospitality Lounge during the Gourmet Safari, at "TasteMIGF" - the spectacular preview event of the food festival happening on the 7th – 8th September 2013, from 11am - 11pm at the Sunway Pyramid Convention Centre. A cooking session (class) with Zurich's CEO together with one of the featured chefs is also scheduled to take place during the TasteMIGF event. Adding to this, Zurich will be tying up with a few shortlisted festival restaurants to offer privilege and exclusive promotion for festival diners and Zurich customers.

"In insurance, we're always looking for ways to get more in touch with our customers and do more things for them. We hope that through this annual showcase of fine-dining and fantastic cuisine, Zurich will also be able to extend its premium, quality service to our customers; because at Zurich, we pride ourselves at being committed to our customers and the communities in which we live and work. We strongly believe that our partnership with MIGF will form a great Zurich brand affinity with the communities," added Trevor.



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Zurich Insurance Group (Zurich) is a leading multi-line insurance provider with a global network of subsidiaries and offices in Europe, North America, Latin America, Asia-Pacific and the Middle East as well as other markets. It offers a wide range of general insurance and life insurance products and services for individuals, small businesses, mid-sized and large companies as well as multinational corporations. Zurich employs about 60,000 people serving customers in more than 170 countries. The Group, formerly known as Zurich Financial Services Group, is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt program (ZURVY) which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.

Zurich Insurance Malaysia Berhad, as part of Zurich Insurance Group, is a well established composite insurer headquartered in Kuala Lumpur with a nationwide presence of 39 branches in Malaysia. Zurich caters to the insurance, savings and investment needs of Malaysians by offering a vast range of general and life insurance solutions through its 5,400 tied Life Insurance agents, and 3,000 multi-tied General Insurance agents. The company was formerly known as Malaysian Assurance Alliance Berhad. Further information about Zurich in Malaysia is available at www.zurich.com.my

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