



About the CII's International Work

Updated: June 2010

Key Facts

- Over 95,000 members in more than 150 countries
- Largest insurance and financial services professional body in the world
- 16% of the CII's members are based outside the UK.
- Over 125 years experience of supporting the industry and promoting the public interest
- Over 70 affiliated institutes across the world
- A network of affiliated Institutes in Asia, Africa, Europe, the Caribbean and the Middle East.

What is the Chartered Insurance Institute?

As the premier professional body for the global financial services profession, the Chartered Insurance Institute (the CII) promotes higher standards of integrity, technical competence and business capability.

With over 95,000 members in more than 150 countries, the CII is the world's largest professional body dedicated to the insurance market, embracing both the General and Life insurance sectors.

Success in CII qualifications is universally recognised as evidence of knowledge and understanding. Membership of the CII signals a desire to develop broad professional capability and to subscribe to the standards associated with professional status.

The CII is working hard to restore public confidence and trust in the financial services market. We believe this will be achieved by creating a genuine global profession where the best interests of the consumer are to the fore, where ongoing learning and expertise are cherished, and where the highest standards of ethical behaviour are pursued.

The CII works with businesses to develop bespoke, company-wide solutions that ensure competitive advantage by enhancing employees' technical and professional competence.

Individually, our members are able to drive their personal development and maintain their professional standing through an unrivalled range of learning services and by adhering to the CII's Code of Ethics.

International Relevance

The CII is committed to sustained international growth as a key part of our long-term strategy. Our vision is that the CII can and will be an important force in the adoption of consistent professional global standards in insurance and financial services. Recent events in the global markets make this vision of consistent global standards all the more relevant. In recent years we have continued to invest in a number of territories identified as priority opportunities, focusing on India, the Middle East, and Asia-Pacific. These are territories where there is strong growth in the insurance and financial services markets, where there is a clear appetite for higher professional standards. As a result we have seen some very positive results.

To achieve these aims the CII is engaged with the market at all levels which includes:

a) Local regulators

The CII is engaged with a number of regulators globally who wish to work with the CII to improve the professionalism, skills and behaviour of insurance and financial services staff and agents working in their local markets. For example, the Central Bank of Bahrain have recently mandated CII exams in the Kingdom as the minimum qualification standard for the market.

b) Educational partners

The CII is working with key trusted and longstanding partners to provide educational and training support to our students and members across the globe to provide them with the appropriate support and guidance to be successful in their chosen career.

The CII also works with these organisations to provide local market solutions, for example:

- **Bahrain** - in partnership with the Bahrain Institute of Banking and Finance we have introduced a Principles of Takaful unit into the CII qualification framework
- **India** – in partnership with the Mumbai Educational Trust we have introduced a joint eMBA qualification leading to completion of the CII’s Advanced Diploma in Insurance.
- **Singapore** – supporting the Singapore College of Insurance with an industry led initiative to provide a Scholarship Programme for graduates wishing to enter the insurance market by completing the CII’s Advanced Diploma in Insurance at the same time as working in the industry with their sponsor company

