Etiqa's Media Clippings of January 2023

(31 January 2023)

The contents of this document/information remain the copyright of Etiqa unless otherwise indicated, and no part or parts of this document/information is/are to be copied, modified, distributed, transmitted, published, or reproduced in any forms or by any means, without the express prior written consent of Etiqa.

21 January 2023, Astro Awani
Etiqa's CNY Web Film – Pretty Little Things

Tahun Baharu Cina: Iklan, filem pendek dengan unsur kekeluargaan terus jadi pilihan

Astro Awani
Januari 21, 2023 21:09 MYT



Kebanyakan iklan akan menyentuh unsur sentimental seperti persahabatan, masyarakat dan kekeluargaan. - YouTube/ Etiqa/RHB

SEPERTI perayaan lain di Malaysia, Tahun Baharu Cina juga meriah dengan pelbagai iklan dan filem pendek menarik, lucu, dan menyentuh perasaan.

Kebanyakannya akan menyentuh unsur sentimental seperti persahabatan dan kekeluargaan.

Berikut adalah antara iklan Tahun Baharu Cina terbitan tahun ini yang mendapat perhatian.

Khazanah Nasional - A Leap of Fortune



Setiap tahun baharu membawa harapan dan peluang baharu. Adakah rakan kita Ah Kit akan bernasib baik tahun ini dan berjaya dalam misinya?

Perjalanan hidup kita pasti akan mengharungi cabaran yang tidak dijangka, tetapi jika kebaikan, rasa hormat, dan saling menyokong antara satu sama lain, akan sentiasa ada hasil yang baik walau seteruk mana pun permulaannya.

Hong Leong Bank - A Life of Kaya #itsaboutyou



Sebuah kisah inspirasi Kayapo yang bermula dari gerai kaya kecil di Petaling Street yang berkembang menjadi legasi tiga generasi.

Mr DIY - The Rude Girl



Kisah jiran baharu yang membuatkan ramai naik darah dengan sikap 'biadabnya'. Tetapi kadang kala, bukan semua *first impression* itu betul.

Standard Chartered - The Curious Case Of Uncle Lone-Lee



Kisah Uncle Lee, seorang lelaki tua yang pendiam dan pemarah, yang seolah-olah tidak mahu bergaul mesra dengan orang lain.

Affin Bank - Qiao Hao's Fa Gao



Kasih sayang dan ketabahan Qiao Hao, seorang ibu tunggalnya yang tidak mudah mengalah dalam usaha untuk berjaya.

Nestle - Have A Lively New Year



Kekal fokus, bertenang dan sabar sepanjang sambutan tahun baharu dengan pelbagai pilihan produk Nestle.

Perodua - What Truly Counts



Ikatan kekeluargaan yang erat akan mewujudkan asas yang kukuh dan akan membantu kita melalui dugaan dalam hidup. Apabila kita memiliki kasih sayang keluarga, kita mempunyai segala-galanya.

Etiqa - Pretty Little Things



Di tengah-tengah perayaan Tahun Baharu Cina yang meriah, kadangkala ada perkara kecil berlaku dan menjadi luar biasa, hanya jika kita meluangkan masa untuk menghargainya.

F&N - CAN lah it's CNY mah!



Tiba masanya untuk bersantai, menikmati masa bersama keluarga anda, dan menjamu selera dengan makanan lazat.

RHB - A Clean Start



Kadang-kadang, kebaikan yang kecil memberi makna yang besar bagi mereka yang masih mencari hala tuju dalam kehidupan, memberi keyakinan dan peluang kedua yang diperlukan untuk permulaan yang baharu.

11 January 2023, Sin Chew

Launch of Phase 3 of Etiqa's Free Cervical Screening Programme

推移動式陰道鏡設備

免費子宮頸癌篩檢計劃

（八打灵再也10日讯）为推行免费子宫颈癌筛检计划，玫瑰基金会和保险公司ETIQA联合启动，在第三阶段中，推出移动式阴道镜设备，为居住在偏远乡区的女性提供立即现场治疗。

玫瑰基金与ETIQA联合启动

这项为期一年的计划耗资122万令吉，旨在为5500名符合资格，年龄介于30至65岁，来自低收入群体的女性提供相关医疗服务。

这笔资金包括采购2套总值10万4000令吉的移动式阴道镜设备。

首相夫人拿督斯里旺阿兹莎在该计划第三阶段推介礼上致词时指出，在第一和第二阶段中，HPV（人类乳头状瘤病毒）测试结果呈阳性者需要转荐到医院接受进一步的检查与治疗。

阿兹莎：方便至偏乡服务

甫从印尼雅加达回国的旺阿兹莎说，这对于居住在偏远地区者而言是具挑战的，因为她们往返政府医院并不方便。

“移动式阴道镜设备在此情况下就会非常有用，因为经过培训的医疗志工可以使用相关设备，前往偏远地区登门提供后续服务。”

作为公务员夫人及女公务员协会（PUSPANITA）赞助人的旺阿兹莎说，尽管过去3年充满挑战，但感谢玫瑰基金会和ETIQ的合作计划得以持续，确保更多弱势和未受筛检的大马女性获得相关医疗服务。



旺阿兹莎（左五）推介免费子宫颈癌筛检第三阶段计划。右二起为娜兹拉、诺莉詹、阿迪芭及陈淑萍；左二起为胡燕玲、Etiqa Life Insurance Berhad首席执行员刘鸿璋及卡玛鲁查曼。（陈世伟摄）

阿迪芭：筛检预防子宫颈癌

玫瑰基金会主席拿督阿迪芭卡玛鲁查曼指出，子宫颈癌为大马女性中最常见的第三大癌症，是一种可通过早期且适当的筛检和治疗加以预防的癌症。

她感谢ETIQA的赞助，推出移动式阴道镜设备，让志愿医疗团队得以深入乡区或内陆社区，并为HPV筛检结果呈阳性的女性提供治疗。

Etiqa Family Takaful有限公司的母公司Maybank Ageas控股有限公司主席拿督卡鲁纳卡兰则说，希望更多大马女性和她们的家人可以获得筛检和治疗设施。

“通过适当的干预措施，我们相信大马女性的子宫颈癌将可被消除，进而协助拯救更多生命。”

此外，玫瑰基金会创办人兼信托人胡燕玲教授还在现场示范移动式阴道镜设备的应用。

上述立即现场治疗包括一项初步评估，可通过移动式阴道镜仪器呈现子宫颈的高画质图像，该仪器还可连接至智能手机，并在有需要的情况下透过简便的可视化信息支援远程看诊。

在进行评估后，出现癌前病毒的病人将在当地通过便携式热凝固治疗器取得治疗。

出席者包括马大署理名誉校长杜潘陈淑萍、马大医疗中心董事娜兹拉及公务员夫人及女公务员协会主席潘斯里诺莉詹等。

11 January 2023, TV1 & TV2

Launch of Phase 3 of Etiqa's Free Cervical Screening Programme





11 January 2023, Code Blue
Launch of Phase 3 of Etiqa's Free Cervical Screening Programme



Etiqa Injects RM1.2 Million Into Phase Three Of Cervical Cancer Screening Programme

By Sharayu Pillai | 11 January 2023

Etiqa has pledged RM1.2 million for the third phase of ROSE Foundation's cervical cancer screening programme, including the purchase of two battery-operated mobile colposcopy devices, allowing treatment of pre-cervical cancer at the community level.



