

LIFE INSURANCE FROM A THAI PERSPECTIVE

Many, many years ago, life insurance companies attempted to invade the Land of Smiles by offering Thais guaranteed financial protection for their loved ones. But the inhabitants of LOS repulsed them and drove them away. What these invaders didn't realize was that the inhabitants of the Land of Smiles had no interest in, nor need for, purchasing guaranteed financial protection for their loved ones. Their culture already provided that protection through large close-nit extended families, thus, pretty much dooming any effort to sell life insurance in Thailand.

Eventually, just after the end of WW 2, a small and little known (at that time) American insurance company arrived on the scene from China. They had been very successful there selling life insurance to the Chinese before the Communists took over China and tossed them out.

Quite similar to the Thais in their philosophy of family, the Chinese also had had absolutely no interest in buying life insurance to provide financial security for their family; but still, they purchased a lot of life insurance. After arriving here, they quickly proceeded to conquer Thai hearts and minds, just as they had done with the Chinese, by offering them various forms of savings programs, packaged as life insurance that allowed them to build up cash for financial needs in 10 or 20 years, at age 65, for their child's college education, etc. This form of life insurance is actually a "savings endowment.". It protects the saver's savings program by continuing it if the saver gets disabled and can't continue the monthly "deposits" or, if the saver dies, completes the savings program and pays the money to a designated loved-one.

This concept of life insurance conquered the hearts of the Thai people and even won over the Thai government, which now rewards buyers with a tax deduction for the purchase of Thai baht life insurance. They do this to encourage Thais to accumulate savings. And now, everyone has a friend or a relative who is selling for this life insurance company. Plus, there are about 25 other life insurance companies now selling life insurance in Thailand using the same approach.

**WE PROVIDE THIS TYPE OF LIFE INSURANCE ALSO.
WE OFFER MANY INTREGING PLANS FOR BUILDING SAVINGS.**

Please call us at 02-990-8355