



Ghana Re

the Guarantor

HOUSE JOURNAL OF GHANA REINSURANCE CO. LTD

2020



10th
CEDANTS'
Awards
Night

Celebration

DEALING WITH CORONA VIRUS

(COVID-19)

PROPOSED INSURERS APPROACH

Consequential Loss
– a Right or a Need?

AGM

ANNUAL GENERAL
MEETING



Ghana Re

GHANA REINSURANCE COMPANY LIMITED

Mission

"To deliver customer satisfaction and corporate profitability through continuous improvement in service delivery by maintaining a highly professional and motivated workforce"

Core Values

To help determine the right path in fulfilling our business goals our unwavering and unchanging principle is:

(Offering) Timely, Resourceful, and Unique Service (through) Teamwork



CONTENTS

4 Editorial

5 Cedan's Awards Night

8 Dealing with Corona Virus
(COVID-19) Proposed
Insurers Approach

10 Consequential
Loss -a Right or
a Need?

12 ALLONS A PARIS

14 ANNUAL GENERAL

16 Corporate
Social
Responsibility

20 Technology Innovations
in the insurance industry
– in the wake of
COVID-19 Pandemic.

22 Annual
International
Seminar

28 2019 End Of
Year Thanksgiving
And Party

31 Jokes



EDITORIAL



entities have not deemed it crucial to establish guidelines/processes for business retention to enable them assess its impact on achievement of expected growth targets. Most companies see it as an additional capacity to underwrite more business irrespective of the fact that they could be accepting risks which could translate to huge losses. Thus, the regulators' requirement for increase in minimum capital may not necessarily translate to an increased rate in retention sufficient for the deepening of insurance in the various markets. Business Retention is a business strategy which should be implemented with specific process requirements based on the company's strategic objectives, procedure, implementation period, and subjected to reviews to evaluate its impact to ensure that the desired results are achieved.

Business Retention Strategies
Recent increases in minimum capital requirements for insurance and reinsurance companies by regulators is directed at deepening insurance operations in the respective markets. However, individual companies within the markets may not derive the maximum benefit in the absence of

appropriate business retention strategies. Business retention in insurance/reinsurance is an internal business growth strategy for retaining premium income and enhancing underwriting capacity. While this strategy is both convenient and favourable to facilitate companies' growth,

Editorial Committee



Mr. George
Y. Mensah
Managing Director



Mrs. Mary
Ohene-Adu
Chairman



Mr. Emmanuel
Nii Lamptey
Vice Chairman



Mrs. Akosua
Baah-Frimpong
Member



Mrs. Vida
Kotey
Member



Mr. Alex N. M.
Ezaah
Member



Mr. Kwaku
Baah-Nuakoh
Member



Ghana Re

GHANA
REINSURANCE
COMPANY
LIMITED



Ghana Re's Annual Cedants' Awards – 10th in series successfully came off at the Kempinski Hotel on September 13, 2019. The Awards ceremony was chaired by the Commissioner of Insurance, Mr. Justice Yaw Ofori and the Guest Speaker was Reverend Daniel Ogbarmey Tetteh, Director General of the Securities and Exchange Commission (SEC). In attendance were Chief Executives/Managing Directors, and Senior Management staff of local insurance companies.

In line with recent events where regulators in the financial sector found it necessary to drive home the need for financial institutions to adopt good corporate governance practices and implement robust risk management practices the Company settled on the theme **"The impact of standardization and supervision on the Financial Sector in Ghana"** for the event.

Opening the awards ceremony, the

Chairman called on regulators in the financial industry to step up their supervisory roles to promote confidence in the industry. He stated that to attain an efficient financial system that would meet the needs of generations, it was important for standardization and supervision to be ensured to restore confidence and effectiveness in the financial sector.

Due to the interconnectivity of

players in the industry and the likely impact on businesses, the Chairman further called for collaboration between industry players to promote and maintain standards that would provide a very vibrant financial system. He said "with the recent events in the banking sector and its effect in the insurance, pensions, and securities sectors, the impact of standardization and supervision is crucial to ensure growth in the



Mr. Justice Yaw Ofori.

financial sector. That is why, I believe that the theme selected for this event is apt to help stimulate discussions on the growth of the financial sector".

Commending the regulatory bodies for their efforts so far, the Commissioner of Insurance reiterated the need to ensure that local capacity is fully utilized to help local players contribute meaningfully to the growth of the financial sector. He further commended Ghana Re for its efforts to help ensure a robust insurance sector.