Prof Dr Woo Yin Ling (left), medical technical advisor and trustee of ROSE Foundation, explaining how a mobile colposcopy device works, at the launch of Phase Three of its cervical cancer screening programme at University of Malaya Medical Centre in Petaling Jaya on January 10, 2023. Picture courtesy of ROSE Foundation

PETALING JAYA, Jan 11 — Etiqa has pledged RM1.22 million for the third phase of a nationwide cervical cancer screening programme co-organised with ROSE Foundation.

The insurance company and ROSE Foundation target to screen 5,500 eligible women aged 30 to 65 from identified bottom 40 per cent (B40) communities and to procure two sets of mobile colposcopy equipment.

First launched in July 2019 in partnership with ROSE Foundation, a foundation that launched self-sampling for cervical cancer screening, the cervical cancer screening programme officially entered its third phase yesterday.

"I'm very pleased to hear that the Etiqa and ROSE Foundation collaboration has also extended to the frontliners. Sometimes we forget, we take frontliners for granted," Bandar Tun Razak MP Dr Wan Azizah Wan Ismail said at the launch of Phase Three of the nationwide cervical cancer screening programme at University of Malaya Medical Centre (UMMC) yesterday.

"As part of this frontliners' campaign, the ROSE programme's free cervical cancer screening was offered to the police, the army. We have some women in the army, health care professionals. You have to be healthy to be a health care professional. This is important.

"So we have to look after them first and other frontliners who serve the country and people tirelessly during these trying times," added the patron of Puspanita (Wives of Civil Servants and Women Civil Servants Association).

To date, the Program ROSE cervical cancer screening programme has screened over 1,000 policewomen, close to 300 army personnel, 100 immigration frontliners, over 7,500 health care providers from the Ministry of Health, and 300 education providers from the Ministry of Higher Education.

At the end of December 2022, Program ROSE has screened over 21,000 women nationwide, with 1,210 positive cases detected. Over 90 per cent have been linked to care.

In the span of three years, the programme has been implemented in over 150 communities, 12 health clinics across 12 states, and 28 government hospitals. More than 90 health care professionals were engaged to provide follow-up treatment for women who test positive for HPV infection through Program ROSE.

Whilst headway has been made in the screening of women from various sectors, Dr Wan Azizah underscored the benefits that the screening programme provides to women living in urban poverty.

"I think if this continues, it's very good. We also want to ensure that underprivileged and under-screened women in Malaysia receive access to cervical screening. Because now that I'm MP of Bandar Tun Razak, there is a lot of urban poverty.

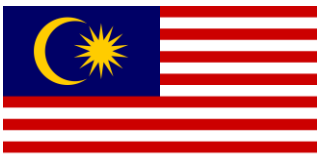
"Urban poverty. I never thought that in sprawling Kuala Lumpur, the capital of Malaysia, there are so many of these flats. One generation, two generations. They live in this enclosed space. Not many things to do. So these are people that contribute to our country, the economy of the country. We must take care of them.

"So these are people that we want to reach out to and also Orang Asli, Orang Asal. People like this."

Prof Dr Adeeba Kamarulzaman, chair of ROSE Foundation and former Dean of the Faculty of Medicine at the University of Malaya, stated that the self-screening method employed by the ROSE Foundation will also reduce the number of women walking into hospitals, thereby reducing hospital congestion.

"Of course, there's all been this news about the state of our health care system. I think this is a tool that a woman doesn't even have to go anywhere near a hospital or a *klinik kesihatan* (public health clinic) to know that she has potentially cancer-causing infection, the HPV, and be linked to care," Dr Adeeba said in her speech.

11 January 2023, Code Blue
Launch of Phase 3 of Etiqa's Free Cervical Screening Programme



"I think only 6 per cent of women actually, of those women screened, we have found that actually need care. So, when I meet the Minister of Health this afternoon, God willing, I think with this will be one example that we can really expand to minimise the congestion because the alternative is women have to go twice, every two years for the pap smear.

"And when we meet women in the community, they say, '*Takut lah doctor, sejuk lah doctor, sakit lah doctor, malu lah doctor.*' And then when we show them the stick we swab, they go, '*Ah, how come we haven't done this earlier*?'

"And when we put them in the context of Covid-19, where everyone's now familiar with self-testing, they go, 'Ah, this is something that's doable'."

The method of testing employed by the ROSE Foundation is a novel self-swab approach to cervical screening. Unlike a conventional pap smear test which involves the insertion of a speculum into the vagina to widen it so that a small brush can be inserted into the vagina to collect cells from the cervix, the cervical screening test employed by ROSE does not need a speculum and can be done independently.

Like a nasal covid test, the cervical test requires women to insert the test kit swab into their vagina, rotate, remove the swab, and return it to the tube without cleaning or dropping the swab.

Whilst access to treatment is not a significant concern in urban areas, the same can't be said for women living in rural areas.

Based on a press statement released by Etiqa, women living in interior areas of Malaysia may decline treatment, citing concerns such as the cost of treatment, distance to the nearest government hospital, and travel expenses.

Etiqa and the ROSE Foundation have purchased two mobile colposcopy devices and introduced on-site colposcopy treatment that can be performed in the community.

A colposcopy is a test to take a closer look at the cervix and is performed if the cervical screening finds changes to the cells. These changes are caused by certain types of HPV. These changed cells can turn into cervical cancer cells. If the doctor finds abnormal cells in the cervix, they may recommend removing them, reducing the risk of cervical cancer.
The samples are then sent to the ROSE laboratory for human papillomavirus (HPV) polymerase chain reaction (PCR) testing. Results will be sent to women via SMS within three weeks. For women who test positive for HPV infection, the ROSE Contact Centre will refer them to government hospitals for further follow-up.

According to Dr Adeeba, one of the issues with Malaysian patients is the absence of a bridge to care post-screening.

"This programme is into its third year and has benefited many thousand women in Malaysia from the B40 community, prompts a new method of screening for the virus that causes cervical cancer, and importantly, links them to care, because that's one of the issues with Malaysian patients is that they screen, but they don't get linked to care.

"And one of the issues with cervical cancer is many women, I think a third of women, present at the late stages of the disease."

During the event, Dr Woo Yin Ling, medical technical advisor and trustee of ROSE Foundation and a professor at the University Malaya's Department of Obstetric and Gynaecology, gave an explanation and a demonstration of how the mobile colposcopy works.

"What we've done now is, with the help of Etiqa, bought two units of mobile colposcopy, whereby the patients can be treated in the comfort of the community. During the course that I've spoken here, the mobile colposcopy unit has been set up in real-time. So this is the mobile colposcope. They're all run on battery, and so you don't need an electrical source.

"The mobile gynocular allows the doctor to inspect the cervix under magnification. If he's unsure whether there's any lesions — because it can only treat pre-cancer but not cancer — he can take a photo in real-time, send the image to an expert for a second opinion, and through telecommunication, he will then know whether or not he can continue with the treatment because treatment of cancer should be done at a tertiary centre. All pre-cancer can be treated in the community," said Dr Woo.

