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# Advancing Insurance in Eastern and Southern Africa: A Vision for Growth and Impact



**Rose Wanda, Secretary General at the Organisation of Eastern and Southern Africa Insurers (OESAI)**

**The Organisation of Eastern and Southern Africa Insurers (OESAI) is celebrating its 50th anniversary, marking a significant milestone in its commitment to promoting the business of insurance in the region.**

As the Secretary General of OESAI, I have had the privilege of leading this dynamic organization and witnessing the transformative power it holds. In this article, I reflect on the first two years of my leadership, the highlights we have achieved, and outline our vision for the future growth and impact of OESAI.

**Embracing Diversity and Skill Development** - The past two

years have been a remarkable journey of learning and impact for me and our members. Working alongside a diversified board with representatives from Eritrea to Malawi has been an enriching experience. Together, we have fostered skills development programs for our members, extending beyond the Eastern and Southern region. The introduction of OESAI Regional Quiz Powered by Ghana Re, has created an engaging platform for young individuals to learn in a fun and interactive manner. These initiatives have not only enhanced our members' capabilities but also strengthened the OESAI brand.

**Influencing Growth, Regulation, and Education** - Looking ahead to the next 5 to 10 years, our vision for OESAI encompasses becoming a prominent influencer in the insurance industry.



Our strategic plan for 2024-2029 focuses on promoting growth, improving industry practices, and advancing education. We aspire to see OESAI play an instrumental role in shaping the insurance landscape at all levels, including the harmonization of diploma programs in the regions we operate. Additionally, our commitment to continuous professional development (CPD) programs and the exploration of online training opportunities will ensure that our members stay abreast of evolving industry trends.

**Facilitating Collaboration and Exchange**

- Collaboration lies at the heart of OESAI's mission. We aim to foster cross-country partnerships that facilitate knowledge sharing and skills exchange. Our ambition is to establish an OESAI Centre for insurance research and publications, enabling organizations from different countries within our membership to access valuable information and contribute to the collective growth of the industry. Furthermore, we envision leadership development through regional and overseas learning visits, embracing the philosophy that there is no end to learning.

**Engagement with Global Organizations**

- To maximize our impact, OESAI seeks to forge partnerships with renowned global organizations such as the United Nations and the Africa Development Bank. These collaborations will amplify our influence and enable us to tackle complex challenges facing the insurance sector. By working hand in hand with these esteemed entities, we can leverage their expertise and re-

sources to drive positive change across the region.

**Industry Support and Membership Growth**

- Our journey thus far has been buoyed by the unwavering support of the industry. With membership retention above 90% and the addition of new members, we are grateful for the enthusiasm and commitment demonstrated by our members. Their willingness to host and participate in our events reflects the industry's shared vision for growth and development.

**Empowering Women Leaders and Embracing Technology**

- A vital initiative we are pursuing is the development of the General Insurance and Reinsurance Leaders (GIRL) program. This program seeks to spotlight women leaders in insurance and establish associations for women across different countries. By empowering women leaders and supporting younger associations, we aim to foster diversity and inclusivity within the industry. Additionally, engaging with innovators and leveraging technology will be essential in improving insurance penetration. OESAI recognizes the importance of embracing technological advancements to create better products and services that resonate with the public.

*As OESAI celebrates its 50th anniversary, we are proud of our accomplishments, from the various founding members to the team we have today, and we thank our sponsors and members for their ongoing commitment.*

# OESAI @50

## Celebrating a Journey of Great Partnerships

The Organisation of Eastern and Southern Africa Insurers celebrates its 50th year Anniversary this year and on behalf of the Management Board and Secretariat we would like to thank you all for the partnerships, collaborations and learning together during these years. The Organisation of Eastern and Southern Africa Insurers (OESAI) was formed in 1973 as a result of the initiative of eight Insurance Companies in the Eastern and Southern Africa region.

### The eight founding Insurance Companies include:

- Kenya National Reinsurance Corporation, (Kenya Re) Kenya
- Zambia State Insurance Corporation Limited, (ZSIC) Zambia
- Kenya National Insurance Company Limited, Kenya
- Jubilee Insurance Company Limited, Kenya
- National Insurance Corporation of Tanzania Limited, (NIC) Tanzania
- National Insurance Corporation of Uganda Limited, (NIC) Uganda
- Pan Africa Insurance Company Limited, Kenya
- Reinsurance Company of Mauritius

From the founding membership of eight companies from five countries, OESAI now has over a hundred active members from across Eastern and Southern Africa and beyond.

The Organization of Eastern and Southern Africa Insurers (OESAI) has been on a growth track which is as a result of a rebranding and marketing initiatives which has been taking place since 2013. As the organisation has continued to grow in membership numbers, in activities and in value addition, we are proud of some of the milestones that we have achieved.

Over the past ten years, OESAI has hosted an annual conference in most of the member countries where the organisation is represented, from a small number of conference attendees of 100 delegates in Maputo, Mozambique, in 2013, to more than 300 delegates at most of our subsequent events. We are delighted that the Conference is now being recognised as the premier Insurance event in the region.

OESAI has also made administration changes that have strengthened the organisation, including establishing a permanent head office in Nairobi, Kenya, developing a robust constitution and strategic plan as well as a proper governance structure that guides how OESAI works. This project included putting in place the organisation's policies and procedures such as HR and Finance policies.





OESAI has also applied for a Host Agreement with the Kenya government, and this will be a game changer for the Organisation once the approvals are given and as we move into the Africa region.

In order to meet its mandate of developing insurance technical skills within the industry, OESAI has been at the forefront of hosting insurance workshops and webinars for the market. We launched the Global Insurance and Reinsurance Leaders (GIRLs) forum in Kigali in 2019 to give safe spaces for women in insurance to network and grow. Since its launch, we have held several GIRLs webinars in order to encourage networking and knowledge sharing among female Insurance executives. OESAI also hosted the Regulators Forum in Zimbabwe in 2021, a gathering of Regulators and CEOs to find common solutions to pertinent issues in the industry. Even during the COVID pandemic, OESAI was at the forefront of hosting webinars to enable the market to embrace the new normal as we called it then.

In the past year alone more than 2000 delegates were trained on various topics by OESAI and its partners. Three years ago, OESAI partnered with Ghana reinsurance to host a regional insurance quiz which brings together insurers from across the region. This has been a great success with companies in the region and has been made even more popular as the Captains of the winning teams are presented with their prizes at the OESAI conference.

OESAI has also established partnerships with regional institutes, to add value to our members, including the Insurance Institute of South Africa (IISA) and Insurance Training College (ITC) in Uganda, to offer CPD points to the delegates who attend our training workshops and webinars as well as the conference. OESAI is also a Supporting member of the UNEP PSI. As a PSI supporting organisation, we are publicly demonstrating the organisation's support for sustainable insurance. OESAI actively supports the UNEP PSI initiatives by placing sustainability at the center of our skills and leadership development initiatives. We have enabled our members to access training by such organisation as the African Development Bank (AFDB) as they hosted the Enhanced interventions for Africa's financial sector engagement in global sustainable finance webinar in 2021. The session shared key insights from the flagship report "Climate risk regulation in Africa's financial sector and related private sector initiatives" that was commissioned by the African Financial Alliance on Climate Change (AFAC) in partnership with the Global Center on Adaptation and UN Environment Financial Initiative (UNEP FI), with analytical support from McKinsey & Company.

On a personal note, I would like to thank all the Past Chairpersons and Board members who have served OESAI so diligently over the years. The past Chairpersons in recent years include Mrs Irene Muyenga, Managing Director of SAVENDA Insurance, Zambia, Mr Lawrence Nazare, Group Chief Executive Officer of Continental Reinsurance, and Mr Charles Nakhoze former Managing Director of Zambia State Insurance Company. During the 44th OESAI Annual



Organisation would not be the same without their hard work.

