

FIA 2011 INDUSTRY AWARDS

Since launching in 1998, the annual Financial Intermediaries Association of Southern Africa (FIA) Awards ceremony has grown in stature and is now recognized as one of the most prestigious and much-anticipated events on the insurance industry's calendar.

The awards provide intermediaries with the opportunity to recognise the leading product suppliers in the financial services industry at an annual gala banquet that regularly attracts more than 1000 guests from around the country.

According to Justus van Pletzen, COO of the FIA, this year promises to be no exception. "The awards are an important tool with which the intermediaries are able to both pay recognition to and honour those providers in the industry who provide excellent products and service to clients.

The 2011 FIA Awards will be held on Thursday, 9 June at the Sandton Convention Centre in Sandton.

The FIA's Awards Committee presents awards in the following categories:

1. Short-Term Insurer of the Year – Personal Lines
2. Short-Term Insurer of the Year – Commercial Lines
3. Short-Term Insurer of the Year – Corporate
4. Long-Term Insurer of the Year – Risk Product
5. Long-Term Insurer of the Year – Recurring Savings Products
6. Investment Product Supplier of the Year – Retail Investments
7. Health Care Product Supplier of the Year
8. Employee Benefits Product supplier of the Year
9. Underwriting Manager of the Year

Ahead of the awards ceremony, the FIA appoints an independent research company to conduct a customer satisfaction survey among the association's members. Three main criteria which form the basis of this satisfaction survey include assessments of product quality, service quality and relationship quality.

This survey is conducted solely among members of the FIA and their employees and because the research constitutes a customer satisfaction survey, it is based on their perception of the criteria mentioned above.

The comprehensive and detailed results will only be made available to those who participated in the survey. Participants will be able to review:

- The respective participating company's score in each category and sub-category
- The industry average within each category and sub-category
- The highest score in each category and sub-category.

van Pletzen says access to this information will enable product providers to determine how they scored against the winner as well and provide an industry average in each category. "We hope that the product provider use this information to assist them in recognizing those areas in which they need to improve and those in which they are performing well."

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ABOUT THE FIA

The Financial Intermediaries Association of Southern Africa (FIA) represents more than 15 000 licensed financial services advisers throughout Southern Africa. The origins of the FIA date back more than 50 years, with the organisation having recently evolved into a single, united national body representing the bulk of active licensed intermediaries in South Africa's financial services industry.

The FIA's primary purpose is to represent, protect, promote and further the common interests of its members. By belonging to the FIA, intermediaries can trust that they have the support of an influential organisation with the necessary stature and legitimacy to represent them at the highest levels of the industry, including regulatory bodies and industry associations.

The FIA enjoys a large and steady national membership comprising financial services intermediaries who cover the broad spectrum of financial planning.

All members of the FIA are authorized financial services providers or representatives of such providers. In terms of the FAIS Act our members must adhere to all the requirements prescribed by the Act and its Regulations.

To find out more of the FIA visit their website at www.fia.org.za or contact the head office at 012 665 0085.