If there is known cancer, Dr Woo said that a battery-operated thermal ablation — a procedure using heat to remove tissue or a part of the body or destroy its function — will be used to treat all pre-cancer effectively without the need for any general anaesthesia.

"It only takes two minutes. Two minutes. So you don't need to spend half a day for travel to the hospital. We will go there.

"So now, we have two units, which means that two volunteer doctors can go to the kampung or can go to any communities where women have poor access, and we can use volunteer doctors who are well trained in the procedure to treat women."

cervical cancer

10 January 2023, The Sun
Launch of Phase 3 of Etiqa's Free Cervical Screening Programme

Wan Azizah melancarkan Fasa 3 Program Saringan Serviks Percuma

10-01- 2023 09:11 PM



KUALA LUMPUR: Fasa 3 Program Saringan Serviks Percuma Etiqa bersama Yayasan ROSE (Removing Obstacles to Cervical ScrEening), telah dilancarkan oleh Datuk Seri Dr Wan Azizah Dr Wan Ismail, Penaung PUSPANITA (Persatuan Suri dan Anggota Wanita Perkhidmatan Awam Malaysia) sebagai sebuah inisiatif untuk menghapuskan kanser serviks di Malaysia.

Dibiayai oleh Etiqa dan dilaksanakan oleh Yayasan ROSE, program satu tahun, peringkat kebangsaan ini bernilai RM1.22 juta, menyasarkan untuk menyaring 5,500 orang wanita berumur dalam lingkungan 30 hingga 65 tahun daripada komuniti B40.

Sejak penubuhan program ini, para wanita yang layak telah disaring melalui kaedah saringan serviks inovatif ROSE dengan hanya menggunakan swab kendiri yang pantas, mudah dan tidak menyakitkan, berbeza daripada kaedah ujian pap konvensional. Sampel yang diperoleh itu akan dihantar ke makmal ROSE untuk ujian polymerase chain reaction (PCR) human papillomavirus (HPV) dan keputusan ujian tersebut akan dihantar melalui sistem pesanan ringkas (SMS) dalam masa tiga minggu. Untuk para wanita yang telah diuji positif HPV, Pusat Perhubungan ROSE akan merujuk mereka ke hospital kerajaan yang berhampiran untuk rawatan susulan. Namun, para wanita yang berada di kawasan pedalaman mungkin akan menolak rawatan susulan tersebut atas pelbagai sebab. Antaranya adalah kos rawatan, jarak ke hospital berdekatan dan kos perjalanan. Oleh itu, Fasa 3 program Etiqa dan ROSE ini memperkenalkan rawatan kolposkopi secara langsung supaya para wanita yang berada di kawasan pedalaman boleh mendapat rawatan di komuniti mereka.

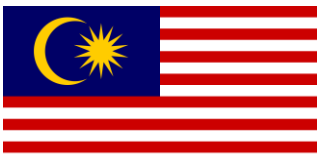
Rawatan langsung ini merangkumi penilaian awal dengan menggunakan alat kolposkopi mudah alih yang mampu menghasilkan imej serviks yang berkualiti tinggi. Alat itu juga boleh dihubungkan dengan telefon pintar untuk pengimejan yang mudah sekiranya sebarang konsultasi atas talian diperlukan. Ketika penilaian juga, mereka yang menghidap virus pra-kanser akan dirawat secara langsung dengan menggunakan Portable Thermal Coagulator. Oleh itu, disamping menyediakan jalan penyelesaian inovatif kepada pengesanan HPV pra-kanser, program ini akan memperkasakan para wanita untuk mendapatkan rawatan, yang akan menyelamatkan lebih banyak nyawa.

Majlis tersebut telah disempurnakan oleh Datuk Seri Dr Wan Azizah Dr Wan Ismail, Penaung PUSPANITA (Persatuan Suri dan Anggota Wanita Perkhidmatan Awam Malaysia).

Turut hadir di majlis ini adalah Pengerusi Maybank Ageas Holdings Berhad, Datuk R. Karunakaran, syarikat induk Etiqa General Insurance Berhad, Etiqa Life Insurance Berhad, Etiqa General Takaful Berhad, and Etiqa Family Takaful Berhad, Ketua Pegawai Eksekutif Etiqa Life Insurance Berhad, Paul Low Hong Ceong, Pengerusi Yayasan ROSE, Profesor Datuk' Dr Adeeba Kamarulzaman, Pengasas dan Pemegang Amanah Yayasan ROSE, Profesor Dr Woo Yin Ling, , dan Yang DiPertua PUSPANITA, To' Puan Seri Norizam Che Mohd Nor,

Dalam ucapan beliau, Datuk R. Karunakaran, Pengerusi Maybank Ageas Holdings Berhad berkata, "Kami amat berbesar hati untuk menjadi ejen perubahan dalam menangani barah ketiga paling biasa berlaku dalam kalangan wanita di Malaysia. Dengan sokongan berterusan daripada rakyat Malaysia, Etiqa dengan bangganya memperkenalkan Fasa 3 Program Saringan Serviks Percuma Etiqa bersama Yayasan ROSE. Memulakan fasa baharu ini, kami berharap agar dapat membantu lebih ramai lagi wanita dan ahli keluarga mereka dengan menyediakan kemudahan rawatan dan saringan percuma ini. Dengan kaedah pencegahan yang betul, kami percaya kanser serviks dalam kalangan rakyat Malaysia mampu dihapuskan dan menyelamatkan nyawa mereka."

10 January 2023, The Sun
Launch of Phase 3 of Etiqa's Free Cervical Screening Programme



Tambah beliau, "Program Saringan Serviks Percuma Etiqa bersama Yayasan ROSE telah mendapat pengiktirafan di Sustainability & CSR Malaysia Awards 2022. Selari dengan visi korporat Etiqa 'Making the World a Better Place", dan disokong oleh rakyat Malaysia, ini akan membakar semangat kami dalam memperjuangkan usaha murni kearah perubahan ini. Kepada Yayasan ROSE, terima kasih kerana bekerja keras dalam mendekati komuniti yang memerlukan dalam Fasa 1 dan 2, kini tibanya untuk menjayakan Fasa 3!"

Profesor Dato' Dr Adeeba Kamarulzaman, Pengerusi Yayasan ROSE berkata, "Terima kasih dengan tajaan Etiqa, kami berbesar hati untuk memperkenalkan alat Kolposkopi Mudah Alih yang membolehkan anggota sukarela perubatan mengembara bertemu komuniti luar bandar dan pedalaman bagi menyediakan rawatan kepada wanita yang disaring positif untuk HPV.

Dengan adanya alat baharu ini, para wanita di kawasan luar bandar berpeluang untuk mendapatkan rawatan dan penjagaan sokongan yang sepatutnya."

"Diklasifikasikan sebagai barah ketiga paling biasa dalam kalangan para wanita di Malaysia, kanser serviks adalah kanser yang mampu dicegah sekiranya mendapat saringan awal dan rawatan yang berpatutan."