OESAI also hosted an induction training workshop for Board member in Zimbabwe in 2022. We would like to thank our Member, Minerva Risk Solution and Mr Shingai Mutasa, Group Chief Executive Officer of Masawara Holdings, for facilitating this workshop, which coincided with the first in country OESAI Meet the Market Golf Day, in which we partnered with the Insurance Council of Zimbabwe. We would like to host more of these training workshops to develop the Board and partner insurance associations in various countries for networking events.

At the 2022 Conference Gala dinner, OESAI presented Honorary awards to Mr Shingai Mutasa, Group Chief Executive Officer at Masawara Holdings and Mr Tryphon D. Rutazamba, CEO of F&P Insurance Brokers and Vice Chairman of the Board of the National Health Insurance Fund, Tanzania, and the late Mr Jonathan Shenyagwa, former CEO of Tanzania Reinsurance, for their contribution towards the growth of the insurance industry in Africa. OESAI will continue to honour those contributing to the growth of the industry in all our upcoming conferences and other events.

The OESAI Management Board's gratitude also goes out to all past Secretary Generals and our current Secretary General who have sometimes worked under very challenging economic situations, to grow the organisation.

We have worked with many partners over the years and OESAI would not be the same without the members who joined the organisation over the years and gave us their support. To the OESAI Life members, Africa Reinsurance, ZEP Reinsurance and College of Insurance, we thank you for your continued support. To all companies which support our activities and especially the OESAI Annual Conference, we say a big THANK YOU. To all our members, new and old, we thank you for being members of OESAI and we would like to urge you to continue actively participating in the Organisation's activities.

***As OESAI embarks on the next 50 years of its journey, we look forward to working with you in the coming months and years.***



27-31  
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# 45<sup>TH</sup> OESAI ANNUAL CONFERENCE AND AGM & 50<sup>TH</sup> ANNIVERSARY

**THANK YOU TO OUR SPONSORS.**

The OESAI Management Board and Secretariat would like to thank all the sponsors who have partnered with us as we host the **45th OESAI Annual Conference & AGM** and the **OESAI 50th Anniversary**.



# Celebrating 50 Years of OESAI: A Beacon of Collaboration and Progress in African Insurance

In a recent interview with Kiiza Bichetero, the Regional Director at Africa Re, the significance of the Organization of Eastern and Southern Africa Insurers (OESAI) and its remarkable 50-year journey in fostering collaboration, networking, and industry development within the African insurance sector was discussed.

As a vital player in this network, Africa Re has been a steadfast supporter of OESAI, recognising its pivotal role in driving harmonisation, professional standards, and economic growth across the continent.

## A Shared Vision for Progress

Africa Re, a Pan African institution established in 1976, is deeply committed to advancing the insurance and reinsurance industry in Africa. As a regional director, Kiiza Bichetero pointed out, *“Our mission is to foster the development of the insurance and reinsurance Industry in Africa and promote the underwriting and retention capacities both at National, Sub-regional and at continental level as well as support Africa’s economic development.”*

This aligns seamlessly with OESAI’s core objectives. Founded in 1973, OESAI was born out of the collaboration of eight companies from different countries, recognizing the need for a platform to share ideas, find solutions, and harmonise standards and regulations in the diverse African insurance landscape. Over the years, the partnership between Africa Re and OESAI has flourished, mirroring each other’s missions and furthering the industry’s development.

## A History of Collaboration

The natural partnership between Africa Re and OESAI has evolved over time. In 1982, Africa Re opened an office in Nairobi, cementing its presence in the region. This close connection has enabled both organisations to work together effectively, with OESAI providing a perfect forum for Africa Re to contribute to discussions, share insights, and drive change within the insurance industry.

Kiiza emphasised that the success of Africa Re, and indeed the wider industry’s success, relies heavily on collaboration and partnerships. OESAI plays a pivotal role in enhancing these partnerships through its annual conferences, which bring together senior executives and industry leaders to

deliberate on critical issues, share experiences, and learn from each other’s successes and challenges.

## A Vision for the Future

Looking ahead, Kiiza outlined the crucial role he envisions for OESAI in the African insurance industry. One of the key areas of focus is harmonisation, particularly in terms of standards, rules, and regulations across different countries. With each nation having its unique environment, achieving cooperation becomes challenging. OESAI’s role in facilitating practical harmonisation efforts can lead to a more streamlined and efficient industry landscape.

Furthermore, Kiiza highlighted the potential for OESAI to enhance technical skills through collaborative training initiatives. By bringing together various industry players – from insurers to reinsurers – in a vibrant forum, OESAI can contribute significantly to advancing the knowledge and expertise of professionals across the region.

## A Call to Action

*Kiiza’s message to members and industry leaders was clear:* Supporting OESAI is essential for the continued growth and progress of the African insurance industry. He stressed the importance of commitment and financial support from existing members, emphasising that without adequate resources, OESAI’s effectiveness could be compromised. He called on potential members to join the network, stating that the benefits of OESAI’s collaborative platform are extensive, and its growth is critical for achieving ambitious yet invaluable industry development objectives.

The interview with Kiiza Bichetero shed light on the symbiotic relationship between Africa Re and OESAI, and the pivotal role OESAI plays in advancing the African insurance industry. As OESAI celebrates its 50th anniversary, its commitment to fostering collaboration, sharing knowledge, and driving harmonisation remains stronger than ever.

***With the support of institutions like Africa Re and the active engagement of industry leaders, OESAI is poised to continue shaping a brighter future for insurance in Africa.***



# The Changing Landscape of the African Insurance Industry

Leo Tazvitya Huvaya, a chartered insurer and prominent figure in the African insurance industry, shared his insights on the transformations he has witnessed over the years..

As the former Secretary General of the African Insurance Organization (AIO), Huvaya has observed significant shifts in the industry, particularly with the rise of electronic media and social networking platforms. In this article, we delve into his thoughts on the evolving African insurance landscape, the importance of networking and regional integration, and the role of the Organization of Eastern and Southern Africa Insurers (OESAI).

**Networking and Increased Participation** - According to Huvaya, the emergence of electronic media and social networking platforms has played a pivotal role in transforming the African insurance industry. The ease of connectivity and accessibility has led to a surge in participants attending industry conferences. In the past, it was challenging to gather representatives from each country, but now the numbers have grown exponentially. The shift is so remarkable that countries are now competing to host these conferences, signalling a positive and exciting development.

**The Power of Networking: Reflecting on the past** - Huvaya notes that there was a lack of awareness regarding the benefits of networking in the insurance industry. Many professionals were content operating within their own markets, unaware of the possibilities and opportunities beyond their borders. However, this mindset has changed over time. The realization that networking facilitates business expansion, cross-border collaborations, and the promotion of countries as investment destinations has led to a shift in attitudes.

**Changing Attitudes and Perceptions** - Huvaya highlights a meaningful change in the perception of regulators and government officials. Previously, they were hesitant to endorse networking events such as OESAI due to concerns about potential political repercussions. However, with a greater understanding of the benefits and positive impact these conferences bring, regulators and officials now perceive such gatherings as essential for industry growth and development.

**OESAI's Evolving Role** - As the discussion turns to the role of OESAI, Huvaya acknowledges the organization's significant evolution. Initially focused on training industry players, OESAI has grown to provide a comprehensive range of services, including training, networking, and promoting regional integration. The prominence of OESAI can be observed in Southern Africa, Sub-Saharan Africa, and East Africa, where it has fostered greater collaboration and integration among reinsurance brokers, insurers, insurance brokers, and regulators.



**Opportunities for OESAI's Impact** - Huvaya identifies further opportunities for OESAI to influence the industry positively. He emphasizes the need for a unified platform that brings together regional institutes and organizations, such as the Insurance Institute of Zimbabwe, South Africa, and Tanzania. By establishing a collective platform, OESAI can provide unified education, training, and facilitate integration efforts across the region. Moreover, the incorporation of regulators, insurance brokers, and reinsurance brokers into OESAI's initiatives will enhance its reach and impact.

