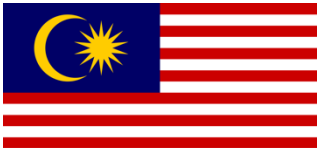


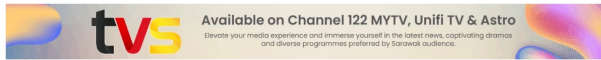


Etiqua's Media Clippings of May 2025

(1 – 31 May 2025)



SARAWAK
TRIBUNE



Society to host free cervical cancer programme on June 14

📰 News Desk 📺 Events, Sarawak News 📅 29 May 2025
🕒 5:50 am

KUCHING: The Che Hui Khor Moral Uplifting Society of Kuching and Samarahan Divisions will be hosting a free HPV PCR testing for cervical cancer programme at Crown Square here on June 14.

The programme, jointly organised by its Women and Youth sections, is in collaboration with ROSE Foundation, a non-profit organisation under the ROSE-Etiqa Free Cervical Screening Programme.

According to the society, the event aims to raise women's awareness of cervical cancer prevention and screening, and provide free self-sampling HPV PCR screening kits to eligible women, mainly from the underserved and underprivileged communities, to take preventive measures as early as possible.

"The free HPV PCR screening event on June 14 will also feature an awareness lecture on cervical cancer.

"Designed specifically for Malaysian women, Program ROSE is an innovative cervical screening programme that integrates self-sampling, primary HPV testing and digital health platform using mobile technology, ensuring women who require follow-up are linked to care for treatment, if necessary.

"The free HPV PCR screening event on June 14 will also feature an awareness lecture on cervical cancer.

"Designed specifically for Malaysian women, Program ROSE is an innovative cervical screening programme that integrates self-sampling, primary HPV testing and digital health platform using mobile technology, ensuring women who require follow-up are linked to care for treatment, if necessary.

"This evidence-based approach can help save lives and spare women and their families from the suffering and financial hardship associated with cervical cancer," it said in a press release on Wednesday.

The society will also set up service counters in two major shopping malls, namely Emart Batu Kawa and the Sixth Mile Farley Mall Kuching from 10:00 am to 4:00 pm this Saturday (May 31) for registration of those who are interested in undertaking the free testing.

The organising committee also urged the public, especially women aged between 30 and 65, to go to the shopping malls this Saturday to register at the service counters, or scan the QR code to log in to the website and fill in the Google Form at <https://shorturl.at/NmxFs> to register for free testing on June 14.

For further details, call Donna Chan at 016-212 8943 or Chai Yan Shin at 016-853 3188.



Program saringan kanser serviks secara percuma di Crown Square pada 14 Jun

🕒 Mei 28, 2025, Rabu - 9:34pm



Lokasi program saringan PCR HPV pada 14 Jun 2025 iaitu di Serenity Court, Aras Bawah, Crown Square di sini.

KUCHING: Biro Perubatan, Che Hia Khor Moral Uplifting Society Bahagian Kuching dan Samarahan bakal menganjurkan program saringan kanser serviks secara percuma menerusi ujian PCR HPV pada 14 Jun 2025 di Serenity Court, Aras Bawah, Crown Square di sini.

Program yang dianjurkan dengan kerjasama Seksyen Wanita dan Belia persatuan tersebut akan diadakan bermula jam 10 pagi hingga 3 petang.

Persatuan tersebut menerusi kenyataan semalam berkata, ini merupakan aktiviti khidmat kebajikan sosial pertama yang dilancarkan oleh Biro Perubatan di bawah Che Hui Khor.

Aktiviti ini katanya, merupakan sebahagian daripada kerjasama dengan Yayasan ROSE, sebuah organisasi bukan berasaskan keuntungan di bawah Program Pemeriksaan Serviks Percuma ROSE-Etika.

"Program ini bertujuan meningkatkan kesedaran wanita tentang pencegahan dan saringan kanser serviks, selain menyediakan kit saringan PCR HPV pensampelan sendiri secara percuma kepada wanita yang layak, terutama komuniti kurang mendapat perkhidmatan dan berpendapatan rendah.

"Ia untuk membolehkan langkah pencegahan diambil seawal mungkin (tertakluk kepada semakan kelayakan)," ujar kenyataan tersebut.

