

## ACCLAIM THE OFFICIAL INSURANCE BROKER FOR SINGAPORE AIRSHOW 2016

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The **Singapore Airshow 2016** is Asia's largest airshow - one of the most important aerospace and defense events in the world. It was held from 16 to 21 February 2016. Being one of the top 3 most important event Airshows in the world, this year's event brought together 274 delegations from 76 countries and attracted over 80,000 visitors on 20 to 21 February.

A biennial event, the Singapore Airshow brings together high-level government and military delegations, as well as senior corporate executives around the world, to forge partnerships and seal deals in this region. As Asia's largest Airshow, this is where leading aerospace companies and budding players are keen to make their mark in the international aerospace and defense market!

Acclaim was formally appointed by Experia Events as the official Insurance Broker for the Singapore Airshow 2016. "We are very proud of the appointment. It is extra special because this year, Acclaim celebrates 33 years of service" said the Executive Chairman, Anthony Lim. "We believe our staffs' experiences, and the robust partnerships we have established with the insurance markets have supported the Airshow well".

Acclaim was pitted against international and national insurance broking houses, and emerged top of the pack through a tender. We believe our success is due to our appreciation of the insurance market, the willingness to listen and our ability to understand the needs of our clients. This has allowed us to create successful tripartite alliances with our clients, insurers and Acclaim.

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*"Acclaim's proposal shows demonstrated understanding of the client's needs, and brings depth and breadth of expertise in meeting our client's operational and business requirements"*

*Tony Lim, Chief Executive Officer  
Acclaim*

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## ACCLAIM CELEBRATES 33 YEARS OF SERVICE

This year **Acclaim Insurance Brokers** celebrates 33 years of service since it was founded in 1983. Today, Acclaim is recognized as one of Singapore's leading independent insurance brokers with a team of over 60, specializing in insurance, reinsurance broking and risk management for corporations. Acclaim services over 2,000 corporate customers ranging from SMEs to multi-national corporations. These include government bodies, not-for-profit organizations, national companies

and corporations with global operations.

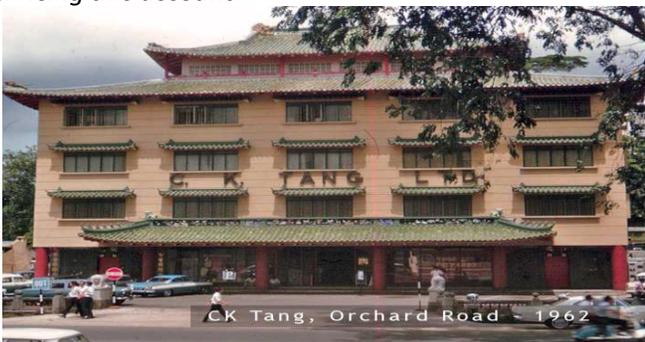
We are proud to be associated with one of Singapore retailer icons, **C.K. Tang Limited (Tangs)** – with many calling it the 'Harrods of Singapore,' since our founding in 1983. As our first and longest-standing client, the Tangs legacy is one that we hold close to our hearts.

Tangs is one of Singapore's oldest surviving departmental stores, and it is also one of the earliest retail occupants in Orchard Road - Singapore's premier shopping district. Its flagship store with its distinctive green-tiled Chinese roof is a familiar landmark to shoppers and tourists. Tangs' founder, the late Mr Tang Choon Keng, built his trade on the philosophy of honesty, integrity and value for money. Tang Wee Sung became chairman upon his father's death in 2000, and when asked what his motivations were for the current vision of Tangs, he said, *"I would love to emulate my father's qualities of always being honest, honourable and loving justice – to adopt these as my personal values.... I like to be remembered for bringing smiles to our shoppers when they leave our store, leaving them with memorable experiences unique to Tangs."*

Acclaim's founder, Anthony Lim, has shared a long-standing relationship with Mr Tang. He is thankful of the support Tangs gave when he first started the company. *"I have been privileged to work with some of the most talented people in Singapore - Wee Sung is one of them. We work together, sharing our different experiences....I cannot put a price on the privilege of working collaboratively with top notch people solving tough problems...I have had great pleasure servicing this account."*