Mr. George Yaw Mensah, Managing Director of Ghana Re, in his speech noted that the insurance industry in Ghana had experienced some significant growth. He stated that in a bid to increase insurance penetration and overall contribution to gross domestic product (GDP), the regulator and government focused on growth of business lines such as micro insurance, mobile insurance and bancassurance. He continued that the significant growth could also be attributed to strict adherence to international best practices and standards in the insurance industry including accounting standards, solvency standards, actuarial

standards for pricing and reserving, claims-handling standards and above all underwriting standards. For Ghana Re as a reinsurer, the list includes reinsurance standards which ensures that reinsurers apply appropriate guidelines for assessment and acceptance of risk.

Mr. Mensah used the opportunity to remind industry players that it was our collective responsibility to work hand in hand with the regulator to ensure that we build public confidence and help reduce the misconception surrounding our noble profession. Standardization and supervision is one of the methods to ensure that this is

Delivering his address Reverend Daniel Ogbarmey Tetteh, the Guest Speaker for the occasion, gave a short historical sketch of the evolution and development of the financial sector and systems to put into proper perspective the present regulatory architecture of Ghana's financial industry. He continued that all sectors including insurance were undergoing reforms to help clean up the system and because the sectors had separate regulatory agencies to oversee its development and regulation. However, with the crisscrossing of business formation across the sectors, the interplay of functions and rapid development of needs have given rise to an intense debate - whether we



achieved." He continued that it is in this vein that Ghana Re remains committed to enhancing and developing technical expertise in insurance and related fields hence, Management's application of significant resources into educational sponsorship and scholarships. To this end, he concluded, "we would like to make a plea that all the prizes attached to the awards should be used for the intended purposes to enhance the quality of personnel in the industry".

should continue to follow separate regulatory development paths or it was time to converge and "bring various bodies under one regulatory and development umbrella and adopt a common supervisory standard." He expounded that the call and demand to rethink our financial regulatory architecture or standardization has come not only as a result of current banking crisis, but also as a result of the crisscrossing and its regulatory challenges and risks which need to be mitigated.

Con'd. on p25



Ghana Re

GHANA REINSURANCE COMPANY LIMITED



YOUR **TRUSTED PARTNER**
FOR REINSURANCE SERVICES -

**Reinsurance Support, Capacity Building,
Risk Survey and Advisory Services.**

HEAD OFFICE:

Plot 24, Sudan Road,
Ambassador Hotel Area, Ridge, Accra.
P. O. Box AN7509 Accra-North
Tel: +233 (0)302633733
Fax: +233 (0) 302633711
Email: info@ghanare.com
Web: www.ghanare.com

REGIONAL OFFICE - CAMEROON:

30 General de Gaulle Avenue, Bonanjo,
P. O. Box 1177, Douala, Cameroon
Tel: +237 233423378
Email: info_cameroon@ghanare.com

REGIONAL OFFICE - KENYA:

TRV Office Plaza, 58 Muthithi Road
Suite 2D, Westlands.
P. O. Box 42916-00100, Nairobi, Kenya
Tel: +254 20 3748974/5
Email: info_kenya@ghanare.com

RATING: A.M. BEST - Financial Strength: B, Issuer Credit: bb

GHANA RE *Your Reinsurer of Choice*



Dealing with Corona Virus (COVID-19)

Proposed Insurers Approach

The COVID-19 pandemic has become the worst public-health crisis in a century, leading to over 1,000,000 deaths worldwide.



Most businesses and individuals find themselves in an unfamiliar situation where they have no experience of what to do and what to expect. Such dire and uncharted times do not preclude insurance companies.

Even though, insurers are risk managers, the newness of this risk, if not well managed, could adversely affect Insurers and the insurance industry at large. Insurers would consequently experience some level of operational disruption during this period. Businesses must however be

prepared to review their business strategy with the objective of adequately preparing for the NEW NORMAL brought about by COVID-19 Pandemic. There must also be a continuous effort to build resilience through unique and innovative solutions for the best, moderate & worst-case scenarios.

MARKETING STRATEGY

The first approach in strategizing during this period is to examine the Company's marketing strategy to sell

the Company's product to the consumer. Insurers may in the process be required to redefine the target market.

Insurers must move away from the common marketing channels such as event/seminar marketing, street marketing, service marketing and face to face marketing. Most events have either been cancelled or limited to a selected few. Additionally, social distancing directives may not allow marketers to deal with clients in-person.

