

A message from PCI Group's global spokesperson – China's No.1 golfer, Zhang Lianwei

“PCI and I share the need for strong commitment and perseverance in pursuing our goals. In fact, insurance practitioners are very similar to professional athletes – we all require vision and dedication as we compete.”

Looking back over 2004, I think of myself and PCI as two players carving out careers for themselves in a very competitive world.

Professionally, we both go back 10 years – and we have both come a long way.

Just like two friends, we encourage one another to improve our game at every opportunity, and face every challenge with careful preparation and an ambitious mindset.

I'd say we are proud of one another's achievements.

PCI has had the kind of year that any player could look back on with satisfaction – results, progress, invaluable experience and recognition.

And just like PCI was there for me last year as I took on my biggest challenge to date by being the first golfer from China to be invited to play in the US Masters, so I will be delighted to support PCI as it takes on the challenge of entering mainland China's market.

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At the same time, I think the style in which we approach our game, and the way we play, are every bit as important as the results we strive for.

With that in mind, I am proud of PCI's fast-growing reputation as a “caring and sharing” player. As well as reaching out to the needy as a socially-responsible insurance competitor, PCI's homegrown professionals work in the knowledge that they must provide the best in protection and financial planning for people and their families.

While I too have great ambition and would wish to reap the rewards of success, I am also a family man who wants the best for his wife and children, as well for all families – and aspiring young golfers – who are planning for prosperity in our motherland.

So, as we two players prepare to tee-off into the future, I say to PCI:
“The crowd is watching. I *know* you’ll give 2005 your best shot!”

Zhang Lianwei

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