Huvaya's insights shed light on the changing landscape of the African insurance industry. The industry has witnessed notable transformations, driven by the advent of electronic media and social networking platforms. The shift towards networking, regional integration, and collaboration has unlocked numerous opportunities for growth and development.

*OESAI, as a leading organization in the region, has played a vital role in facilitating these changes and is poised to make an even greater impact by fostering unity and providing comprehensive services to industry professionals.*

# Facilitating capacity building in the insurance industry

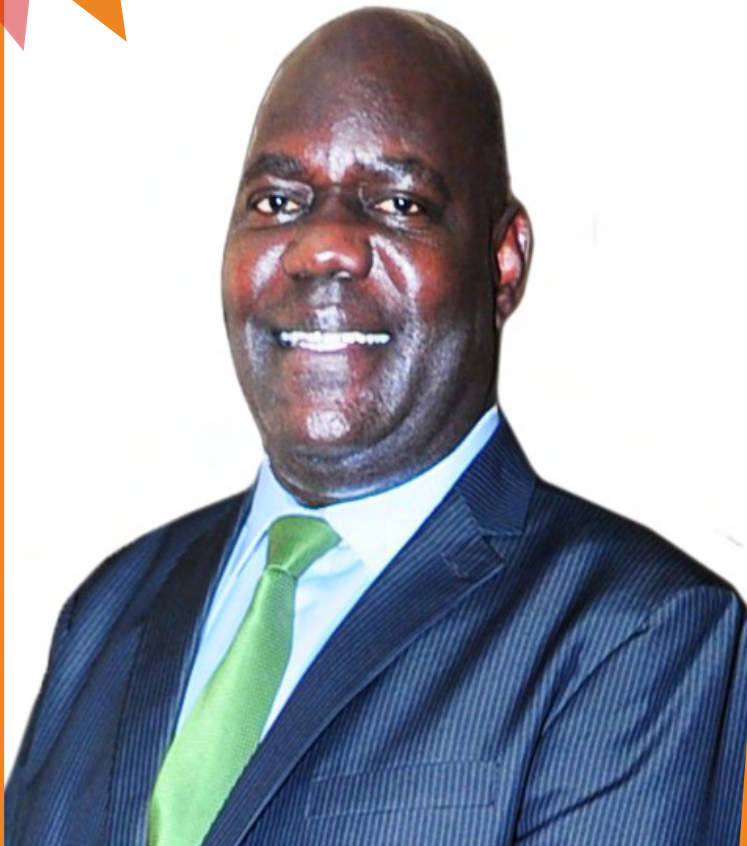
Education and skills development play a crucial role in the insurance industry, as they are fundamental to providing quality services and ensuring the expertise required for various insurance processes.

Renowned speakers with expertise and knowledge are invited to share their insights. These conferences not only contribute to capacity building but also serve as meeting grounds for potential employers and employees. The participants have an opportunity to showcase their talent and skills, enabling employers to identify promising individuals. OESAI plays a crucial role in talent development within the industry.

The College of Insurance in Nairobi has a long-standing relationship with OESAI. It holds a seat on the Board of OESAI and actively collaborates in capacity development initiatives. The college participates by sending faculty and students as participants in the workshops and training organized by OESAI. Additionally, faculty members from the college have been identified as speakers or facilitators for these sessions. The college also contributes by providing study materials through its extensive library, covering a wide range of insurance-related topics.

To make the biggest impact in skills development, OESAI should consider establishing a training academy. Currently, the capacity development efforts are more ad hoc, focusing on seminars and workshops. By creating an academy, OESAI can offer specialized programs that provide participants with certificates upon completion. Collaborating with training institutions would ensure the recognition of the Continuous Professional Development (CPD) attained through these programs. Establishing a legislative framework to recognize the certificates would add further credibility to the professionalization of the industry.

While some progress has been made in skills development in the insurance sector, there are still significant challenges. Many African countries lack dedicated professional colleges for insurance training, and even the existing institutions often suffer from a lack of technical staff, resources, and infrastructure. The pace of skills development remains slow, and there is a need for concerted efforts from stakeholders in the industry to address this issue.



**Doctor Ben Kajwang, the current President, CEO, and Director of The College of Insurance Nairobi,** emphasizes the significance of imparting knowledge and developing skills within the sector.

Insurance is a service industry, and offering effective services necessitates a deep understanding of the products being offered. Therefore, education and skills development are essential in bridging the knowledge gap. The insurance industry is highly technical, and expertise is required at every stage of the value chain. While intermediaries and brokers may handle initial contacts, experts are needed for underwriting, reinsurance arrangements, and other intricate aspects of insurance. This highlights the criticality of developing expertise within the industry.

The Organisation of Eastern and Southern Africa Insurers (OESAI) has a significant role to play in the development of skills and knowledge within the insurance sector. One of the objectives of OESAI is to enhance financial and technical capacity. To achieve this, OESAI organizes seminars, workshops, and conferences that focus on technical capacity building. These events cover a wide range of topics, including life insurance, general insurance, specialized classes like oil and gas, industrial all risks, business interruption, agriculture insurance, and cyber insurance.

The annual conference organized by OESAI serves as a platform for discussing topical issues in the industry.



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# Nyasha Mareya, an empowering force behind gender equality in the insurance sector

Nyasha Mareya, the Group CEO of LMCI, has been an influential leader in the insurance sector, driving significant strides towards gender equality and empowerment.

In this exclusive interview, she shares her leadership journey, her commitment to promoting gender equality, and her vision for a more inclusive and progressive insurance industry.

## **Nyasha's Leadership Journey:**

From Vision to Reality Nyasha's journey as a leader began with a powerful vision to create a different workspace and build something in the professional services space that would leave a lasting legacy for future generations. She was fortunate to share this vision with her late husband, Lawrence Mareya, whose vast experience in the insurance industry complemented her entrepreneurial spirit. Together, they founded LMCI, identifying and filling a crucial gap in the market during Zimbabwe's post-independence brain drain.

Nyasha's leadership journey was shaped by the process of building LMCI from the ground up. They started with only themselves, performing every task necessary to establish the business. This experience taught Nyasha the value of every employee at LMCI and their contributions, no matter how small. As she navigated the challenges of growing a business, Nyasha understood that true leadership extended beyond a hierarchical position; it involved continuous learning and adaptation to the ever-changing business landscape.

## **Championing Gender Equality:**

**Nyasha's Vision** For Nyasha, gender equality means addressing gender-based inequalities and injustices. It begins with recognising the differences between genders and identifying the areas where discrimination creates disadvantages. She firmly believes in rewarding individuals based on their capabilities and abilities, rather than their gender. Nyasha is committed to ensuring that LMCI's services cater to vulnerable communities, including women who often face limited access to resources and opportunities.

As a woman in a male-dominated sector, Nyasha acknowledges the challenges women face in accessing equal opportunities. Her goal is to create an environment that empowers women to enter and excel in the insurance industry. She emphasises that representation alone is not enough; women must be equipped with the knowledge and understanding of gender equality issues to bring about meaningful change.

## **Nyasha's Role in Achieving Gender Equality**

Nyasha understands that promoting gender equality benefits everyone. Societies with more equitable gender dynamics experience less conflict and greater productivity. To achieve this, Nyasha advocates for the use of a gender lens to identify and address disadvantages faced by specific genders. Her approach is not about favouring one gender over another but ensuring equal opportunities for all.



### **Addressing Gender Equality in the Insurance Sector**

While acknowledging the efforts made by some entities to promote gender equality, Nyasha believes there is still much to be done within the insurance sector. The industry can benefit from a greater number of women in leadership positions and the development of products that address women's vulnerabilities. However, representation alone will not bring about meaningful change; the sector must adopt a holistic approach and implement gender-conscious strategies in all aspects of its operations, from product development to employment practices.

