

## Liam eyes 4% higher market penetration

KUALA LUMPUR: The Life Insurance Association of Malaysia (Liam) is eyeing an additional 4% market penetration by year-end from 43% currently, its [president Vincent Kwo](#) said.

“If we manage to achieve the target, it means we are on track, but if we get higher than 4%, then we are faster. “The number will certainly increase,” he told reporters after the launch of Insurance and Takaful Day 2012 yesterday. — Bernama