Bagi memastikan aktiviti khidmat kebajikan ini dapat disampaikan dengan berkesan khususnya kepada golongan berpendapatan rendah B40, jawatankuasa penganjur telah mengambil inisiatif untuk membuka kaunter perkhidmatan di Emart Batu Kawa dan Farley Mall Batu 6 Kuching pada Sabtu ini (31 Mei) dari jam 10 pagi hingga 4 petang.

Wanita yang berminat untuk menjalani ujian saringan HPV PCR percuma di bawah Program ROSE boleh mendaftar di kaunter tersebut.

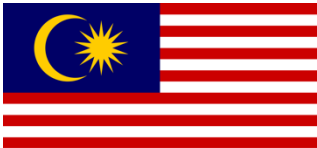
"Jawatankuasa penganjur turut menggesa orang ramai khususnya wanita berumur antara 30 hingga 65 tahun ke pusat beli-belah tersebut Sabtu ini untuk mendaftar di kaunter perkhidmatan.

"Mereka yang berminat juga boleh mengimbas kod QR dan log masuk ke laman web serta mengisi Google Form (<https://shorturl.at/NmxFs>) untuk mendaftar bagi ujian percuma pada 14 Jun," katanya.

Acara pemeriksaan PCR HPV percuma pada 14 Jun ini juga jelasnya, akan menjemput Dr Khoo, Pengerah Program Yayasan Rose, untuk memberi syarahan kesedaran tentang kanser serviks.

Untuk maklumat lanjut, sila hubungi 016-212 8943 (Pengerusi Jawatankuasa Penganjur, Donna Chan) atau 016-853 3188 (Ketua Biro Perubatan Chai Yan Shin).

📄 oleh Utusan Borneo



闽 Etiqua 岸外保险公司 成办可持续发展讲座

(本报纳闽 10 日讯)Etiqua 岸外保险公司(EOIL)近日为沙巴大学纳闽国际分校的近举办一场富有启发性和信息量的可持续发展讲座。

此次活动在大学教学厅举行,旨在提高马来西亚年轻一代对环境、社会及治理(ESG)原则及其现实意义的认知。

讲座的亮点是一场由 Etiqua 保险与伊斯兰保险公司企业策划与战略主管阿末赛夫丁带来的精彩演讲。

他特地从吉隆坡的公司总部赶来,为学生们做了题为《环境、社会及治理的重要性及学生如何实践》的讲座会。

他在演说中强调气候变化带来的紧迫现实——气温上升、天气日益反常、洪水频发以及旱季延长。赛夫丁先生通过日常生活中的小变化(如中午使用雨伞遮阳的现象)来反映气候的变化。

他鼓励学生们通过一些简单但有影响力的行动来支持联合国的 17 项

可持续发展目标(SDG),例如:关闭不使用的电灯、推广回收活动以及节约用水。

他还分享该公司当前在环境、社会及治理方面的努力,强调企业和个人在推动可持续未来中所扮演的重要角色。

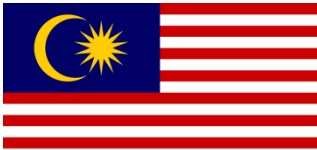
讲座开始时,由 Etiqua 岸外保险公司代表阿密拉女士致欢迎词并介绍公司。Etiqua 岸外保险公司首席执行官罗法兹拉妮女士、管理服务主管诺再娜女士、财务主管金伯莉女士以及其他几位高管代表出席,为活动提供有力支持。

值得注意的是,问答环节中学生们对保险行业表现出浓厚兴趣,这是青年群体积极参与金融与风险管理领域的良好迹象。

Etiqua 岸外保险公司对学生事务与校友副院长诺哈莎娜教授在活动组织与协调中提供的重要支持表示感谢。
(001)



阿末赛夫丁与出席者代表合照



Tidak pandang ringan masalah rabun, 500 kanak-kanak terima bantuan cermin mata



Admin
May 2, 2025



JAWI – Masalah rabun dalam kalangan kanak-kanak adalah sesuatu yang tidak boleh dipandang ringan.

Timbalan Ketua Menteri I, Dato’ Dr. Mohamad Abdul Hamid berkata, berdasarkan kajian oleh Kementerian Kesihatan Malaysia (KKM) pada tahun 2016 menunjukkan bahawa 10 peratus daripada kanak-kanak di negara ini mengalami rabun jauh tanpa disedari.

“Keadaan ini boleh menjejaskan tumpuan mereka di dalam kelas dan memberi kesan langsung terhadap pencapaian akademik.

