

THE ASSOCIATION OF KENYA INSURERS (AKI)

INSURERS OPEN DAY 1ST – 2ND OCTOBER 2010

The Association of Kenya Insurers held an Insurers Open day on 1st and 2nd October 2010, at Kenyatta International Conference Centre (KICC) Courtyard. This was the fourth time that the Association was hosting the event. The theme was "***Insurance for All.***"

The objective of the Open Day is to popularize insurance, create awareness among members of the public and to show case the insurance industry as a player in the financial services sector in Kenya. Insurance Companies and other stakeholders use the forum to showcase their products and services to members of the public. The exhibition attracted 30 exhibitors i.e. 23 Insurance Companies and 7 other organisations.

To drum up support and create awareness on the event the Association advertised the event on radio and print media and place street banners at six strategic locations within the City. AKI also organised a procession through the City Centre led by the Administration Police band and representatives of the exhibitors wearing their respective corporate wear. The procession marched from the Railway station through Harambee Avenue and Taifa Road to end up at KICC in time for the Opening Ceremony. Thereafter, the Administration Police band continued to entertain and attract the public to the exhibition.

Mr. S. Makove, the Chief Executive of the Insurance Regulatory Authority graced the occasion as the Chief Guest and officially opened the Insurers Open Day. The event was also attended by Chief Executives of insurance companies, reinsurance companies and other distinguished guests.

On the first day i.e. Friday 1st October 2010 approximately 1,280 members of the public visited the exhibition while on second day attracted about 970 people, bringing the total to 2,250. The event coincided with the Nairobi International Trade Fair which probably accounted for the low turnout on the second day.

There were various talks given to the public throughout the two day exhibition. Some of the topics covered included healthy living, managing your risks/risk assessment and personal financial planning. The aim of the Open Forum was to enable the public understand insurance better and provide a forum where they could interact with

specialists in various fields of Insurance. The Association engaged a DJ, MC and the Zankalewa dancers who provided entertainment to members of the public and kept the mood lively. The Association will review the feedback received from exhibitors to improve on next year's event.

The following are the companies which exhibited their products and services during the Open Day:-

	NAME OF COMPANY
1	Association of Kenya Insurers
2	AA of Kenya
3	AAR Health Services Ltd
4	Africa Merchant Assurance Company
5	Alexander Forbes Risk and Insurance Brokers Ltd
6	British American Insurance Company
7	C F C Life Insurance Company
8	Cannon Assurance Company
9	Chartis Kenya Insurance Company
10	College of Insurance
11	Co-operative Insurance Company
12	Gateway Insurance Company
13	Heritage Insurance Company
14	Insurance Company of East Africa
15	Jubilee Insurance Company
16	Kenindia Assurance Company Limited
17	Kenya Orient Insurance Company
18	Kenya Reinsurance Corporation Ltd.
19	Kenyan Alliance Insurance Company
20	Lion of Kenya Insurance Company
21	Madison Insurance Company
22	Metropolitan Life Insurance

23	National Hospital Insurance Fund
24	Old Mutual Life Assurance Company
25	Pacis Insurance Company
26	Pan Africa Life Assurance Company
27	Pioneer Assurance Company
28	Real Insurance Company
29	Resolution Health East Africa Ltd
30	Shield Assurance Company Ltd
31	UAP Insurance Company