"Program ROSE merangkumi semua aspek saringan kanser serviks termasuk pensampelan kendiri, ujian HPV dan platform kesihatan digital menggunakan teknologi mudah alih bagi memastikan para wanita yang memerlukan rawatan susulan mendapat rawatan yang sewajarnya." ujarnya lagi.

Paul Low, Ketua Pegawai Eksekutif Etiqa Life Insurance Berhad berkata, "Etiqa sentiasa berdedikasi untuk berkhidmat untuk komuniti dan pelanggan kami. Kami berbesar hati untuk memainkan peranan dalam menyokong wawasan melihat lebih ramai wanita peka akan bahayanya kanser serviks dan meyakinkan mereka untuk membuat saringan. Program ini direka khas agar para wanita dapat mengikuti langkah mudah seperti swab kendiri yang menjamin privasi jika dibandingkan dengan kaedah pap smear yang tidak selesa, memalukan dan perlu dilaksanakan oleh para doktor di klinik atau hospital."

Profesor Dr Woo Yin Ling, Pengasas dan Pemegang Amanah Yayasan ROSE berkata, "Program ROSE telah mencapai satu tahap baharu dalam saringan serviks dengan adanya alat kolposkopi mudah alih ini. Dengan alat ini, kami dapat mendekati lebih ramai wanita melalui program jangkauan kami, terutamanya di kawasan pedalaman dan memberikan rawatan secara langsungyang sewajarnya kepada mereka yang disaring positif untuk HPV. Dengan alat ini juga, Program ROSE boleh kembali ke kawasan pedalaman terdahulu yang telah mendapat saringan PCR HPV kendiri untuk memberikan rawatan kepada para wanita yang disaring positif HPV yang belum berkesempatan untuk menjalani rawatan di hospital berdekatan. Ini boleh meningkatkan tahap keyakinan wanita kerana mereka dapat menerima rawatan susulan yang merupakan pendekatan integrasi saringan serviks Program ROSE."

Tambah Profesor Dr Woo, "Program ROSE akan meneruskan usaha untuk mendekati komuniti dengan bekerjasama dengan pemimpin masyarakat dan badan berkaitan untuk memastikan capaian saringan yang lebih luas untuk wanita yang kurang berkemampuan di kawasan terpencil. Setakat ini, Program ROSE telah diperkenalkan kepada lebih 150 klinik kesihatan di 12 negeri. 28 hospital kerajaan mesra ROSE dengan lebih 90 petugas kesihatan profesional yang kini terlibat untuk menyediakan rawatan susulan untuk wanita yang telah diuji positif melalui program kami. Kami berterima kasih di atas sokongan padu dan pencapaian untuk Program ROSE."

Dilancarkan pada bulan Julai 2019, Fasa 1 dan 2 program ini telah menyaring 13,500 wanita daripada golongan B40 di seluruh negara, termasuk Sabah dan Sarawak. Melalui saringan itu, lebih 800 orang wanita telah disahkan positif untuk HPV dan dirujuk ke hospital berhampiran mereka untuk rawatan sebelum ia berubah menjadi kanser serviks.

8 January 2023, Utusan Borneo-Sarawak
EFTB Zakat distributed RM20million of Zakat last year

Etiqa Family Takaful Bhd agih zakat perniagaan RM20.5 juta pada 2022

PASIR MAS: Etiqa Family Takaful Berhad mengagihkan zakat perniagaan sebanyak RM20.5 juta tahun lepas untuk membantu golongan yang memerlukan di seluruh negara melalui pelbagai program kebajikan termasuk sumbangan bantuan kewangan, kata Ketua Pegawai Eksekutifnya Zafri Abdul Halim.

Beliau berkata agihan zakat itu turut diberikan kepada Majlis Agama Islam Negeri dan badan bukan kerajaan (NGO) untuk aktiviti kemanusiaan seperti bantuan kepada mangsa banjir, bantuan pukat serta peralatan nelayan dan makanan asas harian yang diperlukan oleh penerima.

"Kami juga ada melaksanakan beberapa program tanggungjawab sosial korporat (CSR) bagi membantu golongan yang memerlukan seperti membina dan membaik pulih rumah golongan miskin, mangsa banjir termasuk orang kurang upaya," katanya.



SUMBANGAN: Zafri (dua kiri) menyerahkan kunci kenderaan kepada Imam Tua Masjid Gelang Mas, Mukim Banggol Naim Mokhtar Wook (tiga kanan) pada Majlis Penyerahan Van Jenazah di pekarangan Masjid Gelang Mas di Pasir Mas, semalam. Turut sama Zawahir (kiri). — Gambar Bernama

Beliau berkata demikian kepada pemberita selepas Majlis Penyerahan Van Jenazah untuk Komuniti di Masjid Gelang Mas, Mukim Banggol Naim, di sini semalam.

Sementara itu, Presiden Islamic Aid Malaysia (IAM) Zawahir Abdullah berkata pihaknya sentiasa bekerjasama dengan Etiqa Family Takaful dalam usaha membantu komuniti yang memerlukan bantuan serta sumbangan meliputi aspek kesihatan, kebajikan dan sebagainya. — Bernama

7 January 2023, Berita RTM

EFTB Zakat distributed RM20million of Zakat last year

BERITA rtm

Etiqa Family Takaful peruntuk zakat lebih RM20 juta tahun lalu

January 7, 2023 Written by Media Baharu

Published in Semasa

PASIR MAS, 7 Januari- Etiqa Family Takaful memperuntukkan zakat sebanyak RM20.5 juta sepanjang tahun lalu yang memfokuskan amal jariah dan pembangunan ummah di seluruh negara.

Menurut Ketua Pegawai Eksekutif Etiqa Family Takaful Berhad, Zafri Ab Halim sebahagian daripadanya diserahkan kepada Majlis Agama Islam Negeri, manakala selebihnya disampaikan secara terus melalui kerjasama dibuat bersama Badan Bukan Kerajaan (NGO).

"Zakat berkenaan diagihkan dalam pelbagai bentuk termasuk serahan pengangkutan van jenazah atau kepada pusat tahfiz selain membaik pulih infrastruktur masjid atau surau," katanya kepada pemberita pada Majlis Penyerahan Van Jenazah dengan kerjasama Islamic Aid Malaysia di Masjid Gelang Mas, Mukim Banggol Naim, di sini.

Mengulas lanjut, Zafri berkata sepanjang tahun lalu, pihaknya memperuntukkan RM280,000 wang zakat untuk membeli dua buah van untuk dijadikan van jenazah serta pengangkutan kepada pelajar sekolah tahfiz.



(Zafri berkata sepanjang tahun lalu, pihaknya memperuntukkan RM280,000 wang zakat untuk membeli dua buah van untuk dijadikan van jenazah serta pengangkutan kepada pelajar sekolah tahfiz)

Pada masa sama, menerusi Tanggungjawab Sosial Korporat dilaksanakan, ia turut memfokuskan golongan wanita dengan penyediaan van bergerak untuk masuk ke kampung bagi menawarkan khidmat pemeriksaan kanser secara percuma.