“Program bantuan cermin mata ini diharap dapat membantu murid-murid melihat dengan lebih jelas dan belajar dengan lebih baik.

“Ia juga sedikit sebanyak meringankan beban ibu bapa, terutamanya daripada kalangan keluarga asnaf dan B40.

“Inisiatif ini adalah selari dengan komitmen Kerajaan Negeri untuk menyediakan akses pendidikan yang lebih inklusif dan saksama di bawah Visi Penang2030,” ujarnya.

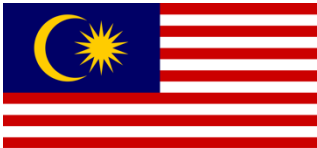


Beliau yang juga Exco Pembangunan Agama Islam, Pendidikan, Pengajian Tinggi dan Perpaduan Masyarakat berkata demikian pada Program Bantuan Cermin Mata Daerah Seberang Perai Selatan (SPS) dekat Sekolah Kebangsaan (SK) Seri Tasek, Simpang Ampat di sini pagi tadi.

Pada majlis tersebut, seramai 500 pelajar sekolah rendah di daerah SPS menerima cermin mata sumbangan Yayasan Sahabat Bina Negara dan Etika General Takaful.

“Jumlah keseluruhan bagi bantuan ini di Pulau Pinang adalah RM500,000 (dan) daripada jumlah ini, RM475,000 disumbangkan melalui Wakalah Zakat Etika General Takaful, manakala RM25,000 daripada Yayasan Sahabat Bina Negara.

“Program ini telah memberi manfaat kepada 2,500 murid di seluruh negeri, dengan setiap daerah menerima RM100,000 untuk membantu 500 murid yang memerlukan,” katanya yang juga Ahli Dewan Undangan Negeri (ADUN) Batu Maung.



ESG

Maybank's RM46.7b social investments impacted four million people in last 10 years, says latest report

By Jazlin Zakri / theedgemalaysia.com

07 May 2025, 02:03 pm



'As the world continues to evolve owing to geopolitical and economic uncertainties, social impact is a key differentiator for Maybank as we champion efforts towards humanising financial services,' says president and group chief executive officer Datuk Khairussaleh Ramli. (Photo by Zahid Izzani/The Edge)

KUALA LUMPUR (May 7): Malayan Banking Bhd (KL: **MAYBANK** **ASK** **EDGE**) said it has disbursed RM46.73 billion in social investments over the past decade, benefiting 4.23 million people, according to its Social Impact Report 2024.

This comprises two pillars — social empowerment initiatives which have reached 2.37 million people in the last 10 years, as well as social financing catering to nearly half a million customers across Asean in 2024 through mortgages, automobile financing and insurance offerings, amounting to over RM12.18 billion.

As many as 75 social empowerment initiatives are still ongoing, said the bank, which emphasise scholarships for Asean students, financial literacy programmes, support for women weavers and community-based environmental projects.

The bank's social impact entity, Maybank Foundation, has invested RM37.46 million and contributed to reaching more than 80,660 lives in 2024 and over 542,820 people since 2010, it said in a statement.

Zakat contributions from Maybank Islamic and Etika saw RM23.69 million mobilised in 2024 to touch the lives of nearly 80,000 people, the bank said.

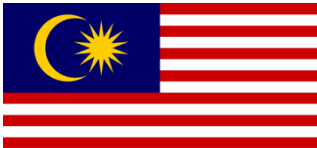
"As the world continues to evolve owing to geopolitical and economic uncertainties, social impact is a key differentiator for Maybank as we champion efforts towards humanising financial services," said Maybank president and group chief executive officer Datuk Khairussaleh Ramli.

The bank's latest environmental initiative is the Maybank Asean Social Impact Grant (Masig), which supports community-driven nature-based solutions and enhances income opportunities for Orang Asli communities in Perak.

"In times of change, our purpose keeps us anchored. Maybank is here to lead, to empower and to create pathways for societal progress and, ultimately, a more resilient and equitable Asean," said Khairussaleh.