The use of technology for marketing must dominate the mix of distribution options for the Insurer. Traditional media (radio, television, newspaper, billboards and magazines) and social media (Facebook, twitter, linkedin, etc.) present insurers with varied advantages which must be properly assessed to gain the maximum benefit possible. Traditional media may come at a comparatively higher cost but companies must look at their marketing budget and choose a mix that would allow them achieve the objective of reaching and selling their product to the consumer.

TARGET MARKET

An appropriate action in terms of the target market (the segment of people whom your product is targeted at) would be advised based on a company's existing businesses portfolio (mix). Where the mix is dominated by lines of business or major clients extremely affected by the pandemic, urgent measures must be taken to venture and grow alternative business lines.

Nevertheless, it is important to stick with clients in distress as this is when

they need their risk managers the most. Insurers must maintain communication with clients so as to identify their specific challenges and come up with appropriate actions that would inure to the mutual benefit of both parties.

THE UNDERWRITING STRATEGY

The underwriting and claims strategy should be clearly outlined in the company's business plan and further detailed in the underwriting and claims manual. The pandemic may affect certain lines of business more than others. Underwriters would have to critically assess the likely effects of the pandemic on each line of business. These are vital underwriting considerations for some lines of business that may be relatively affected by the pandemic.

Travel & Aviation Insurance: The pandemic has created a drastic disruption in cashflow for the aviation, travel & tourism industry due to travel ban restriction. Moving forward, insurers should note that COVID-19 is a known risk and the majority of travel policies should cover clients for any Covid-19 related emergency medical treatment that clients may need overseas.

Life & Health Insurance: Life and Health insurers will be impacted by illness, impairment and disability claims, especially from consumers and their dependents affected by the pandemic. They must therefore develop specific questions to assess the risk around coronavirus for new applications.

General Insurance Business: The economic slowdown due to low patronage of businesses, low expansion and the absence of new business creation has had a direct impact on the demand for several general insurance business lines such as business interruption, motor and

fire. This is likely to reverse with the (turn down) of the pandemic.

CLAIMS STRATEGY

It is worth knowing that standard business insurance policies are designed and priced to cover standard risks. They are therefore very unlikely to provide cover for the effects of global pandemics. Existing policies should be handled like any other insurance claims and should be subject to the usual policy terms and conditions.

Nevertheless, in the face of the pandemic, companies are encouraged to support their clients in times of need. In as much as each insurer would have different policies in respect of non-payment of premiums or payment holidays and cancellations, they should be prepared to work with clients to come up with payment plans for companies and individuals experiencing financial difficulty or customers who are seriously ill.

RISK MANAGEMENT STRATEGY

Insurers must have adequate risk management procedures and controls in place. The risk management function must assess, monitor and report on key risks relating to COVID-19 in a timely manner. It must also liaise with all relevant units to come up with appropriate policies to manage potential risks that the insurer may be exposed to such as the following:

Credit risk: the need to manage credit exposures must come into sharp focus since a number of businesses and individuals may run into financial crisis resulting from COVID-19 leading to clients' inability to pay premiums, renew policies or sign up for new policies.

Market Risk: there may be fluctuations in interest rates, market

value of equities, exchange rates and also the return on funds may fall below the budgeted projections.

Operational Risk: Due to its novelty, many Business Continuity Plan (BCP) may not have considered the unique features such as total/partial shutdown, quarantines, travel restrictions, social distancing, work from home and use of face masks. An operational risk policy must take into account how the operations have changed and any risk that arises as a result of these changes.

Related Party Risk: Insurers that are part of a group must take steps to assess the risk of COVID-19 on their sister companies and the ripple effect on their company especially where a majority of their premium income is derived from the group.

Liquidity Risk: this risk would be hugely dependent on the investment mix that existed before the pandemic. However, a significant reduction in premium income coupled with increased claims due to COVID-19 could adversely impact the liquidity of a company.

In conclusion, insurers must note that out of every crisis comes opportunities for reinvention and differentiation. Today's strategy could provide a foundation for the transformation of the insurance industry.



Ann-Shirley Okai

Consequential Loss -a Right or a Need?

By Mawuli Zogbenu

'It is not only a house you would have lost when you lose one; you would have lost shelter' - *Author*

Whether rain or shine, there are times when some businesses may suffer setbacks as a result of a mishap befalling them!

