



# WEBINAR

## How is professionalism expanding markets and building public trust?

### Welcoming Message



**MR. ALAA EL ZOHEIRY**  
Chairman  
Insurance Federation of Egypt

### Moderator



**DR. TAREK SEIF, FCII**  
Secretary General  
Insurance Federation of Egypt

### Our Speakers



**MR. LAURENCE SMITH**  
Regional Director  
Chartered Insurance Institute(Africa)



**MRS. GAENOR JONES**  
Regional Director  
Chartered Insurance Institute  
(Middle East)



**MR. ROBERT RICHARD**  
Senior Partner  
Crowe UAE

**SUNDAY, 6TH JUNE**

**13:00 PM CAIRO TIME**



## How is professionalism expanding markets and building public trust?

### AGENDA

**13:00- 13:15**

Welcoming message by Mr. Alaa El-Zoheiry, Chairman of Insurance Federation of Egypt.

Moderator's Introduction by Dr. Tarek Seif, General Secretary of Insurance Federation of Egypt.

**13:15- 13:35**

**How Professionalism expands markets and builds public trust**

By:

- Mr. Laurence Smith (Regional Director, Chartered Insurance Institute (Africa))
- Mrs. Gaenor Jones (Regional Director, Chartered Insurance Institute (Middle East))

Topics:

- A celebration of profession innovation around the world.
- Mega trends affecting the insurance profession in the 2020s.
- Seven priorities for insurance sector CEOs.
- Why public trust is the cornerstone of greater insurance penetration.
- The Circle of Trust: Eight practical steps to build a vibrant, trusted profession – from social relevance to ecosystem partnerships.

**13:35- 14:15**

**Facilitated discussion (Training, professional qualifications and development role in building professionalism)**

Panelists:

- Mr. Laurence Smith (Regional Director, Chartered Insurance Institute (Africa))
- Mrs. Gaenor Jones (Regional Director, Chartered Insurance Institute (Middle East))
- Mr. Robert Richard (Senior Partner, Crowe UAE)



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## Welcoming Message

### Mr. Alaa El Zoheiry Chairman – Insurance Federation of Egypt Managing Director gig Egypt

#### Qualifications:

Diploma in non-life Insurance. Cairo University.

BA in Business Administration from Sadat Academy for Management Sciences, Faculty of Management.

#### Professional Experience:

Mr. El Zoheiry has been in the Insurance market for more than 28 years. He also gained experience of professional indemnity insurance in the US market. Starting with ACE Egypt as a Technical manager in 2001 and heading Arab Misr Insurance Group (AMIG) as a Managing Director as of 2005.

Mr. El Zoheiry is a:

1. Member of the Egyptian Lebanese Businessmen Association (since 2002).
2. Member of the American Chamber of Commerce in Egypt (since 2005) and Chairman of the Chamber's Insurance Committee (since 2008).
3. Member of the Egyptian Junior Business Association (since 2006).
4. Board member of gig - Jordan since 2009.
5. Vice Chairman of Egyptian Takaful –Life / gig since 2011.
6. Board member of Gulf Sigorta –Turkey- since 2016.
7. Chosen as the best Insurance man in Egypt 2014.
8. The Ex-Chairman of the General Arab Insurance Federation (GAIF) in Sept. 2014 and representing Egyptian insurance market in GAIF since 2008.
9. Chairman of the Insurance Egyptian Federation of Egypt since 2017.
10. Personality Insurance of the Year 2017 for the Middle East.
11. Vice Chairman of the FAIR Organization since 2017.
12. Has been awarded the Insurance Professional of the Year at MENA Insurance Review Awards 2021.



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## Speakers

### Gaenor Jones Regional Director CII (Middle East)

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Regional Director, Gaenor Jones boasts over 25 years' experience in Banking, Financial Services and Sales gained in the UK and the UAE. A British national, she has lived and worked in Dubai for over 13 years and has responsibility for launching/developing the Middle East office and raising the profile of the CII, its mission and core values, in order to drive up professional standards across the Financial Planning and Insurance sectors.

Cementing and maintaining relationships with senior stakeholders, including regulators, membership organisations, corporates, training providers, individuals, banks and government entities is a key part of her role. She is also tasked with overseeing delivery and fulfilment of the CII's education and qualification programmes, and is instrumental in assisting stakeholders to achieve best practice in adhering to the CII's professional code of ethics.

Gaenor's career has seen her holding senior management positions for leading financial institutions, including Lloyds bank in the UK and UAE where she was a Senior International Wealth Planning Manager, and Abu Dhabi Islamic Bank where she was Head of Sales, Investment and Takaful. She is a Certified Islamic Banker and holds the Diploma in Financial Planning.



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### Mr. Laurence Smith Regional Director CII (Africa)

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Laurence Smith is Regional Director, for Africa at the Chartered Insurance Institute, where his previous roles have included the leadership of the transformation programme. He has extensive international experience, and has held senior positions in strategy consulting and financial services. He is the editor of the CII's groundbreaking publications «A World Of Risk», «A World Of Promise» and «Africa: A Continent of Promise», and he is the author of a number of books on strategy and related matters. He graduated from Cambridge University and Warwick Business School (MBA programme).

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### Mr. Robert Richard Senior Partner Crowe UAE

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Robert's career spans over five decades of business success and real-life experiences, experiences that have given him a broad understanding of people and business. His positivity and drive to succeed has also helped him throughout his career.

A career that has allowed him the opportunity to work in multi-cultural and diverse environments across Europe, USA, Far East and Middle East.



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His mission is to help others overcome their limitations and behaviors while achieving greater success and to change their lives for the better. Developing the next generation of leaders reach their potential and prepare for the future organizations.

Robert works closely with organizations to adapt, become more agile, assist in the transformation of their business models that will ultimately help them penetrate new market opportunities.

### Moderator

#### Dr. Tarek Seif FCII Chartered Insurer Secretary General Insurance Federation of Egypt

Insurance expert with more than 25 years of richly diversified experience in insurance industry as practitioner, consultant and trainer. His Areas of expertise encompass Underwriting, Underwriting management, Key account management, International insurance programmes and Takaful. Through out his career he has supported insurance professionals, executives and board members through conducting insurance courses and seminars in various areas of insurance across the Middle East.