*"Tangs is the first major corporate account. They supported us when I founded Acclaim in 1983. I have had the privilege to be a part of the transformation from the old C.K. Tang to the new Tangs. It has been a pleasure to service this account for 33 years"*

*Anthony Lim, Founder & Executive Chairman Acclaim*



C.K. Tang in her 'early days'



Tangs today

## FRIENDSHIP FOUND ON BUSINESS



Tang Wee Sung, Chairman Tangs (left) with Anthony Lim (right), Executive Chairman Acclaim

As Acclaim journeys into its 33rd year of service, its founder, Anthony Lim, shares fond memories of a long standing relationship he has with Tang Wee Sung, the Chairman of **C.K. Tang Limited (Tangs)**. “I met Wee Sung just over 33 years ago when I first established Acclaim. Then, I had only 2 staff, yet Wee Sung gave me the opportunity to work with him (today we have a team of over 60 staff, with partners in over 140 countries). Tangs was our first major corporate account. I remembered paying visits to Tangs regularly, ensuring their service expectations were met.” Anthony added.

Was it Anthony’s regular visitations that helped keep the Tangs account? “Not exactly, although it definitely helped in the infant stages of our partnership. Acclaim’s **competitive pricing, reliability and our robust professional relationship**, were the factors that ensured the longevity of our partnership.” explained Wee Sung.

Beyond their professional lives, both Anthony and Wee Sung are extroverts, and love entertaining. Unsurprisingly, both are in the service industry and are often find themselves in the thick of things. Entertaining at events and soirees is a natural extension of their day-to-day work. On a personal level, Wee Sung enjoys discovering what influences the way people think, their perspectives and their outlook on life. As a good retailer, Tangs seeks to understand what people appreciate in life, what makes them buy the things they buy and how they respond to stimulus.



Both sharing a meal at Island Café @ Tangs



At the entrance of the Island Café @ Tangs

Anthony, on the other hand, is a good listener. He enjoys listening to people, understanding what makes them tick and what keeps them awake at night. To him, entertaining is a perfect doorway to people’s dreams and concerns, which they are more comfortable sharing when they are unwinding. Apart from sharing a similar management philosophy, patriotism and the Christian faith are another two things that Wee Sung and Anthony have in common. Both are proud to be Singaporeans, and pride themselves in being part of national companies. Both share the joy of being part of the Singapore’s 50-year journey, and in Wee

Sung’s words, **“above all, what underpins our relationship is our mutual faith in our Lord Jesus Christ, from whom all blessings flow.”**

## CELEBRATES THE STRENGTH OF THE EXTRAORDINARY



*“Acclaim is proud to have been appointed as the official insurance broker for the 8<sup>th</sup> ASEAN Para Games, which was held from 3 to 9 December 2015! This is the first time the Games were held in Singapore. We join Singapore in the celebration of the strength of the extraordinary, and to rejoice in the power of the human spirit”* said Tony Lim, CEO Acclaim.

The ASEAN Para Games (APG) is a biennial multi-sport event for persons with disabilities. The spectacular seven days action packed event had 476 events in 15 sports and disciplines featured. The event brought together 600 million fans, 3,000 athletes and officials across 11 nations. After seven days of raw emotion and celebrations, the 8<sup>th</sup> APG was declared **‘the best Games ever’** by the President of ASEAN Para Sports Federation Dato Zainal Abu Zarin



## THE PATH OF LIGHT IS QUEST FOR KNOWLEDGE



Anthony Lim with Jose Fonseca, CEO of Brokerslink

Team members of Acclaim participated at the 2015 **Pan-Asia Risk and Insurance Management Association (PARIMA)** Conference in Singapore. The Conference brought together about 500 risk and insurance professionals to discuss the latest trends in risk management. Brokerslink was a sponsor for this conference, and Acclaim was present throughout to lend a helping hand.



Tony Lim, CEO, Acclaim



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