7 January 2023, Harakah Daily

EFTB Zakat distributed RM20million of Zakat last year



Berita

Etiqa Takaful agih RM20.5 juta zakat setahun

January 7, 2023



PASIR MAS: Etiqa Family Takaful Berhad memperuntukkan sebanyak RM20.5 juta dalam tempoh setahun bagi pengeluaran zakat dengan memberi fokus program amal jariah dan pembangunan ummah.

Ketua Eksekutif Etiqa Family Takaful Berhad, Zafri Ab Halim berkata, zakat itu turut disalurkan bagi menyediakan pengangkutan, menambah baik infrastruktur, sumbangan kewangan Ramadan serta menyediakan peralatan nelayan dan pelbagai lagi.

Malah katanya, sumbangan zakat berkenaan itu juga turut disasarkan kepada golongan pelajar yang mengikuti pengajian di kolej swasta dan awam yang berkelayakan.

Kata beliau sumbangan zakat tersebut merupakan tanggungjawab sosial korporat (CSR) pihaknya dalam membantu meringankan beban golongan asnaf khususnya mereka yang memerlukan.

Selain itu sebanyak 50 peratus sumbangan zakat turut disalurkan kepada Majlis Agama Negeri, manakala sebahagian lain lagi diagih melalui badan bukan kerajaan (NGO) terpilih.

"Sehingga kini kami bekerjasama dengan 12 NGO termasuk kesihatan, bantuan kemanusiaan serta kebajikan projek air bersih," katanya kepada pemberita selepas menyampaikan sumbangan van jenazah di Masjid Gelang Emas, Mukim Banggol Naim, di sini hari ini.

Mengulas lanjut katanya, sepanjang tahun lalu pihaknya turut memperuntukan sebanyak RM280,000 zakat membeli dua van untuk kegunaan masjid dan pusat pengajian.

"Sepanjang tahun lalu, kita menyediakan dua van iaitu membeli van jenazah untuk disumbangkan kepada masjid dan kegunaan pusat penganjian tahfiz," katanya.

Selain itu juga, pihaknya turut menyediakan khidmat pengangkutan bergerak bagi menghantar pesakit yang menjalani pemeriksaan kanser payudara. –

HARAKAHDAILY 7/1/2023

7 January 2023, TV1

EFTB Zakat distributed RM20million of Zakat last year



7 January 2023, Bernama

EFTB Zakat distributed RM20million of Zakat last year

BERNAMA.com



AM

Etiqa Family Takaful Bhd agih zakat perniagaan RM20.5 juta pada 2022



Ketua Pegawai Eksekutif Etiqa Family Takaful Bhd, Zafri Ab Halim

07/01/2023 04:10 PM

PASIR MAS, 7 Jan (Bernama) -- Etiqa Family Takaful Bhd mengagihkan zakat perniagaan sebanyak RM20.5 juta tahun lepas untuk membantu golongan yang memerlukan di seluruh negara melalui pelbagai program kebajikan termasuk sumbangan bantuan kewangan, kata Ketua Pegawai Eksekutifnya Zafri Abdul Halim.

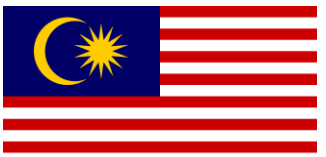
Beliau berkata agihan zakat itu turut diberikan kepada Majlis Agama Islam Negeri dan badan bukan kerajaan (NGO) untuk aktiviti kemanusiaan seperti bantuan kepada mangsa banjir, bantuan pukat serta peralatan nelayan dan makanan asas harian yang diperlukan oleh penerima.

"Kami juga ada melaksanakan beberapa program tanggungjawab sosial korporat (CSR) bagi membantu golongan yang memerlukan seperti membina dan membaik pulih rumah golongan miskin, mangsa banjir termasuk orang kurang upaya," katanya.

Beliau berkata demikian kepada pemberita selepas Majlis Penyerahan Van Jenazah untuk Komuniti di Masjid Gelang Mas, Mukim Banggol Naim, di sini hari ini.

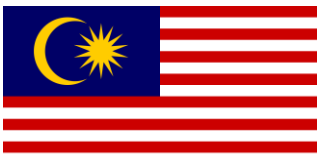
Sementara itu, Presiden Islamic Aid Malaysia (IAM) Zawahir Abdullah berkata pihaknya sentiasa bekerjasama dengan Etiqa Family Takaful dalam usaha membantu komuniti yang memerlukan bantuan serta sumbangan meliputi aspek kesihatan, kebajikan dan sebagainya.

January 2022
Etiqa Mentions - Malaysia



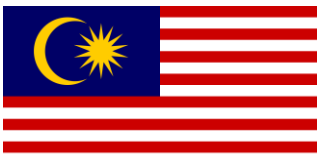
Date	Headline	Media Title	URL
31-Jan-2023 01:01AM	COMPASSION FOR WOMEN IN NEED	theSun	https://www.thesundaily.my/images/compassion-for-women-in-need-FF10511422
11-Jan-2023 04:01PM	Malaysia's HPV Vaccination – A Huge Success In Reducing Cervical Cancer causing HPV-16,18, says Rose Foundation's Dr. Woo	Weekly-Echo	https://www.weekly-echo.com/malaysias-hpv-vaccination-a-huge-success-in-reducing-cervical-cancer-causing-hpv-1618-says-rose-foundations-dr-woo/
11-Jan-2023 03:13PM	Multisectoral involvement crucial in promoting public health, equity – Wan Azizah	Weekly-Echo	https://www.weekly-echo.com/multisectoral-involvement-crucial-in-promoting-public-health-equity-wan-azizah/
11-Jan-2023 02:21PM	HPV Vaccination Catch-Up Requires Multi-Sectoral Approach	CodeBlue	https://codeblue.galencentre.org/2023/01/11/hpv-vaccination-catch-up-requires-multi-sectoral-approach/
11-Jan-2023 01:45PM	Puspanita patron launches Phase 3 Eitqa's free cervical screening programme	Newswav	https://newswav.com/article/puspanita-patron-launches-phase-3-eitqa-s-free-cervical-screening-programme-A2301_SAPrRZ
10-Jan-2023 09:35PM	Wan Azizah melancarkan Fasa 3 Program Saringan Serviks Percuma	Newswav	https://newswav.com/article/wan-azizah-melancarkan-fasa-3-program-saringan-serviks-percuma-A2301_COSEIE
10-Jan-2023 09:11PM	Wan Azizah melancarkan Fasa 3 Program Saringan Serviks Percuma	theSun	https://www.thesundaily.my/home/wan-azizah-melancarkan-fasa-3-program-saringan-serviks-percuma-AC10479854
16-Jan-2023 09:45AM	Free cervical screening programme would benefit individuals in group: Wan Azizah	Newswav	https://newswav.com/article/free-cervical-screening-programme-would-benefit-individuals-in-group-wan-az-A2301_LHxQOX
16-Jan-2023 08:36AM	The Sun - Have compassion for women in need'	THE SUN	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202301/20230116/news-451630-20230116-2325-1673825589202.pdf

