Can Takaful Have a Market beyond Muslims in Europe?

Prof. Dr. Volker Nienhaus



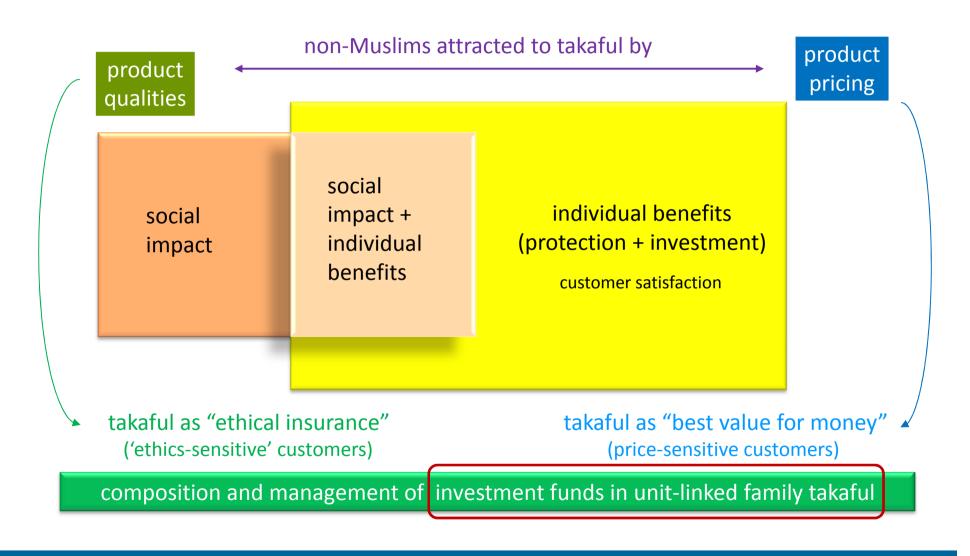


Presentation at the International Takaful Summit

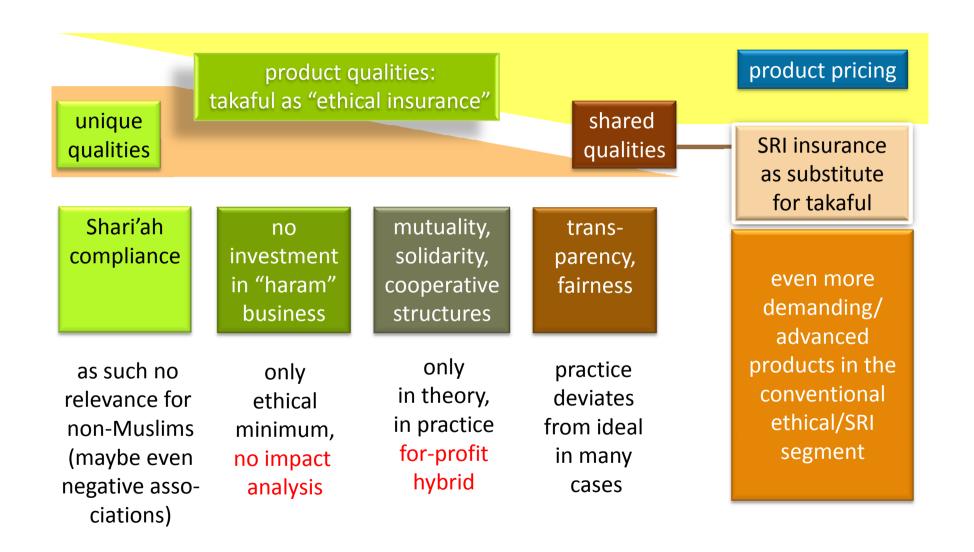
Takaful and Re-Takaful - Planning to Overcome the Emerging Challenges to Growth

London, 11-12 July 2012

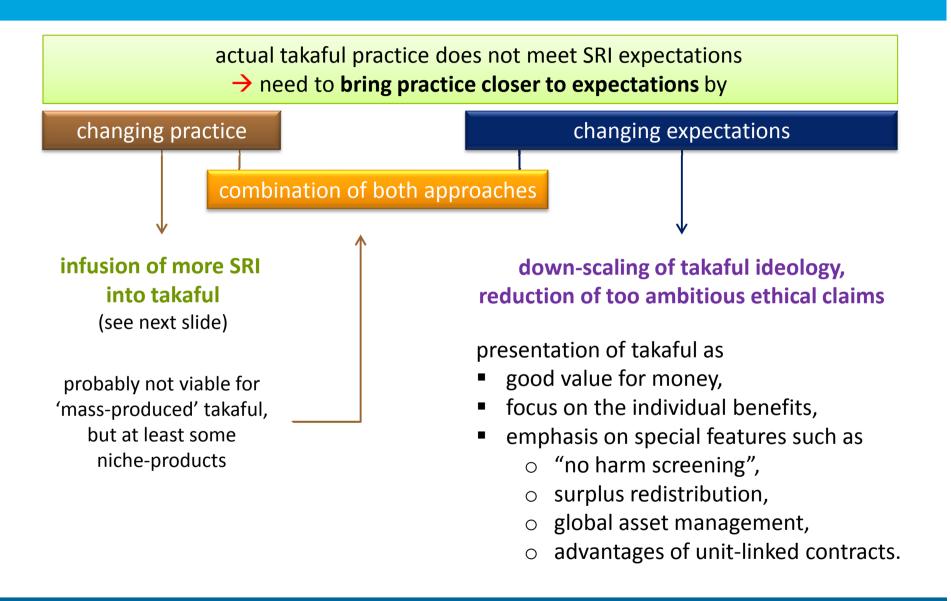
Product Qualities and Product Pricing as Attractions for non-Muslims



