



PROF. DR. KHAWAJA AMJAD SAEED INAUGURATED

SEMINAR ON EFFECTIVE SELLING TECHNIQUE FOR GENERAL INSURANCE ORGANIZED BY:
LAHORE INSURANCE INSTITUTE ON SEPTEMBER 28, 2010

The seminar was held in the auditorium of Hailey College of Banking & Finance, University of the Punjab, Lahore. This was attended by the several General Insurance Companies from Lahore including reinsurance companies. The seminar was addressed by several captains of insurance industry including the following:

1. Mr. Muhammad Ishaque Khan (Chairman, Lahore Insurance Institute).
2. Mr. Nasar us Samad Qureshi (Chief Executive, Alfalah Insurance Company, Ltd).
3. Mr. Satwat Mahmood Butt (General Manager and Divisional Head, Adamjee Insurance Comp[any, Ltd.).

The above seminar was held under the able leadership of Mr. Muhammad Ishaque Khan Chairman, Lahore Insurance Institute. A transcript of multimedia presentation given by Prof. Dr. Khawaja Amjad Saeed in the above program as inaugural address is given below:



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Served as guest of honor in the prize distribution/dinner ceremony organized by Lahore Insurance Institute. While addressing the captains of insurance industry of Lahore he explained about the insurance industry of Lahore. Particularly a vast untapped potential of life and non-life insurance in Pakistan Insurance industry Risk Management which is the hottest topic in global financial management was emphasized. He announced happily that as a positive response to the Clarian call of Quaid-e-Azam Muhammad Ali Jinnah, father of the nation, Hailey College of Banking Finance, with the kind support & cooperation of insurance industry, has started the following courses in Hailey College of Banking & Finance, University of the Punjab, in the area of Insurance & Risk Management:

1. Four Years BBA (Hons.) Program.
2. One and a half years MBA program for students who have perused four years BBA (Hons.).
3. MBA Evening Program.
4. Three and a half years MBA Program for students with 14 years of education.

He encouraged the insurance industry to benefit from the above programs by either enrolling themselves or their children in the above programs.