May 2025

Etiqua Mentions – Malaysia



Date	Headline	Media Outlet	URL Link
2025-05-28	德教会紫辉阁医药组将联合妇女组及青年团6月14日办一项免费HPV子宫颈癌PCR筛检活动	International Times / 国际时报	https://intimes.com.my/news2a/index.php/2018-07-09-11-40-04/2018-07-09-11-46-38/item/101853-6-14-hpv-pcr
2025-05-27	Toyota’s Smart Rebates For Low-Mileage Drivers In Support Of Sustainability	Newswav	https://newswav.com/article/toyota-s-smart-rebates-for-low-mileage-drivers-in-support-of-sustainability-A2505_78KbVc
2025-05-27	Toyota’s Smart Rebates For Low-Mileage Drivers In Support Of Sustainability	RinggitPlus	https://ringgitplus.com/en/blog/sponsored/toyotas-smart-rebates-for-low-mileage-drivers-in-support-of-sustainability.html
2025-05-27	‘Commendable earnings growth’ drives 1Q25 results	The Star Online	https://www.thestar.com.my/business/business-news/2025/05/27/commendable-earnings-growth-drives-1q25-results
2025-05-27	Malayan Banking Berhad - 1QFY25 Results Review Headwinds Ahead	I3 Investor	https://klse.i3investor.com/web/blog/detail/midfresearch/2025-05-27-story-h499509827-Malayan_Banking_Berhad_1QFY25_Results_Review_Headwinds_Ahead
2025-05-27	MALAYAN BANKING - Reduced provisions help offset effects of subdued total income	I3 Investor	https://klse.i3investor.com/web/blog/detail/AMInvestResearch/2025-05-27-story-h499509789-MALAYAN_BANKING_Reduced_provisions_help_offset_effects_of_subdued_total
2025-05-27	Sin Chew Daily - 马银行首都赚25.9亿 Maybank's capital profit was 2.59 billion	Etiqua Malaysia Print News	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202505/20250527/news-1162054-20250527-2325-1748304154794.pdf
2025-05-14	New Sarawak Tribune - TBS receives over RM3.7 mln in business tithes	Etiqua Malaysia Print News	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202505/20250514/news-1151038-20250514-2325-1747180991253.pdf
2025-05-13	TYT, isteri saksikan penyerahan zakat Etiqua, Bank Rakyat	Utusan Sarawak	https://utusanarawak.com.my/tyt-isteri-saksikan-penyerahan-zakat-etiqua-bank-rakyat/
2025-05-13	Tun Wan Junaidi saksikan penyerahan zakat perniagaan oleh Etiqua dan Bank Rakyat	TVS	https://www.tvsarawak.my/2025/05/13/tun-wan-junaidi-saksikan-penyerahan-zakat-perniagaan-oleh-etiqua-dan-bank-rakyat/?utm_source=rss&utm_medium=rss&utm_campaign=tun-wan-junaidi-saksikan-penyerahan-zakat-perniagaan-oleh-etiqua-dan-bank-rakyat
2025-05-13	TBS receives over RM3.7 mln in business tithes	Sarawak Tribune	https://www.sarawaktribune.com/tbs-receives-over-rm3-7-mln-in-business-tithes/
2025-05-07	Maybank's RM46.7b social investments impacted four million people in last 10 years, says latest report	News KLSE Screener	https://www.klsescreener.com/v2/news/view/1518221/maybank-s-rm46-7b-social-investments-impacted-four-million-people-in-last-10-years-says-latest-report

28 May 2025, Marketing in Asia

Carine Chin, Head of Corporate Marketing at Etiqa, sits down for an exclusive interview with Marketing in Asia



Marketing in Asia Presents an Exclusive Interview with Carine Chin, Head of Corporate Marketing, Etiqa Insurance Singapore

MIA Editor — Save it
Last updated: 2025/05/28 at 6:38 PM



Carine Chin, Head of Corporate Marketing, Etiqa Insurance Singapore

Your journey has been nothing short of inspiring. Can you share more about your personal and professional story?

My journey has been shaped by both personal and professional experiences that have deeply influenced the way I lead today. In 2010, I was diagnosed with breast cancer while juggling the responsibilities of being a mother to two young children. It was also the same period during which I was navigating some significant career transitions. That period of my life was incredibly challenging, but it was also a watershed moment. It forced me to rethink my approach to leadership, career and what truly matters. Professionally, it led me to understand the importance of taking on a people-first approach as a leader, and the significance of building brand stories with a strong sense of empathy. Today, as Head of Corporate Marketing at Etiqa Insurance Singapore, I lead with a sense of clarity, care and courage.

