

PRESS RELEASE

PRESS RELEASE NUMBER: 31
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IXTAPA-ZIHUATANEJO CHOSEN FOR GRAND LATINAMERICAN ASSEMBLY

From the 26th to the 30th of April, the "XX Annual Latin American Insurance Supervisors' Association (ASSAL) Assembly" and the "X Conference on the regulation and supervision of insurance in Latin America" will take place in Ixtapa-Zihuatanejo. The latter is geared toward representatives of supervising and regulating organisms of the insurance business, experts of the international financial sector as well as toward other persons interested in recent trends regarding the regulation and supervision of insurance.

This grand assembly is organized by the National Commission of Insurance and Bonds (CNSF), the Latin American Insurance Supervisors' Association (ASSAL), the International Association of Insurance Supervisors (IAIS) and the Organization for Economic Co-operation and Development (OECD). Some of the sessions and topics that will be presented during this program hosted by "Melía Azul Ixtapa" Hotel will be: "Corporative Government", "Financial Education", "Capital Requirements and Internal Models", "Investments and Solvency Regimes", "Assessment of Technical Reserves" and "Life Annuities" among other case studies and round tables.

Flexibility, strategic alliances, professional service and creativity are the characteristics that distinguish Ixtapa-Zihuatanejo's offer for the groups and conventions segment, whether of national or international origin.

The Annual Latin American Insurance Supervisors' Association (ASSAL) Assembly to take place in Ixtapa-Zihuatanejo will no doubt be a platform of opportunity to "conquer" the participants of this grand event who come from new geographic markets like Puerto Rico, Spain, Switzerland, Argentina, Peru in addition to primary markets for this beach destination like the United States, Canada and México.

In addition to the promotion and projection of Ixtapa-Zihuatanejo inherent to this international event, it is important to underscore the ample circulation of the tourist attractions that Ixtapa-Zihuatanejo offers in one of the sections of the official internet site for this assembly featuring a special link where the beaches, climate, activities, location and natural attractions are described and illustrated with attractive images.

The Destination Management Company (DMC) "Amstar", a local company who offers creative itineraries and an exemplary management of operative logistics, and who thoroughly knows the destination, will organize alternate activities for the participants of the "XX Annual Latin American Insurance Supervisors' Association (ASSAL) Assembly", which will give them an opportunity to get to know some of the beaches and the best of the traditional seafood gastronomy.

For their part, the Conventions and Visitors Bureau of Ixtapa-Zihuatanejo and the Municipal Tourism Office, with the purpose of showing hospitality and to guarantee good service and the projection of Ixtapa-Zihuatanejo, will give out traditional souvenirs, institutional pamphlets and put up the sign welcoming the visitors to this beach destination.

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