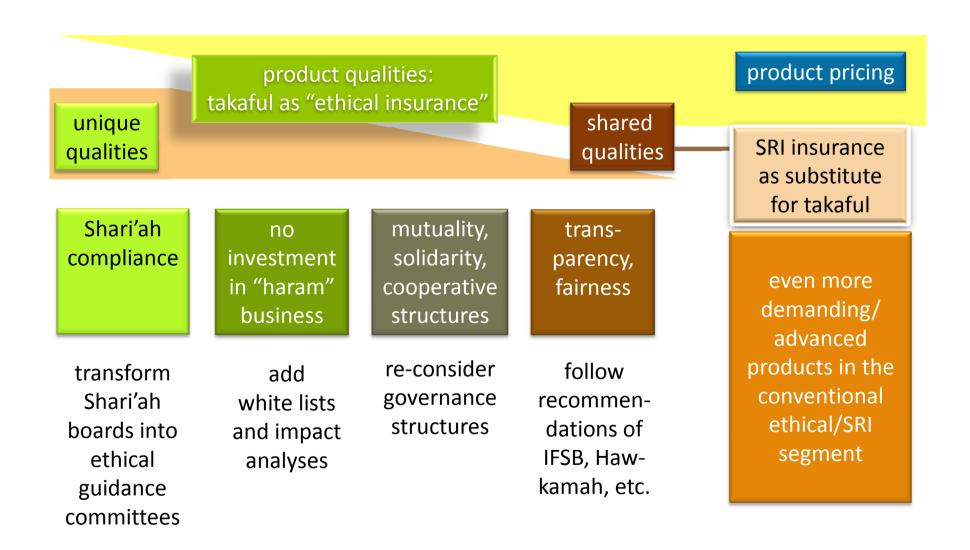
Ethical/SRI Qualities of Takaful: Claims and Shortcomings of Actual Practice



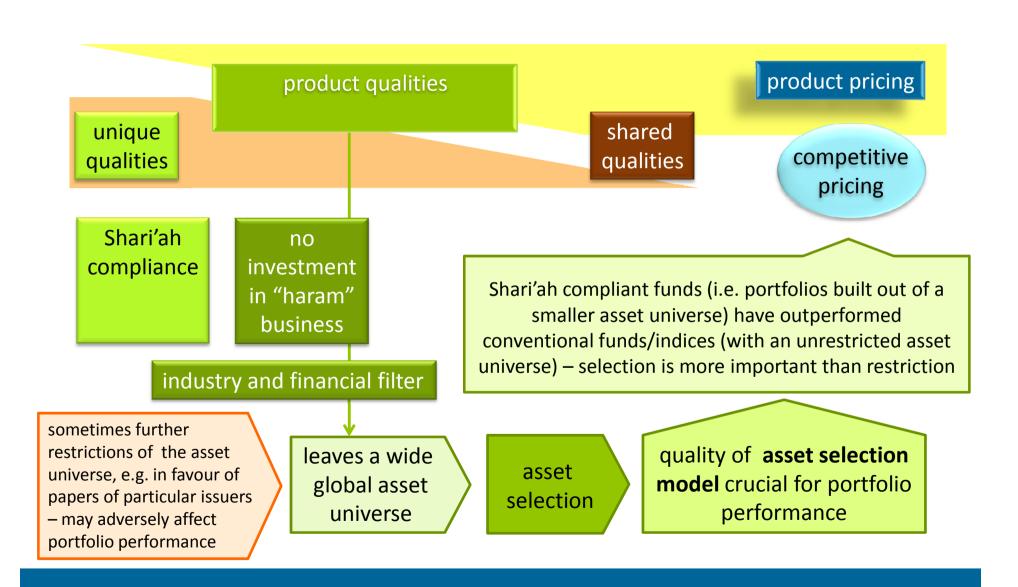
Bridging the Gap between Ideology and Practice of Takaful



Improvement of Market Relevant Ethical/SRI Qualities of Takaful



Pricing of Takaful as an Insurance and Unit-Linked Investment Product



A Market for Takaful beyond Muslims in Europe

in summary:

Entering Western markets by

tapping into the ethical/SRI niche market

takaful is lagging behind, the conventional sector sets the benchmarks offering a good product at competitive prices for the mass market

is asset selection and management, i.e. technology, not values

takaful operators face markets in which they to not have a 'natural' competitive advantage or a unique selling point, conventional competitors can imitate successful takaful (but only partially *vice versa*)

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