### **Nyasha's Vision for the Future**

Nyasha's vision for the future includes continuous learning and growth as a leader. She emphasises the importance of collaboration with industry leaders to advocate for gender equality and diversity in the insurance sector. By engaging in various forums and discussions, she aims to create a more inclusive and progressive industry.

### **Setting a powerful example**

Nyasha Mareya's leadership journey and commitment to gender equality exemplify the positive impact leaders can have on promoting inclusivity and empowerment in the workplace. As the CEO of LMCI, Nyasha continues to lead by example, championing gender equality and creating a supportive environment where everyone's potential is recognized and nurtured.

*Her vision for the future holds promise for a more equitable and prosperous insurance sector, setting a powerful example for leaders in all industries to follow.*



# Enhancing Governance and Value

A Conversation with Patty Karuaihe-Martin, Chairperson of OESAI



**In a recent interview with COVER magazine, Patty Karuaihe-Martin, the current chairperson of the Organisation of East and Southern Africa Insurers (OESAI) and the Managing Director of Namib Re, shared insights into her role and the exciting developments within OESAI.**

As the driving force behind the organisation's growth and professional evolution, Patty's leadership sheds light on the crucial elements that contribute to its success.

#### **Navigating Governance and Expansion**

OESAI, the Organisation of East and Southern African Insurers, serves as a unifying platform for insurers across East Africa, Southern Africa, and beyond. Patty Karuaihe-Martin, the accomplished chairperson of OESAI, describes her role as integral to ensuring the institution's proper governance. With an unwavering focus on strengthening gover-

nance structures, Patty emphasises the significance of a well-functioning management board that represents diverse regions. Over the past five years, she has overseen impressive growth, doubling the number of board members to 23. These members span from Sudan to Burundi and the DRC (Democratic Republic of Congo), reflecting OESAI's far-reaching impact.

One of Patty's key accomplishments has been facilitating uninterrupted communication and decision-making even during the challenging times of the COVID-19 pandemic. Leveraging virtual meetings, she ensured that OESAI remained engaged and responsive, reinforcing the organisation's commitment to its members' needs across Africa.

### **Empowering Members through Education and Innovation**

Patty's enthusiasm for progress and innovation within OESAI is palpable. Recognising the importance of continuous professional education in the insurance sector, she has championed initiatives that provide substantial value to members. The dynamic landscape of the insurance industry demands ongoing learning and adaptation, making educational opportunities a cornerstone of OESAI's offerings.

The organisation's embrace of technology has been particularly evident in its approach to webinars. By expanding their digital presence, OESAI has engaged members through insightful discussions and workshops that transcend geographical barriers. Patty's vision extends beyond the traditional bounds, as she envisions OESAI as a comprehensive resource centre, providing members with the data-driven insights necessary for informed decision-making.

One standout endeavour Patty highlights is the inclusion of youth and younger professionals within OESAI's ranks. By embracing the energy and perspectives of the next generation, OESAI has established a vibrant and inclusive community. This move complements the broader theme of adaptation and forward-thinking that Patty has championed throughout her tenure.

### **Embracing a Sustainable Future**

Patty's vision for OESAI's future encompasses an integrated approach to sustainability. Beyond the realms of insurance, OESAI is dedicated to promoting sustainable practices that ensure the long-term viability of the industry. The Nairobi Declaration, a cornerstone of OESAI's mission, underscores the importance of sustainable insurance practices. Patty eloquently articulates the necessity of preparing for a future where insurance remains viable and relevant in a changing world.

### **Celebrating 50 Years of Achievement**

As OESAI approaches its 50th anniversary, Patty Karuaihe-Martin reflects on the journey with a sense of pride and accomplishment. The challenges faced along the way have been met with diligence, determination, and a commitment to delivering value to members. The organisation's evolution from its early days to its current stature as a respected and forward-looking entity stands as a testament to her support of the organisation's leadership and the collective efforts of the OESAI community.

In conclusion, Patty Karuaihe-Martin's role as chairperson of OESAI transcends mere governance and leadership; it encompasses a passionate dedication to the growth, innovation, and sustainable future of the insurance sector across East and Southern Africa. Through her visionary approach, OESAI has not only flourished as an organisation but has also become a catalyst for positive change within the industry.

*As OESAI celebrates its 50th anniversary, the legacy of Patty's contributions and the collective achievements of OESAI's leadership and members serve as a powerful testament to the enduring impact of collaboration, education, and adaptability in shaping the insurance landscape.*

# Insurance – A collaborative industry

Looking at insurance over a lengthy period I see remarkably interesting developments in insurance across Africa. Insurance business is linked to economic development, and as most African countries are growing or posting some development, the need for insurance increases. We are also seeing a huge appetite for new risk covers, like the issue of cybercrime and climate related risks.

To lift most of their people out of poverty, governments are increasingly getting involved in agriculture, business, subsidised agriculture, and insurance. We have even seen quite a lot of collaboration between African countries in the sense of seeking capacity and looking at ways of spreading risks across the continent.

However, most African insurance companies will suffer from a small balance sheet, so the bulk of what we do is passed on, while the African reinsurers also have certain limitations regarding risks like mining, oil and gas, and even the agricultural related risks. So, you find that even when laws around Africa have been crafted to ensure that we retain as much as possible risk to cut down on the capital and Forex outflow, it still becomes difficult because we do not have much capacity for certain risks. As a result, we are still going out of Africa to reinsure.



*Charles Nakhoze, past Chairperson of OESAI (Organisation of Eastern and Southern African Insurers), currently heading up Kingsbridge Reinsurance Solutions.*



**Congratulations to the OESAI for its  
accomplishments over the past 50 years.**

**We are proud, honoured and happy to be a  
member and to support the OESAI in its activities.**

**We look forward to the next 50  
years and beyond...**

**Keep up the good work!**

**Cross-border collaboration** – Collaboration could positively influence growth in insurance penetration across the continent. The COMESA Yellow card, providing minimum third-party cover to motorists across about 20 African countries, is a fitting example of collaboration. Countries came together to agree on this instrument. Using this to gauge collaboration, collaboration can work in Africa.

This is an example of the placement of risks in such a way that it benefits most African countries to cut down on how much foreign exchange we export through reinsurance to the Western world and other places. There is need for these collaborations, to control the outflow of resources. It also means that our own capacities are expanded to take on a bit more of the risks, because you know that you can place the risks within our sub-region.

Furthermore, this is also a good training ground for our people in the insurance industry because they are looking at risks which are more complicated and then seeing how they are underwritten, and how the spreading of this risk is done within Africa.