January 2022
Etiqa Mentions - Malaysia



Date	Headline	Media Title	URL
10-Jan-2023 08:56AM	PPR gets RM5.2mil more for painting, sewerage works	The Star Online	https://www.thestar.com.my/metro/metro-news/2023/01/10/ppr-gets-rm52mil-more-for-painting-sewerage-works
10-Jan-2023 08:38AM	The Star - PPR gets RM5.2mil more for painting, sewerage works	The Star	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202301/20230110/news-447925-20230110-2325-1673307870546.pdf
04-Jan-2023 12:08AM	RM5.2 juta naik taraf PPR Kempas Permai	MSN Malaysia	https://www.msn.com/en-my/news/berita/rm52-juta-naik-taraf-ppr-kempas-permai/ar-AA15UwoY
03-Jan-2023 08:48PM	Johor peruntuk RM5.2 juta baik pulih PPR Kempas Permai tahun ini	Astro AWANI - Buletin Awani	https://www.astroawani.com/berita-malaysia/johor-peruntuk-rm52-juta-baik-pulih-ppr-kempas-permai-tahun-ini-400083
30-Jan-2023 11:04AM	Kurangkan pandu dan dapatkan rebat tunai daripada Etiqa	newsexplorer.net	https://newsexplorer.net/kurangkan-pandu-dan-dapatkan-rebat-tunai-daripada-etiqa-s7194160.html
30-Jan-2023 09:28AM	Kurang pandu dapat rebet tunai dari Etiqa	My KMU	https://mykmu.net/2023/01/30/kurang-pandu-dapat-rebet-tunai-dari-etiqa/
30-Jan-2023 09:00AM	Driving less can earn you cash rebates from Etiqa	Free Malaysia Today	https://www.freemalaysiatoday.com/category/leisure/money/2023/01/30/driving-less-can-earn-you-cash-rebates-from-etiqa/
23-Jan-2023 10:10AM	星爷梗搞笑温馨说唱 新春短片精彩纷呈！	精彩大马	https://www.cincainews.com/news/eat-travel/2023/01/23/2023-cny-advertisment/51155
21-Jan-2023 09:09PM	Tahun Baharu Cina: Iklan, filem pendek dengan unsur kekeluargaan terus jadi pilihan	Astro AWANI - Buletin Awani	https://www.astroawani.com/gaya-hidup/tahun-baharu-cina-iklan-filem-pendek-dengan-unsur-kekeluargaan-terus-jadi-pilihan-403050
18-Jan-2023 05:43PM	We forced our writer to watch 44 CNY ads. Here are his top 8	Cilisos.my	https://cilisos.my/we-forced-our-writer-to-watch-44-cny-ads-here-are-his-top-8/
18-Jan-2023 08:00AM	Pepsi's 'Save the Drama' and other heartwarming CNY ads	Free Malaysia Today	https://www.freemalaysiatoday.com/category/leisure/entertainment/2023/01/18/pepsis-save-the-drama-and-other-heartwarming-cny-ads/

January 2022
Etiqa Mentions - Malaysia



Date	Headline	Media Title	URL
15-Jan-2023 09:30AM	Kosmo - Al-Biruni Zakat Selangor santuni anak miskin bandar	Kosmo!	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/20230114/news-450735-20230114-2325-1673665337576.pdf
13-Jan-2023 09:55PM	LZS, Etiqa kolobrasi buka Pusat Inovasi dan Pembelajaran Al-Biruni	Vietnam Explorer News Channel	https://vnexplorer.net/lzs-etiqa-kolobrasi-buka-pusat-inovasi-dan-pembelajaran-al-biruni-s7153091.html
13-Jan-2023 08:54PM	LZS, Etiqa Takaful continue to empower poor urban children's education	Newswav	https://newswav.com/article/lzs-etiqa-takaful-continue-to-empower-poor-urban-children-s-education-A2301_BAoWWh
13-Jan-2023 06:52PM	LZS, Etiqa Takaful continue to empower poor urban children's education	BERNAMA	https://www.bernama.com/en/general/news.php?id=2156026
13-Jan-2023 06:08PM	LZS, Etiqa Takaful terus perkasa pendidikan anak-anak miskin bandar	BERNAMA	https://www.bernama.com/bm/am/news.php?id=2155996
13-Jan-2023 04:37PM	LZS, Etiqa perkasa pendidikan kanak-kanak asnaf, miskin bandar menerusi Al-Biruni	Newswav	https://newswav.com/article/lzs-etiqa-perkasa-pendidikan-kanak-kanak-asnaf-miskin-bandar-menerusi-al-bi-A2301_hzTGLr
13-Jan-2023 12:58PM	LZS, Etiqa santuni anak miskin bandar	Kosmo! Online	https://www.kosmo.com.my/2023/01/13/lzs-etiqa-santuni-anak-miskin-bandar/?utm_source=rss&utm_medium=rss&utm_campaign=lzs-etiqa-santuni-anak-miskin-bandar
15-Jan-2023 04:21PM	AYG mahu wujudkan lebih banyak 'ruang selamat' untuk belia	Utusan Online	https://www.utusan.com.my/nasional/2023/01/ayg-mahu-wujudkan-lebih-banyak-ruang-selamat-untuk-belia/
09-Jan-2023 01:00PM	JB alley to become art lane	The Star	https://headtopics.com/my/jb-alley-to-become-art-lane-33818094
02-Jan-2023 09:01PM	Motorist Super App Launched in Malaysia	AUTO International	https://www.autointernational.com.my/Motorist%20Super%20App%20Launched%20in%20Malaysia%20%20-%2031%20Dec%2022.html
05-Jan-2023 08:51AM	The Star - One app to rule 'em all	The Star	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/20230105/news-444995-20230105-2325-1672877645786.pdf

3 January 2023, Digital Pilipinas

Etiqa Philippines' new health plan protects family in medical emergencies, shields their savings



+63 917 894 4624 info@digitalpilipinas.ph



Etiqa Philippines' new health plan protects family in medical emergencies, shields their savings

digitalph - January 3, 2023 -
Featured / INSURTECH - 0 Comments

To many uninsured Filipinos, perhaps no other incident drives home the importance of a health card or medical insurance than a sudden, and possibly life-threatening, medical emergency. The agony starts at the hospital admission section where they are asked to produce evidence of the capability to pay like government IDs or credit cards. Then, they might not even have cash in hand to pay for a down payment or out-of-pocket expenses. The ordeal continues even after admission, as the costs of hospitalization increase. Hospital room rates alone range from P900 to P3000 per day, depending on the privacy level or hospital status. The patient resorts to borrowing from family, friends, or informal lenders.

The post-hospitalization result: depleted savings, bankruptcy prospects, and huge debts that might take years to pay.

Illustrating that health is truly wealth, medical and financial protection just might be the best gift one can give to loved ones starting this Christmas season. The traditional happy holidays have also unfortunately heralded the onset of medical conditions. For example, the outbreak of unhealthy habits such as food-binging and drunk driving can result in unexpected heart attacks or road accidents respectively. Careless clan gatherings create exposure to COVID-19, flu, pneumonia, and other infectious diseases.

Recognizing the situation that millions of uninsured Filipinos find themselves in, ASEAN insurance provider Etiqa Philippines launched ER Protect, a yearly renewable individual health insurance card for emergency care and other medical services.