c) The Industry

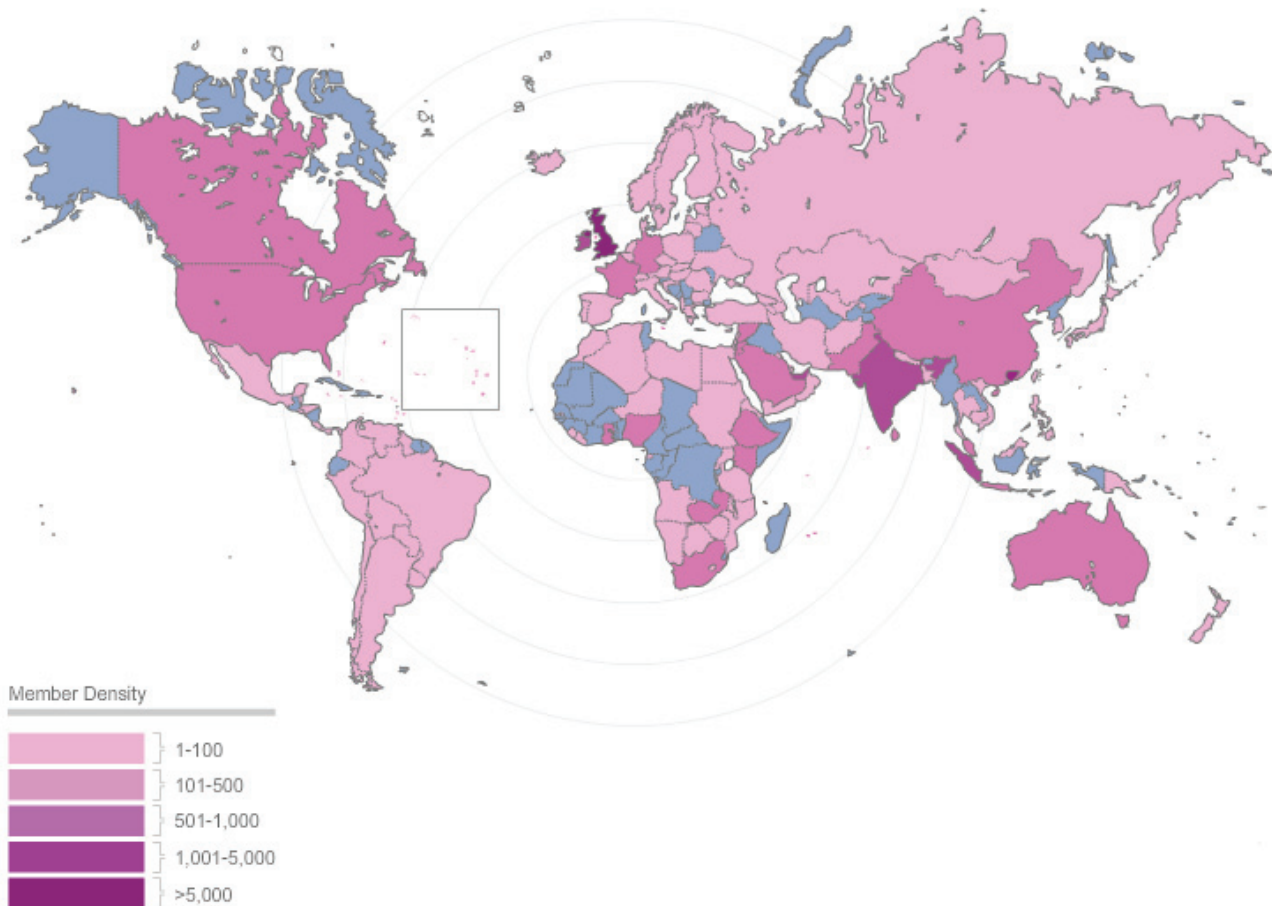
The CII is committed to working with the insurance and financial services industry to ensure that its range of products and services is appropriate for today’s global market and alongside the CII’s Faculties, the CII has established regional boards in Jordan and Egypt with key industry figures to help drive the direction and improve the awareness of the importance of professionalism in the market.

Protecting the Public by Guiding the Profession

The CII is committed to improving the global reputation and standing of the insurance and financial services sector with a renewed focus on professionalism, ethics, and investing in talent. This includes an expanded capacity for professional standards such as continuing professional development and ethical standards.

Thought Leadership: the CII is actively engaged in policy-relevant research to advance the profession. Our research reports, Papers in Professionalism, policy briefings and Thinkpieces are all aimed to promote debate on current and emerging issues.

Spread of international membership



- International membership continues to grow rapidly as the insurance market becomes increasingly global.
- Key territories:
 - India (membership has nearly tripled since 2007 from 308 members to over a 1,000)
 - Middle East (membership has seen a 35% increase since 2007)
 - Asia-Pacific (membership has seen a 30% increase since 2007)
- CII offices in:
 - India (Mumbai) – 3 members of staff led by Sainesh Dar
 - Middle East (Bahrain) – 2 members of staff led by Mark Greenwood
 - Asia-Pacific (Hong Kong and Singapore) – 1 member of staff – Greg Li

Supporting Our International Members

Local offices/local staff

In our strategic territories the CII has members of staff in key locations to service the needs of members, regulators, corporate clients and partners. These are:

India:

- Sainesh Dar – Head of Corporate Development India
- Zainab Fidai - Project Associate
- Ketan Lad – Corporate Development Manager

Middle East and Asia Pacific:

- Mark Greenwood – Head of Corporate Development Middle East
- Jaffer Mazaal – Regional Manager Middle East
- Greg Li – Head of Corporate Development Asia Pacific

Territory CII web pages

The CII has introduced specific web pages for each of our key territories with news and details of our partners and strategy in each of these regions

- **India:** www.cii.co.uk/india
- **Middle East:** www.cii.co.uk/mena
- **Asia-Pacific:** www.cii.co.uk/asia-pacific

Thinkpieces and research reports

The CII produces a number of Thinkpieces on global and regional issues for the benefit of our members and the industry. The CII is also producing a major research report entitled *The Southern Surge: Prospects for Insurance and Financial Services in India and South East Asia*, with a webinar event on 6 July 2010.

Produced by The Chartered Insurance Institute

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