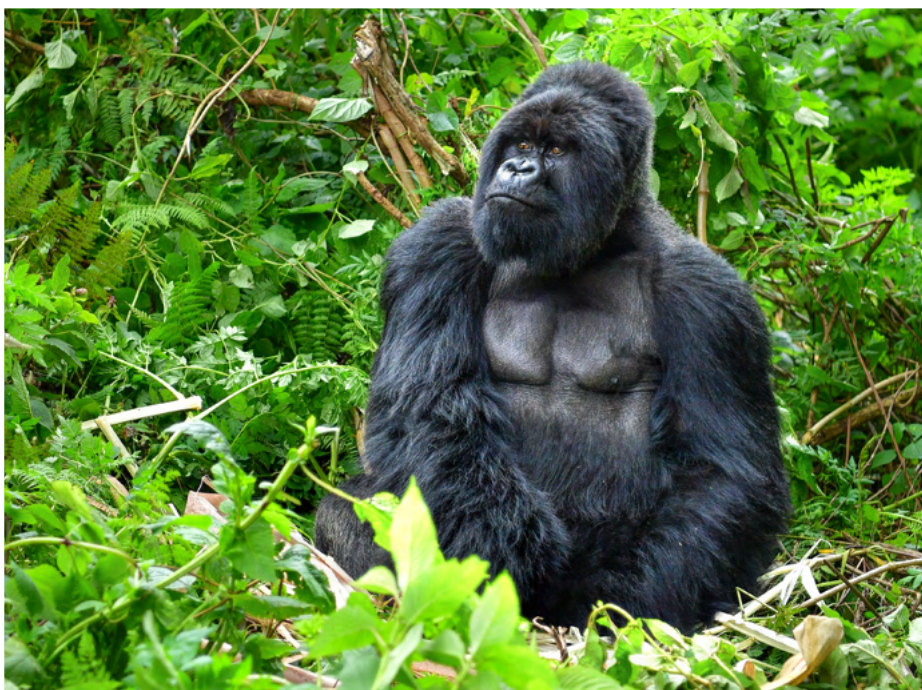
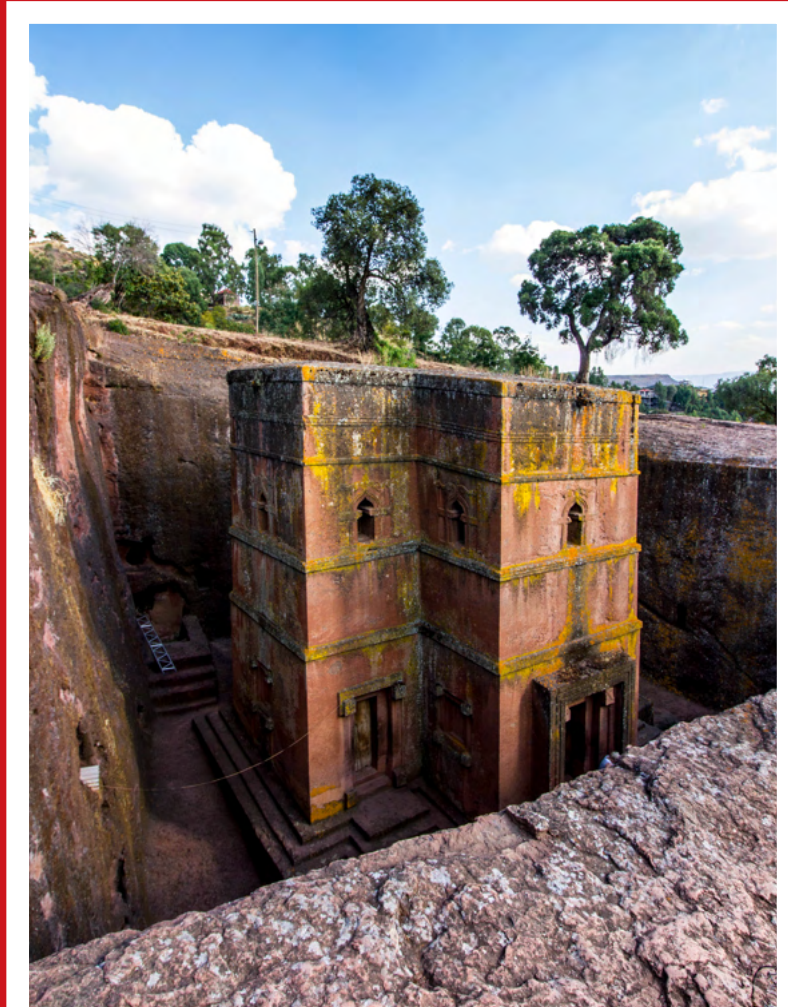
Collaboration is key and it can work, but all the drivers of this collaboration must be able to demonstrate that it is a win-win situation for all parties. That is when you see people respond. When they see that they can benefit, whether it is by increasing their bottom lines, by training their people or by increasing their capacities.

**The role of OESAI** - One would say immediately that the mantra is already there, just by looking at the OESAI website and all the collaboration already ongoing. It is now a question of looking at what kind of networking we want, that benefits people. It should not be about just attending conferences, but coming back to your desk as a better underwriter than you were before you went to the conference.

We need to be training people, giving them tools which they will use when they get back to the office. Our training therefore should be more practical, and I think that we should tie to CPD (Continuous Professional Development) points. This

allows them to be able to demonstrate, when they come from this networking seminars, that they are slightly more proficient than before they went to that sponsored seminar or conference.

*The rules of the game are already there, and it is just a question of changing it in such a way that we now need to see value being practically added to our people when they go back to their offices.*





# GIRLS interview with Ruth Namuli the Chief Executive Officer of Sanlam General Insurance

Ruth was appointed effective, June 2022. She has been with Sanlam GI for 7 years and was the General Manager prior to the appointment.

She previously served in various roles at ICEA Lion Insurance company (U) Ltd and UAP -Old Mutual General Insurance company before she joined Sanlam. With 16 years' experience in the Insurance industry, she has exceptional technical expertise including risk management, outstanding strategic business management skills and growth capabilities to deliver both short term and long-term shareholder value.

## 1. Can you tell us about your journey to become the CEO of Sanlam General Uganda?

Having gotten my first job without an insurance background, it was fascinating to learn something new every day in all areas and I made it a point to focus on the business interests/career objectives and the opportunities I needed to take hold of in order to get me where I needed to go. I had to study insurance, so I enrolled for ACII, these exams were difficult, but I persisted and ensured that I continued even when I failed one paper.

Below are some of the aspects that have helped on this journey:

- I identified gaps, specifically a confidence gap to ensure how I could improve myself in a male dominated industry and excel. I had to improve /develop myself to match the competitiveness within the industry. (Expertise, Competence Leadership, stakeholder Management). One builds confidence by being the expert at what you do. The onset was intimidating but I became intentional, such as taking on tasks that other people did not like or

assumed were difficult. I believe there are no short cuts, and if you take these then you would not build an impactful career legacy.

- I defined my career Vision, Goal and Objectives - I needed to have clear goals and objectives of where I wanted to be and work towards it without obstructing others but allowing or carrying them along to be able to do what I am doing even better. With this you can make the right decisions not because of a paycheck or money but because of what you need in the future, even though the money is important. Excel example
- Focusing on business interests/career objectives helps us not to lose focus on the long-term goals, so even if I do not get the promotion that I wanted, what I have gotten does it drive my career objectives/goals or not. If it does, then keep it and if it does not, then look for what is available within or outside the organization that can lead you to achieve your career objectives and fulfilment while not stifling your growth to the next level
- Dedication – I can do it and if I do not know how to do it, I will ask and learn – The attitude had to be right.
- Commitment and Passionate. I became passionate about insurance in all its entirety.

I did not choose an option to like or dislike, I made myself conversant with most of the aspects/departments within Insurance. I love to be the solution and not the one who says it is impossible.

- Diligence: once you are committed and persistent, you often become thorough in handling your tasks which in turn makes you excellent at that role, so, for me mediocrity was not an option. I

had to ensure I do my best at every job or position held at any one time with a positive attitude despite the environment. Therefore, this became my slogan to date, 'Let what I do speak for me even in my absence.'

- Integrity and doing the right thing have been key drivers along this journey. Remember, the Accountability, and responsibility you hold while performing your tasks will be a steppingstone and above all God continues to uphold me on this journey.
- ## 2. What lessons would you tell your younger self, from what you have learnt on this corporate journey

There is always someone who can do what you are doing better, so you cannot stop

learning and being relevant. Ensure you support such a person and enable them to grow in that aspect so that you all succeed together. Be part of Digitization, innovation and embrace change as an opportunity to soar to greater heights.

### Life lessons for me along this journey:

- I am not Just a woman in Insurance but one who is passionate about the profession. Are you willing to serve and are you passionate about what you do within your industry/business or is it just a job? If it is just a job, then Satisfaction becomes difficult no matter what your employer offers? Let us always ponder on the latter in our current roles/ businesses and our future goals for sustainability
- Do not be too quick to accept the status Quo. We quickly accept the quick wins within the moment and do not focus on the long-term goals to get to where we ought to be. Often, we accept the



- status quo and do not apply ourselves to be the solution. A little sacrifice is a necessity and performance above expectation in work projects or assignments, our personal businesses is a pre-requisite.

