

# News Release

14 December 2023



## Zurich Malaysia Partners with Global Peace Mission Malaysia to Launch 'Care For What Matters' Community-Centric Flood Relief Initiative

*RM25,000 worth of flood preparedness kits delivered to communities at risk of experiencing floods*



*Representatives from Zurich Malaysia and Global Peace Mission Malaysia join forces to donate Flood Care Kits, aiding the residents of Kampung Bangi*

**Kuala Lumpur, 14 December 2023** – Zurich Malaysia (Zurich) is proud to announce a strategic partnership with the Global Peace Mission (GPM) Malaysia to launch the 'Care For What Matters' flood relief initiative. This initiative aims to provide comprehensive support and preparedness measures for communities before, during, and after flood emergencies. The partnership comes at a time when most businesses rate environmental risks, particularly "extreme weather events", among the top 10 global risks according to the World Economic Forum (WEF) Executive Opinion Survey 2023 recently launched in collaboration with Zurich and Marsh.

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Country CEO/Head of Zurich Malaysia, Junior Cho, said, "Our partnership with GPM Malaysia is a testament to our unwavering dedication to becoming a responsible, community-first brand, extending our care beyond traditional insurance and takaful coverage. We understand the immense challenges that flood victims face, and we are genuinely driven by our mission to support and prepare them in every way possible,"

"This community-centric flood relief initiative reflects our heartfelt commitment to making a positive impact in the lives of our fellow Malaysians. This is in line with our campaign, 'Care For What Matters', which represents our sincere concern for the well-being of our communities. Additionally, our Zurich Malaysia's Urban Climate Resilience Programme (UCRP) stands as an example of our ongoing climate resilience efforts, further showcasing our commitment to creating a sustainable and resilient future." he added.

CEO of GPM Malaysia, Ahmad Fahmi Mohd Samsudin added, "This partnership exemplifies the transformative impact that can be achieved when corporates and NGOs collaborate to address the pressing needs of our communities. Working together with Zurich, we have combined their expertise in insurance, takaful and risk management with our humanitarian experience to better prepare and assist those vulnerable to flood-related challenges. Such collaborations are pivotal in building resilience and ensuring the well-being of our fellow Malaysians, making our nation safer and more prepared for all."

## Key Highlights of Zurich's "Care For What Matters" Community-Centric Flood Relief Initiative:

1. **Flood Care Kits:** Zurich Malaysia, in collaboration with GPM Malaysia, has assembled 100 flood care kits specifically designed for communities residing in flood-prone areas. These kits were made possible by the RM25,000 raised from Zurich's 'Karnival Kita OK!' at Central Market in September 2023. The flood care kits were distributed to Kampung Bangi, a flood-prone community in Selangor, to ensure that residents have the necessary resources, including waterproof bag, medications, power bank, energy bar, flashlight, first aid kits, blankets, mineral water and a whistle, to stay safe and be well-prepared to face unexpected climate events.
2. **Flood Tips and Infographics:** Developed easy-to-understand vital information and guidance to the community on how to prepare for floods in advance. These infographics offer practical tips and advice to enhance flood preparedness and safety for the public.
3. **Educational Videos:** A series of educational videos that aim to teach Malaysians how to prepare and be ready for floods, ensuring that individuals and communities are well-informed on how to respond to flood emergencies.

For further insights into the #CareForWhatMatters brand campaign and Zurich Malaysia's holistic approach to building a brighter tomorrow, please visit [www.zurich.com.my/CareForWhatMatters](http://www.zurich.com.my/CareForWhatMatters).

To stay updated on the latest news and events, visit Zurich Malaysia's Facebook, [Instagram](#) and [X](#) pages.

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## **About Zurich Malaysia**

**Zurich Malaysia** is a collective reference term for the Zurich Insurance Group (Zurich) business subsidiaries operating in Malaysia: Zurich General Insurance Malaysia Berhad, Zurich Life Insurance Malaysia Berhad, Zurich General Takaful Malaysia Berhad and Zurich Takaful Malaysia Berhad. Zurich Malaysia offers a broad range of comprehensive insurance and takaful solutions; helping individuals as well as business owners understand and protect themselves, their businesses and their assets from risk. Zurich Malaysia has an integrated branch network in major cities nationwide as well as dedicated agency and distribution channels nationwide to serve the needs of its customers. For further information on Zurich Malaysia, visit [www.zurich.com.my](http://www.zurich.com.my).

## **About Global Peace Mission (GPM) Malaysia**

**Global Peace Mission (GPM) Malaysia** is a Trust Foundation incorporated under the Trustee Act (Incorporation) 1952, Legal Affairs Division (BHEUU), Prime Minister Office (PMO) of Malaysia. It was established on 26<sup>th</sup> September 2001 in response to the emergency needs for the Afghanistan conflict. When Afghanistan was in dire need of support in early October of the same year, GPM had mobilized a humanitarian and medical aid mission to help the victims of war.

Since then, aside from actively providing emergency assistance, GPM has been providing other humanitarian aid not only to Afghanistan but to nearly 30 countries in need worldwide. GPM has been actively involved in promoting the importance of fostering and maintaining universal peace through awareness programs and information for the community as well as raising funds to assist victims of war and natural disasters such as floods, earthquakes, famine, and tsunamis.