Overcoming cancer while balancing motherhood and a high-powered career is no easy feat. How did these experiences change your outlook on life and leadership?

Battling cancer while raising two young kids changed the way I see things. It made me pause and think more deeply about what truly matters. I used to be very focused on results, always pushing forward and moving fast. That experience shifted something in me. I began to lead with more empathy, to be more present, and to make decisions with greater intention.

Leadership, to me, is no longer just about targets or outcomes. It is about building trust, showing care, and creating an environment where people feel safe, supported and able to do their best work. That shift has shaped how I lead today, and it reflects the values we live by at Etiqa. I am grateful to be in a place where people come first and the work we do is grounded in purpose.

The marketing landscape is evolving rapidly. What trends should marketers pay attention to in the coming years?

The marketing landscape is evolving faster than ever, especially with technology and consumer behaviours shifting so quickly. I believe that one of the biggest trends marketers need to focus on is authenticity. Consumers are increasingly looking for brands that stand for something meaningful, not just taking their products as-is. Personalisation is also key — people want brands that speak to their unique needs and experiences. To achieve this, purpose-driven marketing will continue to rise in importance. It's not enough to just have a great product; consumers are asking brands to take a stance on social issues and show that they care about more than just profit.

At Etiqa we take a customer-centric approach, where we keep the overall goal in mind. We believe in creating deeper connections beyond sales to ensure that our marketing reflects the values that truly resonate with our audience.

At Etiqa Insurance Singapore, you've led some impactful campaigns. What's your philosophy when it comes to creating marketing that truly resonates?

I am a firm believer in creating marketing that is real and meaningful. My experience with cancer really pushed me to focus on authenticity in all aspects of my work. It is not about flashy campaigns or just ticking boxes of what a campaign should look like — it is about crafting narratives that truly resonate with people on a human level. We ask ourselves: "How can we genuinely support our customers and address their real concerns?" This 'people-first' mindset is central to every initiative. The #WithYou campaign, for example, was not just about insurance; it was about offering support and solidarity through both positive and challenging times.

By focusing on empathy, connection and a clear sense of purpose, Etiqa aims to create marketing that builds long-term brand loyalty and fosters a sense of community.

The #WithYou campaign was an emotional hit. What was the inspiration behind it, and what made it so successful?

The inspiration behind #WithYou came from a deeply personal place. It was about showing empathy for people during one of the most challenging times in their lives. Whether it is dealing with a personal loss, a health scare or any other hardship, everyone needs support. The success of the campaign stemmed from its authenticity. We did not just talk about insurance; we created a campaign that acknowledges and supports the emotional needs of people. It spoke to a core human experience — the need for connection and support during difficult times. The campaign was successful because it was authentic and aligned with the audience's need for a steadfast partner that cares and is compassionate during challenging times.

Insurance is often perceived as a 'serious' industry. How do you inject warmth and relatability into your brand messaging?

Being a 'serious' industry does not mean it has to feel cold or distant. In my experience, the key is to humanise the brand. People do not just buy a policy; they want to feel understood, supported and cared for. That is why we focus on the emotional connection in our messaging. Whether through campaigns like #WithYou or our employer branding, we try to show the human side of our work. It's about creating relatable, warm narratives that connect with people on a personal level. When you build a brand that feels approachable, people are more likely to trust you and engage with your message, no matter how 'serious' the industry might be.

Leadership, for me, is about empowering others. It is about creating an environment where people feel supported, valued and trusted to bring their best selves to work. It is also about leading with empathy — understanding the challenges your team faces and helping them navigate through those moments with care and clarity. A good leader does not just value results; they invest in the growth and well-being of their people. Leadership is not about being the loudest or most authoritative voice in the room; it is about inspiring and guiding others through shared purpose and values.

This philosophy is reflected in how I engage with my team at Etiqa. The progressive and transparent

nature of Etiqa's culture allows me to conduct meaningful conversations and understand their personal and professional goals, which helps me to better support them in their journeys toward achieving it.

You embrace the 'leaders eat last' philosophy. How does this translate in your day-to-day leadership?

The 'leaders eat last' philosophy is about leading with humility and service. It is about putting your team's needs first, being there to support them and ensuring they have the resources and encouragement they need to succeed. In my day-to-day leadership, I am constantly asking myself how I can serve my team better. I strive to create a culture in Etiqa where everyone feels seen and heard, where we support each other through challenges, and where the focus is always on collective success. It is not about the leader getting credit or accolades; it is about empowering others to shine and lifting the team to greater heights.