*"Growth and Comfort do not Co-exist" Ginni, CEO IBM"*

- Along the corporate journey, I have learnt that in life one needs to Play positive politics through building relationships or networks, Outstanding Performance, good influence with exemplary leadership and excellent skills. Emotions do not work well as you climb the ladder. We need to be self-aware, emotionally intelligent and understand today's customer evolves i.e., demands more value addition.

### 3. Are there Gender stereotypes present in you daily life in Uganda?

These are a way of life and enormous. The notion is being alleviated but due to our culture and norms, persons do not notice that they are gender biased.

The business environment at its inception may have had an imbalance in terms of gender at the top, but currently we have seen a great number of ladies join different industries at lower levels, middle management and make their way up the ladder. Gender bias should never be the reason not to reach your potential. It is not a much-leveled ground yet with an increase of women in top position ranging from 3% to 7%

according to the 2022 Mckinsey report. Some companies have made it intentional to have a balanced inclusion of female staff at middle, senior management and at board level, but we need to be deliberate and purposeful about taking on the task. We must work slightly harder than the male person to prove our capabilities as we integrate work and family.

### 4. Nearly one billion women worldwide do not have access to financial services – Why is this a problem.

Uganda ranks first place with an entrepreneurship rate of 28%, and for every three small enterprises, one is run by a woman. This shows that women are involved in business profit making but lack trust in the financial sector. They would prefer to keep their hard-earned profits or capital where they believe they can control the various risks associated with cash.

Financial services have been made available through the adoption of different platforms like mobile money, agency banking and accessible commercial bank branches as well as investment products and services through the non-banking sector. However, illiteracy, fear, cultural norms, and lengthy documentation have been some of the deterring factors to feminine financial







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**NamibRe**

# The Evolution of Reinsurance in Africa

Lawrence Nazare, Group CEO of Continental Reinsurance



**Reinsurance has played a crucial role in the growth and development of the insurance industry. Over the years, the reinsurance sector in Africa has witnessed significant transformations.**

Lawrence Nazare, the Group CEO of Continental Reinsurance, shares his insights and experiences regarding the evolution of the reinsurance sector and its role within the Organisation of Eastern and Southern Africa Insurers (OESAI).

## **From Global Dominance to National Empowerment**

When Lawrence Nazare began his career in the reinsurance sector over 33 years ago, the industry landscape was vastly different. At that time, the market in Africa was mostly dominated by global reinsurers such as Munich Re, Swiss Re, and others. National reinsurance companies, including Egypt Re, Zim Re, Nigeria Re, Ghana Re, Tunis Re, CCR, and Kenya Re, played a significant role in complementing the global reinsurers' presence.

However, as the years progressed, there was a shift in focus. Structural adjustment programs led to the privatization or closure of national insurance companies. The unintended consequences of this approach were eventually recognized, and new national reinsurance companies emerged. The likes of SCG in Gabon, Namibia National Reinsurance Company, Tanzania Re, Uganda Re, and partially national outfits in Zambia contributed to higher premium retentions and the overall development of reinsurance and insurance markets.

#### The Value of a Crowded Market

While some argue that the reinsurance sector has become crowded, Lawrence Nazare believes that as long as these companies contribute to higher retentions and market development, their presence is valuable. Drawing a parallel to Switzerland's numerous licensed insurance companies, he emphasizes that the number of reinsurance companies in Africa is not a concern. The focus should be on ensuring these companies add value to the objective of developing the insurance market rather than being purely transactional.

#### Continental Reinsurance's Resilience and Market Development

Continental Reinsurance stands as one of the few surviving private reinsurance companies. While some Nigerian companies have collapsed over the years, Continental Re has endured by continually improving its quality and business practices. Lawrence Nazare commends the overall improvement in governance, balance sheet sizes, and business practices among new reinsurance companies. Their aspirations for international ratings, focus on skill development, and commitment to robust practices bode well for the future growth of insurance markets in Africa.

#### The Role of OESAI in Building Consolidated Markets

Lawrence Nazare emphasizes the importance of aggregating volumes across regions or the continent for the viability of the insurance and reinsurance markets. Trade associations like OESAI provide platforms for collaboration, enabling discussions on cross-border trade and the creation of frameworks for harmonized markets. Harmonization efforts should encompass regulations, capacity sharing, and the exchange of ideas for further market development.

Successful examples of harmonization can be seen in the CIMA zone of francophone Western Central Africa, where 14 insurance markets have built a consolidated market through a harmonized regulatory framework.

As the reinsurance sector in Africa has evolved, it has witnessed a shift from global dominance to the empowerment of national, regional and private, local, reinsurance companies. The emergence of new players and the overall growth of the market have contributed to higher premium retentions and the development of insurance markets across the continent.

Trade associations like OESAI play a vital role in fostering collaboration and harmonization efforts, creating the foundation for more viable and consolidated regional markets.

*The insights and experiences shared by Lawrence Nazare shed light on the progress made and the potential for further growth and development in the reinsurance sector in Africa.*

# The history, status, and trends of Insurance in Ethiopia

By Fikru Tsegaye Wordofai (CTP, ARA, ACS, FLMI, Cert, CII(UK))



## INTRODUCTION

Ethiopia is one of the world's oldest countries, its territorial extent having varied over the millennia of its existence. Ethiopia's capital Addis Ababa ("New Flower"), is therefore often referred to as "the capital of Africa" for its historical, diplomatic, and political significance for the continent. Ethiopia as well is known by Ethiopian Airlines also termed as "Africa's Link to the World". Ethiopia has offered a greater richness in archaeological findings and historical buildings which makes it a country of rich heritage. Thus, Ethiopia is regarded as the cradle of both mankind and civilization. With about 126 million people (2023), Ethiopia is the second most populous nation in Africa after Nigeria, and the fastest-growing economy in the region. Ethiopia aims to reach lower-middle-income status by 2025.

## INSURANCE SECTOR

The essence of insurance is not new in Ethiopia. It's, rather, deeply rooted in the people's tradition. The traditional systems of "Iqub and Idir" are perhaps centuries old yet continue to play a vital role in Ethiopia's finance. Ethiopians are known for cooperation, risk-sharing, and mutual support at times of grief or work. EDIR- traditional (informal) community-based insurance services/mechanisms serving as a Funeral society. Nowadays, 'Edirs' -evolved to serve the living as well as the dead. There are also financing and jointly working schemes like Equb and Debo, Wonfel and Meredaja Mahber others...though the naming differs in different parts of the country. Quantifying the magnitude of funds held in these systems, particularly "Edir/Iqub", is difficult- have the widest coverage than banks and insurers. EDIR is a traditional form of insurance transaction very much related to

life insurance. However, the modern insurance transaction could be said to have started in Ethiopia in 1905, by a foreign bank named The Egyptian Bank.

Sources indicate that during the imperial regime, although the Ethiopian economy has been state-controlled through a series of industrial development plans during the Imperial Government of Haile Selassie, the insurance sector was dominated by foreigners (the leadership, ownership, and even service consumption). Foreign ownership was allowed, and many players were operating their number went up to 13 insurers at the end of the regime. The insurance supervision was under the then Ministry of Commerce and Industry which later incorporated under the State Bank or National Bank.

During the Dergue Regime, which was known for a "Soviet-style" centrally planned economy under a socialist government from 1976-1991, the assets and liabilities of those companies alive at the end of the imperial regime were nationalized to form a State monopoly. Only the Ethiopian Insurance Corporation was a sole player with limited insurance coverage. The sector was closed to foreigners and domestic private players.