"We are well aware of the challenges that many of our countrymen face when it comes to emergency-related medical expenses," says Etiqa Philippines General Insurance Head Glenn Navea. "ER Protect is designed to give them the services that they need during crises, accidents, or unforeseen health conditions like a stroke. First, our network of 30,000 doctors and 1,600 accredited hospitals and clinics nationwide can meet them at their point of need."

"Second, the emergency medical coverage is accessible because it is affordable. ER Protect, which can be a medical lifesaver as well as a deterrent against financial hardship, can be availed of for as low as P925 one-time fee per year or the price of a food-franchise family dinner," Navea adds.

All these benefits shall be paid on top of the patient's PhilHealth coverage and/or other insurance policies.

Coverage beyond Christmas

Another advantage to gifting a loved one with medical or emergency protection is that the benefits go beyond Christmas. An annual coverage ensures access to emergency medical services once needed, during the next 12 months. The policyholder also has the confidence and peace of mind that he or she will not contend with skyrocketing hospital bills upon admission.

Affordable medical insurance or emergency protection is not just a shield against the woes of hospitalization—it is also an investment.

As a virtual health card, ER Protect takes care of a lot of the emergency-related medical services that a patient can expect, regardless of whether the hospital admits the insured or deems that his confinement is not necessary. ER Protect covers both inpatient and outpatient services. The coverage extends to costs related to doctors' fees, lab and diagnoses, operating and treatment rooms, and emergency-related surgical services at the rate of P50,000/year. In cases of admission, it pays for the hospital room, board, and nursing services. In cases where the patient cannot be brought to the ER through the usual means of transport, ambulance service is also covered by the product.

Should the worst happen, it also has a P25,000/year accidental death and dismemberment benefit for the policyholder's family.



ER Protect allows its users to simply show the virtual health card using the Smile PH 3.0 App to the nearest accredited hospital if emergency strikes.

Digital platform

Etiqa Philippines' use of the latest InsureTech also makes accessibility to emergency services fast, efficient, and unencumbered by the usual paperwork. Registration, application, and payment for the policy can be done through Etiqa Philippines' website. Customers can also use their debit or credit cards to settle their payments through over-the-counter payment facilities or digital mobile wallets like GCash.

Emergency room services can be availed through the Smile 3.0 app, a unified omnichannel that integrates common basic features such as inquiries, profile personalization, and contact details updating with very specific transactional processes.

A patient can just tap into the Smile 3.0 app to avail of his ER Protect virtual card in just a few minutes. He can then connect with the preferred chain of hospitals and medical providers digitally. Once brought to the ER or hospital, all he needs to do is show the virtual card, making admission smooth and fast.

"ER Protect is designed to be customer-friendly, helpful to the patient, and family-friendly," says Etiqa Philippines eChannel Head Noel Tordesillas. "It is inclusive and covers a wide range of demographics, from the 2-year-old toddler to the 70-year-old grandparent. The whole family can be protected, which does make ER Protect an ideal gift for Christmas and other celebrations and holidays." Etiqa Philippines has a wide range of relevant, customizable plans catering to the many diverse needs of the Filipino public. As one of the handful of insurance companies in the country that has a composite license, it offers both life and non-life insurance products under one brand. To know more about ER Protect and other insurance solutions, visit www.etiqa.com.ph.

3 January 2023, Digital Pilipinas

Etiqa Philippines Commentary at the Philippine FinTech Festival



+63 917 894 4624 info@digitalpilipinas.ph

Digital Pilipinas

MENU



Philippine FinTech Festival showcases ASEAN as global powerhouse for innovators, start-ups

digitalph - January 3, 2023 - Featured - 0 Comments

The inaugural week-long Philippine Fintech Festival (PFF)- World FinTech Festival-Philippines successfully capped its week-long run, bringing together leaders from the government, various industries, the technology space, and other strategic partners from the Philippines, ASEAN, and the rest of the world.

The inaugural PFF was convened by Digital Pilipinas, the largest private sector-led movement championing to tech up the country, and co-presented by Coins.ph, one of the leading advocates for blockchain and Web 3.0.

The PFF kickstarted the ASEAN FinTech month and was the first in a series of summits that was followed by the BOT Digital Conference in Thailand, to eventually lead up to the annual Singapore FinTech Festival (SFF) in November. The ASEAN FinTech month highlighted ASEAN as a global powerhouse for innovators and start-ups and served as a platform for increased collaboration between regional players such as the Philippines, Singapore, Indonesia, and other countries with strong digital initiatives such as Hungary, Israel, and Japan.

"These are countries who share ASEAN's vision of innovation and unity born from a desire for mutual advancement. We are so grateful for their participation and they represent part of our larger imagination of the Philippines," says Amor Maclang, Convenor of the World FinTech Festival-Philippines and Digital Pilipinas, of the collaborating countries. "Not just as a nation that lifts itself to prosperity through technology, not just as a good sibling to our ASEAN brothers and sisters, but as a welcoming gateway to ASEAN for other countries who wish to do business in our region. And perhaps as a soft landing for innovators from other countries, who, in the face of adverse political or economic conditions, need to temporarily relocate to where their culture of innovation will be preserved."



Blockchain and Web 3.0 advocate Wei Zhou, CEO of Coins.ph

Coins.ph CEO Wei Zhou spoke about seizing the current momentum for digitalization and collaboration: "To really succeed in this, we need users, capital, and projects which will help our community to take off—and that's what we're seeing being built here in the Philippines." Coins.ph's mission is to create an open financial system by providing everyone easy access to Web3 and digital assets.

More than 200 government, business, and educational leaders and 5,000 visitors attended the week-long festival to address longstanding socio-economic and infrastructure challenges with digital solutions in order to create a stronger, more anti-fragile, regional digital economy.

Tech pillars for progress

The PFF's key pillars focused on the power of cooperatives in a digital world, and how big data, automation, and cross-border collaboration can enable seamless and safer payments across the region. Also discussed was InsureTech's enhancement of the insurance process and making it more accessible to Filipinos. Green Finance was introduced as a stimulator for industries and the economy. Open Finance enables customers to securely use financial services from qualified third-party providers.

Other discussion points were the roles of NFTs, e-wallets, and digital currencies in unlocking a country's potential in Web 3.0 and the Metaverse. EduTech can address the tandem challenges of learning deficiencies and information technology infrastructure investments to make the country's education system more competitive. WealthTech increases prosperity opportunities for Filipinos. MarkTech empowers small businesses to improve their brand positioning and market reach. AgriTech provides a platform for agricultural workers and farmers to collaborate and find new customers, while boosting food security.



World FinTech Festival-Philippines and Digital Pilipinas convenor Amor Maclang and Affinidi CEO Glenn Gore after signing a partnership agreement for certification and knowledge sharing between the two organizations.

In addition to identifying the pain points in making cities smarter, thought leaders also discussed how real estate developers and cities are the benefactors of the innovations and promise of PropTech. They also agreed that while the industry was slow to adopt technology, there is now a recognition that digitalization and automation will play an increasing role in the years to come, for example in tackling environmental planning and mobility.