I also believe that the 'leaders eat last' philosophy, in turn, extends to a 'customers eat first' philosophy. This means the team prioritises the customer's needs in all interactions. We strive to make processes easier, offer more personalised experiences and ensure accessible support to delight our customers at every turn.

How has your personal journey influenced the kind of brand work you lead today?

Going through real-life challenges early in my career taught me to value clarity and sincerity — and these personal values have become the cornerstone of my communication style and the brands I build. I have learnt that authenticity matters more than perfection, and that people connect with messages that feel genuine and human, not rehearsed or overly curated.

I am naturally drawn to work that feels grounded, not to projects with overly polished facades. To me, branding is not about saying more, it is about saying what truly matters — it is about distilling a message to its essence and presenting it in a way that resonates deeply with people. This approach helps foster genuine connections, builds trust and leaves a lasting impact.

What's one thing marketers often forget in the race to deliver results?

It is easy to fall into the trap of treating our audience as data points or personas, rather than real people with unique experiences, emotions and needs. We may get caught up in formats, funnels and performance metrics, but what really cuts through is relevance and emotional clarity — the ability to speak to someone's deeper needs, desires and pain points in a way that feels personal and sincere.

A campaign becomes meaningful when it empowers someone to feel seen or understood. That's the moment when the trust begins — when the audience feels like the brand is acknowledging their perspective and speaking directly to them. This connection lays the foundation for long-term loyalty.

Otherwise, even with the most advanced the targeting, if the message lacks a human touch, the campaign will neither resonate nor connect. I am grateful that Etiqa believes that marketing is always rooted in real, meaningful experiences. The supportive, purpose-driven culture here allows me craft campaigns that not only drive results but also build deep, emotional connections with our customers.

/ You Might Also Like /

- [Marketing in Asia Presents an Exclusive Interview with Cris Tan, Associate Director, Publisher Development \(SEA\)](#)
- [Time for ASEAN to Rethink a Single Currency Amid Global Trade Tensions](#)
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23 May 2025, Marketing in Asia

Etiqa Philippines Among First to Receive Takaful Window License, Paving Way for GCash Partnership



BusinessWorld

GCash looking to launch takaful, crop insurance products via GInsure marketplace in 2nd semester

May 23, 2025 | 12:03 am



BW FILE PHOTO



ELECTRONIC WALLET operator GCash is planning to launch Shari’ah-compliant and crop insurance products in the coming months through its in-app marketplace GInsure.

“We pretty soon will be having a Shari’ah-compliant insurance product for our Muslim brothers and sisters. That one, we’re in talks with an insurance company already. We are also in talks with an insurance company entity as well who does crop insurance for our farmers,” GCash Senior Manager and Partnerships and Business Development Head for GInsure Jay Young told reporters on the sidelines of the BusinessWorld Economic Forum 2025 held on Thursday.

Mr. Young said GCash aims to launch the takaful insurance product in the third quarter, while the crop insurance product could be released late in the fourth quarter.

The takaful product has already been approved by the Insurance Commission (IC) and is ready to be sold, he added.

GCash hopes to launch takaful insurance products through two of its partner insurers, the official said, which are currently the only two companies in the country that have takaful windows. Pru Life Insurance Corp. of UK Philippines (Pru Life UK) and Etiqa Life & General Assurance Philippines, Inc. received their takaful window operator licenses from the IC last year.

“The good thing about that though is that we’re already partners with Pru Life UK and we are also partners with Etiqa. So, hopefully [it will be released] through both,” Mr. Young said.

“The Pru Life product covers death due to accident and natural death. I think the Etiqa one is more on the personal accident side,” he added.

GCash is also looking to reposition some of its existing insurance products to cater to specific markets, Mr. Young said, such as products particularly designed for women, the underserved, or individuals living below the poverty line.

Life-to-date, GInsure has insured 20 million people as of the first quarter via 55 million policies, he said.

Out of 90 million GCash users, Mr. Young said 60 million are eligible to buy insurance. — **Aaron Michael C. Sy**



Money and Me: Living Longer, Planning Smarter—Can Your Finances (and Pets) Keep Up?