Even after the post-1991 government, to date the sector remained closed to foreign operators. All Ethiopian insurers are confined to Ethiopian territory. In this regard, Ethiopia appears unique compared to its East African neighbors (namely Kenya, Tanzania, and Uganda) and other developing countries in Sub Saharan Africa (SSA) region in that it has not yet opened its insurance sector to foreign participation. The country follows a "Closed Door" policy, and the effort isolated the country from the rest of the world and the impact of "globalization" is not felt to date. Ethiopia's financial sector remains

closed and is much less developed than its neighbors. After the Domestic Liberalization of the market, the privately owned domestic insurance companies penetrated the financial market and sliced the market share of Ethiopian Insurance Corporation from 100 % to as low as 30 % (June 30, 2023). Although there are efforts to establish independent supervision, the supervisory organ is still operating under the National Bank of Ethiopia.

As of June 2023, the total number of insurance companies has reached 18 of which one is state-owned. The total number of branches, brokers, and agents has reached 717, 65, and 2,126, respectively. There also exists one locally incorporated national reinsurer and two regional reinsurers that have local contact offices. The industry's written premium for the period ended June 2023 reached Birr 23 billion (\$ 416 million). The total assets and total capital of insurers have reached Birr 47 billion and Birr 14 billion, respectively which showed an increase of 4.6% and 20.9% respectively. Currently, Ethiopia's Insurance penetration stands at less than 0.4% and Insurance density at 3.3 USD.

### The Way Forward

Although Ethiopia's insurance industry tends to grow in step with the broader economy, a lot is left to be desired in terms of penetration, density, and branch-to-population ratio as well as the sector's contribution to the GDP. There is still a lot of headroom for growth in Ethiopia as evidenced by the low insurance uptake.

The market by any means should be liberalized for foreign investors and prohibitions should be waived to those with a strong capital base, expertise, technology, and innovation. Opportunities should be given to those who are interested to invest in the least performing classes such as life, liability insurance, micro, and agricultural insurance, to mention a few. With 126 million plus, predominantly young population, the level of development of life insurance is insignificant. A paradigm shift and structural changes should be introduced to change the industry's landscape in the areas of risk exposures, human capital development, creating a real and service-based competitive environment, and the use of technology and regulation.

Introducing independent governance and a standalone supervisory authority structure that could properly foresee and create enabling regulatory framework should be considered instead of annexing the insurance supervision under the central bank.



# Advancing Resilience and Sustainable Growth

Insights from Linet Odera, Former OESAI Secretary General and UNDP (United Nations Development Programme) Leader



In a candid and enlightening interview, Linet Odera, the former Secretary General of the Organization of Eastern and Southern Africa Insurers (OESAI), and current UNDP's Insurance and Risk Finance Facility Leader, shared her insights into the transformative changes that swept the insurance industry during her tenure and the path forward for sustainable growth in the sector.

## Navigating Through Unprecedented Challenges

Linet's tenure at OESAI coincided with an unprecedented global challenge - the outbreak of the Covid-19 pandemic. As countries

grappled with the pandemic's impact on lives, livelihoods, and economies, insurance emerged as a vital instrument for resilience. Governments and the private sector began engaging in profound discussions about fortifying communities and businesses against unforeseen disruptions. Linet emphasised that her team at OESAI took on the mantle of fostering innovative and scalable financing mechanisms aimed at bolstering financial protection and long-term resilience. The crucial role of insurance in driving inclusive economic growth, protecting lives, and achieving the Sustainable Development Goals (SDGs) has come to the forefront of this dialogue. Furthermore, Linet highlighted the remarkable shift towards

technology adoption within the industry. Insurers embraced technology not only for product development and operations but also for distribution. This technological leap has propelled underwriting capabilities, data analysis, and modelling, leading to operational efficiency and the diversification of product offerings.

### **Promoting Sustainable Insurance and ESG (Environment, Social and Governance) Integration**

One significant achievement during Linet's tenure was OESAI's role as the first supporting institution of UNEP (United Nations Environment Programme) Principles for Sustainable Insurance (PSI) in the region. Linet and her team championed the Environmental, Social, and Governance (ESG) agenda by advocating for the acceptance and implementation of PSI within the insurance industry.

This commitment to ESG has evolved into the Nairobi Declaration, a collaborative effort involving multiple leaders committed to advancing sustainable insurance practices. Linet's dedication to promoting ESG integration in risk assessment and management reflects a growing awareness of the industry's responsibility towards environmental and social considerations.

### **Unfaltering Dedication and Unfulfilled Aspirations**

Asked about her aspirations before leaving OESAI, Linet expressed her regret at the shift caused by the pandemic. Physical engagement plans had to be shelved, but this did not deter OESAI's progress. Membership expanded by an impressive 20%, including the onboarding of new member countries such as DRC (Democratic Republic of Congo), Ethiopia, South Sudan, Canada, and the UK. The OESAI conference saw a surplus growth of over 100% compared to the previous year, signalling the organisation's vitality and relevance.

Strategic partnerships were another achievement, with OESAI collaborating with external partners like the AfDB's Af-

rican Financial Alliance on Climate Change (AFAC), UNEP Finance Initiative - PSI, World Bank, and others. These partnerships enabled the production of knowledge products, training, advocacy, and research on insurance, enhancing government and stakeholder engagement.

### **Paving the Way for Sustainable Growth**

Linet's enthusiasm for industry developments that excite her is palpable. She is particularly excited about the sustainability of the insurance sector in Africa and the potential harmonisation of the insurance regulatory framework. She highlights her role at UNDP in leading this critical task, aligning it with the broader roadmap of "Regulation as a Stimulus" (RaaS) related to access to finance. The harmonisation effort responds to AfCFTA's call to action for the insurance sector, presenting an opportunity for accelerating the growth of the African insurance market.

Linet also underscores the increased collaboration between governments, development agencies, and the private sector. This collaboration has facilitated the delivery of innovative protection solutions across the region. In her new role at UNDP, Linet coordinates these efforts from a developmental perspective, emphasising the importance of collective action in driving positive change. In conclusion, Linet Odera's journey from OESAI to UNDP reflects her unwavering commitment to advancing resilience, sustainability, and inclusive growth within the insurance industry. Her insights shed light on the industry's response to unprecedented challenges, technological transformation, and the imperative of embracing ESG considerations.

*Linet's aspirations for a harmonised regulatory framework and enhanced collaboration demonstrate her continued dedication to shaping a thriving and resilient insurance landscape in Africa and beyond.*

# 2023—Recalibrating market conditions for reinsurance

A snapshot of 2023

A snapshot of 2023: Guy Carpenter believes that macroeconomic headwinds combined with global loss activity continued to drive challenging market conditions, necessitating negotiations deep into the renewal period to deliver the best possible client outcomes.

The reinsurance industry faced many headwinds in the last quarter of 2022, as a high number of catastrophe events and large losses were compounded by a deteriorating economic environment. The estimated 2022 large loss total rose to USD 138 billion, largely driven by Hurricane Ian. The combination of these factors led to a challenged market, with dislocation between cedent and reinsurer expectations around pricing, attachment and coverage.

These conditions continued in the first quarter of 2023, with large losses totalling an estimated USD 19 billion, including the damaging earthquakes in Turkey and Syria (approximately USD 3.4 billion), while other notable large losses included severe convective storms in the US and floods in the North Island of New Zealand.

This led the broader market trends seen at January 1 to continue into mid-year renewals, but with improved timing and concurrence around terms and conditions. While property pricing saw continued risk-adjusted rate increases in many segments, the average change moderated from the levels clients experienced on January 1.

Additional capacity and increased appetite entered the property market at mid-year. However, the increased capacity remained highly disciplined around attachment points, pricing and coverage. The casualty market continued to trend in a cautious direction. Reinsurers closely monitored prior-year loss development as well as the moderating underlying rate environment.

Across the board, pricing was firm, with a wide range of risk-adjusted rate changes seen throughout individual layers. Global property catastrophe reinsurance risk-adjusted rate increases ranged from +10% to +50%, with loss-impacted clients often seeing higher pricing.