International agreements and collaborations

Recognizing the role of partnerships as key to increased integration of economies, a number of agreements have been signed during the PFF. The first was between the Department of Trade and Industry's Philippine Trade Training Center and the Monetary Authority of Singapore's Proxtera, on leveraging technology to improve accessibility between the Philippines and Singapore. Second, Digital Pilipinas and Hungary's Digitális Jólét Program will advance joint business ventures through digital technologies with the support of Titanilla Toth, Hungarian Ambassador to the Philippines. Finally, Digital Pilipinas' partnership with Affindi and Indonesia's Financial Services Authority respectively will result in certification and knowledge sharing between the two and will be made available for Filipinos. Noel Bonoan, Vice Chairman and Chief Operating Officer, KPMG in the Philippines, agreed that the Philippines can learn from Hungary particularly when it comes to governance. He said that "from the KPMG perspective, we are looking at digitalization not just at the national level but also from a local level."



Ambassador Dr. Titanilla Toth, Ambassador of Hungary for the Philippines. Hungary's Digitális Jólét Program has signed a partnership with Digital Pilipinas to open a two-way strategic gateway for digital talents between the two countries.

Probably reflecting the viewpoint of the international partners was Israel's Ambassador to the Philippines, Ilan Fluss, who said: "It's all about creating bridges of innovation and technology between Israel and the Philippines.

3 January 2023, Digital Pilipinas

Etiqa Philippines' new health plan protects family in medical emergencies, shields their savings



Israel Ambassador to the Philippines Ilan Fluss citing Israel as an open market for new ideas for entrepreneurs and start-ups.

Recognizing the role of the government in making integration more seamless, in a keynote address, David Almirol, Undersecretary, Department of Information and Communications Technology, shared that "at DICT, we are not a disruptor but we are an enabler for all of them. We are here to simplify the process. Our job is to stitch up the gaps to streamline the processes. Instead of us creating multiple integrations what we have to come up is an e-government gateway."

Private sector recognizes the need for more cross-border collaboration, interoperable ecosystems

For the private sector, Yang Yang Zhang, Managing Director, Xendit Philippines, conveyed that Southeast Asia is yet to truly master scalability and to address that there is a need "to build one thing that extends across multiple markets, that extends across merchants of all sizes," she said.

Erika Dizon-Go, Senior Vice President, Fintech Business Group Head, Open Finance and Digital Services Center of Excellence Head, Union Bank of the Philippines, agreed that there is a need to harness open finance and open economy so that "the next generation will allow possibilities, aspirations, and the industry's role and purpose in society."

To stimulate open finance, Winsley Bangit, CEO, G-Xchange, Inc., there is a need to solve "unique Filipino and ASEAN problems, so we can create the backbone of a strong and innovative FinTech community."



At the sidelights of the PFF, Proxtera Director of Strategy Felix Tang and Department of Trade and Industry – Philippine Trade Training Center (DTI-PTTC) Executive Director Nelly Dillera signed the partnership agreement between DTI and Proxtera on their collaboration program to empower SMEs to leverage on modern technology to improve accessibility, availability, and affordability of innovative digital services.

George Royeca, CEO, Angkas, recognized that in addition to financial inclusion through platforms that encourages more people to participate in the economy, there is also a need to for the private sector and government to work together in order "to create the best products that will have the highest positive effect."

April Tan, Head of Corporate Strategy of COL Financial, agreed that financial inclusion and more wealth can be achieved by allowing investors to "participate in the different ASEAN countries by buying shares, and access to financial resources can bring wealth growth."

Sauray Bhattacharyya, CEO, Proxtera, agreed, saying that for the private sector and policy makers, "the focus right now is on cross-border partnerships; that is what we hope to strive for the years to come." For Ann Cuisia, CEO and President, digiCOOP Technology Service Cooperative, all the partnerships, and collaborations should also trickle down to other organizations that are playing a big role in the economy, saying that "we are building ecosystems to provide digital services for cooperatives and their members, widely progressing mostly for the grassroots."

Rico Bautista, President and CEO, Etiqa Philippines, and President, Philippine Life Insurance Association Inc. (PLIA), shared that "InsureTech will fundamentally reshape the insurance industry through new technology like artificial intelligence, smart devices, machine learning, and extended reality to transform and enhance aspects of the insurance process–all aimed at making insurance more accessible and making the world a better place."



(From left) Digital Pilipinas advocates: Noel Bonoan, COO and Vice Chair, KPMG in the Philippines; April Tan, Head of Corporate Strategy, COL Financial Group; Manish Bhai, Founder, President & CEO, UNO Digital Bank; Ann Cuisia, CEO and President of digiCOOP Technology Service Cooperative; Erika Dizon-Go, Senior Vice President, Fintech Business Group Head Open Finance and Digital Services Center of Excellence Head Union Bank of the Philippines; Wei Zhou, CEO, Coins.ph; George Royeca, CEO, Angkas; Michael Calma, Country Manager, Advance.AI; Jobbágy László, Managing Director, Digital Success Program of Hungary; Jimmy Kyle Siy, Brankas Director of Customer Success.

To cement the progress made thus far in the digital ecosystem, Michael Calma, Country Manager, ADVANCE.AI, said there is a need for "a whole ecosystem to not only secure the public but also to educate them through experiences that are sustainable."

For Manish Bhai, Founder, President, and CEO of UNO Digital Bank, said that encouraging further cross-border collaboration is key to ensuring successful digitalization. He shared that "what we are trying to do is that everyone is a collaborator. It has to be cross-country, ASEAN, regional, and global."

During the festival's last day, Maclang looked to the future, saying, "This is just the beginning of our journey together. What we are doing here will go around Southeast Asia. Indeed, the train is fast moving to the ASEAN Fintech Month."

Digital Pilipinas is the largest private sector movement for creating a technology and innovation ecosystem geared to bring about technological acceleration in the country. It convened Digital Pilipinas Festival (DPF), which was composed of the World FinTech Festival-Philippines (WFF-Philippines) and the Philippine FinTech Festival (PFF), in partnership with Elevandi, an organization founded by the Monetary Authority of Singapore (MAS) to foster public-private-sector dialogue to advance FinTech in the digital economy.



Department of Information and Communications Technology Undersecretary David Almirol recognized the vital role of government in collaborating with local and regional players for a robust digital economy in ASEAN during the inaugural Philippine Fintech Festival (PFF).

Participating in the Philippine FinTech Festival were co-presenter Coins.ph and co-convenors Etiqa Philippines; Angkas; PayMongo, Union Bank of the Philippines; digiCOOP; ADVANCE.AI; NinjaVan Philippines; KPMG in the Philippines; UNO Digital Bank; Creador; Globe; PruLife UK; ACUBELAW; Gorriceta Africa Cauton & Saavedra; Brankas; GCash; COL Financial; and, Xendit Philippines. PFF was also supported by the following partners: Tech Exactly; StartUp Village; BounceBack PH; Fintech Philippines Association; FinScore; Mapúa University; and GeiserMaclang.

Media partners were the Inquirer Group of Companies; Inquirer Mobile; Inquirer.Net; Philippine Daily Inquirer; The Philippine Star; Manila Bulletin; United Neon; Coinvestasi; and CoinGeek.