Your Money with Michelle Martin

6 May • 16 min



We're living longer than ever—so how do we make sure our money lasts as long as we do? Singapore's life expectancy has soared from 65 to over 80 years since 1960. Michelle Martin speaks with Raymond Ong, CEO of Etiqa Insurance Singapore, about the new challenges of longevity, (not just for people) and the insurance innovations that can help us all. See omnystudio.com/listener for privacy information.

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Etiqa Cambodia Clean Water Project, in Collaboration with WaterAid Cambodia



Project to Provide Thousands of Citizens with Clean Water Access

Approximately 2,200 citizens in Kampong Speu and Kandal province will be provided with access to clean water through a 10-month, \$40,000 project that aims to save lives, increase health and improve livelihoods



Residents and children receive access to clean water and sanitation through WaterAid Cambodia. Kiripost via WaterAid Cambodia

About 2,200 citizens in Kampong Speu and Kandal will have access to clean water and receive sanitation awareness through a 10-month project, as it is revealed that approximately 500 children under the age of five died from diarrhea in 2024 caused by a lack of clean water and household sanitation, while 3.7 million Cambodians do not have access to clean water for daily use.

The water and sanitation sector is playing a vital role in improving the well-being and livelihoods of Cambodians, especially women, children, the elderly and vulnerable groups in rural communities.

In recognition of this importance, Etiqa Life Insurance Cambodia and WaterAid Cambodia organised a joint signing ceremony to hand over the charitable donation package to support activities that improve rural water supply.

Etiqa Life Insurance Company gave \$40,000 to WaterAid Cambodia to continue implementing its 10-month “Project to Accelerate Access to Clean Water Services for Households” in Samrong Tong and Thpong districts in Kampong Speu province.

Both parties expect that approximately 2,200 residents and family members in the target area will receive education about the benefits of households connecting to clean water networks. In addition, 550 families will be connected to the water supply network, of which 100 families with equity cards or families with disabled members will receive subsidies to connect to the water network.



Residents and children receive access to clean water and sanitation through WaterAid Cambodia. Kiripost via WaterAid Cambodia

Hong Vuthy, CEO of Etiqa Life Insurance Company Cambodia, said as of the end of April 2025, Etiqa Life Insurance Company has provided four tranches of its social responsibility funding to WaterAid Cambodia.

“In the past, support for clean water services to rural communities has received strong support from local people and relevant authorities,” he said.

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Vuthy added that social assistance in phases 1, 2, and 3 helped support activities to connect clean water networks for household use in Kampong Speu and Kandal Province. This comprises 1,168 families totalling 4,906 people, including 356 families with equity cards and families with disabled members who received subsidies to connect to clean water.

Moreover, project activities supported the connection of schools to clean water networks in target provinces, providing 3,296 students with access to clean water.

“We strongly expect that the fourth phase of Etiqa’s social assistance will benefit approximately 2,200 people in Kampong Speu and Kandal province and encourage 550 households to connect to clean water networks,” he stated. “100 families, who are families with equity cards or families with disabled members, will receive subsidies from the project to connect to clean water.”

Chat Sopheap, Country Director of WaterAid Cambodia, said that the project has helped provide people in target areas with the ability to quickly receive water connection services to their homes in accordance with the project plan.

“Clearly, the current support for clean water funding from the private sector has contributed to complementing the rural clean water promotion activities that relevant parties are implementing, as well as strengthening the capacity of authorities in the target areas of the project through training local leaders on the work of promoting clean water and sanitation,” he said.

The Director of WaterAid in Cambodia added that, based on data from the World Health Organisation (WHO), approximately 2.2 billion people worldwide currently do not have access to clean water for daily use.

In Cambodia, 3.7 million people do not have access to clean water for daily use, equivalent to one in five people, and 3.9 million people live in poor environments with poor sanitation.

At the same time, more than 500 children under the age of five have died from diarrhea caused by a lack of clean water and household sanitation.

Sopheap mentioned that although stakeholders in Cambodia’s water sector are working hard to achieve results in line with the Sustainable Development Goals (SDGs) and government policies, the water sector faces many challenges that need to be addressed.

These obstacles include limited funding sources to support the water sector; geography that is not conducive to building water infrastructure, public awareness and limited private sector participation.

“We are very happy and excited for the families who received piped water supply. What we have done today is to bring smiles to our people together. And build a community with clean water for all households and resilience to climate change,” he emphasised.

In the past, Etiqa Life and General Insurance Company has provided two joint charitable donations to WaterAid Cambodia, totaling \$95,000.