## The African Market

For African reinsurance and retrocessional placements, overall capacity was not readily available at expiring terms. There were a number of significant changes, with slip conditions limiting scope and perils covered. Retentions increased along with price, and—where possible—reinsurers imposed condi-

tions where risk and catastrophe coverage were to be split. There was a reduction in appetite for proportional programs, and we commonly faced a push for non-standard terms to complete placements late into the renewal season.

In South Africa, cedent retentions were under pressure due to loss activity, including the 2022 Kwa-Zulu Natal floods, with reinsurers starting around double the current levels. Pressure on commissions remained, with capacity being deployed selectively but overall the July 1 renewal process ran more smoothly than January 1. Coverage continues to be reviewed, with focus on underlying grid failure exclusions being key.

## Looking Ahead to 2024

Guy Carpenter expects that current market trends will persist into 2024, and to achieve continued best terms for clients, it is becoming increasingly critical to provide accurate, comprehensive data. We expect reinsurers to continue to offer capacity in Africa as they seek to diversify portfolios and mitigate concentrated exposures in North America, Europe and Japan.

*Please visit Guy Carpenter's Renewal Resource Center to access charts for the Guy Carpenter Rate on Line Index and Catastrophe Bonds Issued and Outstanding; additional quotes from Guy Carpenter leaders; and other important insights and commentary.*





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# The Evolution of the Insurance Industry in Sub Saharan Africa: A Two-Year Review

Tony Van Niekerk, Editor, COVER

**Over the past two years, the insurance industry in Sub Saharan Africa has undergone a significant transformation, driven by numerous factors such as technological advancements, regulatory changes, and shifting customer expectations.**

This article aims to provide an overview of the key developments and trends that have shaped the insurance landscape in this region.

## Embracing Digital Transformation

Digital transformation has been a driving force behind the evolution of the insurance industry in Sub Saharan Africa. Insurance companies have recognised the importance of adopting technology to streamline processes, enhance customer experience, and improve operational efficiency. Insurers have invested in digital platforms, mobile applications, and online portals to enable customers to access insurance products and services conveniently. This shift towards digital channels has not only improved accessibility but also allowed for more personalised and targeted offerings.

## Rise of Insurtech Startups

The region's insurance industry has witnessed the emergence of several insurtech startups. These innovative companies leverage technology, data analytics, and artificial intelligence to disrupt traditional insurance models. Insurtech startups have introduced new products and services, such as peer-to-peer insurance, usage-based insurance, and on-demand coverage, catering to the changing needs and preferences of customers. These startups have injected fresh ideas, agility, and customer-centricity into the industry, challenging established players to adapt and innovate.

## Regulatory Reforms

Regulatory changes have played a significant role in shaping the insurance industry in Sub Saharan Africa. Regulators have focused on enhancing consumer protection, promoting market competition, and ensuring financial stability. These reforms have led to the implementation of stricter solvency and capital adequacy requirements, improved disclosure and transparency standards, and the introduction of customer-centric regulations. The increased regulatory scrutiny has prompted insurers to strengthen their risk management frameworks, governance structures, and compliance practices.

## Focus on Customer Experience

Customer expectations have evolved rapidly, and insurance companies have recognised the importance of delivering an exceptional customer experience. Insurers have invested in customer relationship management systems, data analytics, and personalised

communication tools to better understand their customers' needs, preferences, and behaviours. With a deeper understanding of customers, insurers can offer tailored products, seamless claim processes, and proactive customer support. The focus on customer experience has become a key differentiator in a highly competitive market.

## Expansion into Emerging Markets

Insurance companies have been expanding their presence into untapped and emerging markets within the region. These markets offer significant growth potential due to factors such as a rising middle class, increased disposable income, and growing awareness of insurance products. Insurers have employed innovative distribution channels, including partnerships with mobile network operators and financial technology companies, to reach underserved segments of the population. This expansion into new markets has not only increased insurers' market share but has also contributed to financial inclusion in the region.

## Collaboration and Partnerships

Recognising the need for collaboration and synergies, insurance companies in Sub Saharan Africa have increasingly formed partnerships with technology providers, insurtech startups, and other stakeholders. These collaborations aim to leverage each other's strengths, share expertise, and drive innovation in the industry. Insurers have also collaborated with traditional banks, telecom companies, and other financial institutions to create integrated financial solutions that offer convenience and value-added services to customers.

## The Rise of Artificial Intelligence (AI)

Artificial Intelligence (AI) is revolutionising the insurance industry by transforming customer engagement, claims processing, and risk assessment. It enables insurers to process vast amounts of data, make complex decisions, and learn from experiences. AI's impact goes beyond operational improvements, shifting the industry towards a "predict and prevent" approach. This leads to the emergence of new product categories, hyper-personalised offerings, and real-time service delivery.

AI's applications in insurance include processing complex data streams generated by "active" insurance products and enabling efficient underwriting. It also facilitates the rise of highly dynamic, usage-based insurance and improves claims processing through quick evaluation and approval based on data and camera footage. To fully leverage AI's potential, insurers must

undergo a multi-year transformation, focusing on operations, talent development, and technology.

While some insurers have seen success in using AI to enhance customer experience and decision-making, revenue growth from AI initiatives is still limited. Challenges include emerging cyber threats, privacy risks, legal and reputational risks, and a shortage of talent with AI expertise.

The COVID-19 pandemic has also highlighted the need to revisit AI models, as historical data and predictable patterns proved insufficient. Investing in traditional analytics teams and techniques, along with synthetic data generation, can help businesses respond effectively to ongoing uncertainties.

### Emerging Risks

The insurance industry is facing a range of emerging risks that are shaping its landscape. These include cybersecurity and data privacy threats, climate change and natural disasters, pandemics and infectious diseases, the impact of artificial intelligence and automation, social inflation and litigation trends, emerging technologies and new industries, and the consideration of environmental, social, and governance factors. Insurers are adapting their policies and practices to address these risks, developing specialised coverage and risk management solutions, and incorporating innovative approaches such as parametric insurance and ESG (Environment, Social and Governance) considerations.

By staying proactive and responsive to these emerging risks, the insurance industry can continue to provide effective coverage and support in an evolving risk environment.

### In Summary

The insurance industry in Sub-Saharan Africa has witnessed significant evolution over the past two years. The adoption of digital technologies, the rise of insurtech startups, regulatory reforms, customer-centricity, market expansion, emerging risks, and collaborative partnerships have all contributed to this transformation. As the region continues to embrace innovation and adapt to changing customer needs, the insurance industry is poised for further growth and development.

*Insurers that can effectively navigate these changes and leverage emerging opportunities are well-positioned to succeed in the evolving landscape of Sub-Saharan Africa's insurance sector.*



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Insurance Training College



# PHOTOS









**Organisation of Eastern & Southern Africa Insurers**

Promoting Sustainable Insurance

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**About OESAI**  
 OESAI is a member-based Insurance Organisation, headquartered in Nairobi, Kenya, with the mandate to promote the business of (Re)insurance across the region, in the areas of advocacy, research, technical and leadership skills development as well as in promoting best practice within the industry.

**Our Vision**  
 The Vision of the Organisation of Eastern and Southern Africa (OESAI) is "To be one of the leading global forum for promoting insurance business."

**Our Mission**  
 The mission of the Organisation of Eastern and Southern Africa (OESAI) is "To provide a forum for promoting, expanding and developing insurance business."

**Benefits of OESAI Membership:**

- Advocacy and advisory
- Research and Publications
- Sustainability
- Technical Capacity building
- Conferences
- Monthly Newsletter





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**EMPOWERING PROFESSIONALS  
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Ethio-Re wishes

The Organization of Eastern and Southern Africa Insurers (OESAI) a happy 50th year anniversary and recognizes its effort exerted to promote the business of (Re)insurance across the Eastern and Southern Africa Region and beyond.

**Ethio-Re:  
Rising with Africa!**



Organisation of Eastern &  
Southern Africa Insurers

**YEARS ANNIVERSARY**  
**1973-2023**