

China Life establishes a strategic collaboration with Xinhua Net

China Life Insurance Company Limited signed a Strategic Collaboration Framework Agreement with Xinhua Net in Beijing on 4th November, 2010. Mr. Zhou Xisheng, Deputy Chief of Xinhua News Agency, and Director-General of Xinhua Net, Mr. Wan Feng, President of China Life Insurance Company Limited, attended and addressed the signing ceremony .

China Life and Xinhua Net created a precedent in in-depth collaborations between large financial institution and national portal website. Both parties will cooperate in the areas of information, business innovation, customer service, branding and asset management.