The negative effects of the weather on business operations during the rains cannot be under-estimated. Similarly, such effects may not be different during the dry season as it comes with its attendant risks.

Regardless of whatever preventive measures that might be put in place, business operations can come to a halt temporarily due to flooding or fire affecting their business premises thus denying their customers access to their services, etc.

Very often we forget that being part of a business' structure is what puts food on our tables, and that the slightest interruption in the business' operations may have dire consequences on our livelihood. For instance, a couple of years ago, an internet data service provider in Ghana had parts of its network installation gutted by fire. Even though the company's management downplayed the impact, there is no need stating the fact that it interrupted their operations for days, before returning to normalcy. However, the losses during the problem management period could be inundating.

Businesses Interruption Occasioned by Events.

Instructively, business operations may be interrupted by events. One might have seen a few fuel service / filling stations closed down, albeit temporarily, owing to floods cutting them off from their customers, fire gutting them among others. Unfortunately, these interruptions may occasion several losses including profits which is the underlying objectives of most business set-up.

To give a clearer picture of this line of insurance business, the scenario below is presented to illustrate the nature of a business interruption policy:

A Scenario

Nkyenkyen Oil, an Accra-based Oil Marketing Company, shut down its operations for about two months, due to an inferno that destroyed two of its fuel pumps. The company, consequently, lost several thousands of Ghana cedis in revenue. Though the company had taken a Fire Insurance policy, the claim could only be paid, among others, after an investigative report had been concluded. The claim was eventually paid. Unsatisfied with the turn of events, the company took the insurer on for compensation in lieu of the delayed payment, stating that it had lost both revenue and loyal customers, as a result of the delay.



Without prejudice to the possible outcomes, this scenario typifies the importance of Consequential Loss or Business Interruption Policy (BIP) or Loss of Profit Insurance policies for businesses.

Effects on an Interrupted Business

Undoubtedly, the lifeblood of every business entity is its cash-flow. In the scenario above, though the insurer paid the claim two months after the incident, the company, undoubtedly, had already lost customers, goodwill and revenue, which could also significantly affect the livelihood of its employees.

Arguably, revenue (e.g. from sales) is what companies rely on to pay salaries, rent, utilities, procure raw materials, etc, hence any truncation of the source of revenue could have dire consequences for the company. Indeed, in other jurisdictions, companies in such distress would be obliged to declare some employees 'redundant,' and thus, pay them compensation.

Does Nkyenkyen Oil Company have a case?

From the scenario, the company may not succeed in its suit, as the insurer could not be compelled to pay claims without recourse to thorough investigations. The company should rather have taken a Consequential Loss or Business Interruption Policy (BIP) against consequential losses arising from such operational

interruption in addition to the other 'physical' policies.

What is Consequential Loss / Business Interruption Policy (BIP)?

Consequential Loss or Business Interruption Policy (BIP) provides indemnity against losses arising from business operational interruptions including loss in turnover. The associated financial compensation for the insured will normally not exceed the circumstances immediately prior to the material destruction. For instance, if gross trading profit is turning into a net loss from overhead expenses, a business interruption policy would still respond after a disaster (e.g. fire or flooding).

In this regard, the indemnity would be equivalent to the underwritten expenditure on overheads (i.e. insured charges). It is however, most appropriate for insurers to accept such liability under a typical fire policy. Meanwhile, experienced loss adjusters are required to ascertain the actual loss before the claim payment. This is to ensure that the indemnity is not increased as a result of pre-existing cash flow challenges.

The Cover

The policy terms / conditions usually include:

Definition of Consequential Loss exactly the way it appears in the policy document (no curve, no bend) Insured Perils flowing from the fire policy (i.e. if there is no fire policy or incident, no claim can be made on a BIP).

Exclusions such as war, toxic properties, radiation, acts of terrorism, pollution, invasion etc do exist but can be 'bought back' with payment of

additional premiums.

Loss of Profits following machinery breakdown and deterioration of stock can also be covered.

Voidable and alteration clauses on the basis of fundamental insurance principles of Utmost Good Faith and Insurable Interest, respectively.

Policy Extensions

Apart from the standard policy terms and conditions, businesses can request an extension with the payment of additional premiums on a BIP. To explain this better, it is similar to purchasing a car; one may be required to pay extra for an automatic transmission car as against buying a manual one. Other extensions may include:

Increased Cost or Above Economic Limit (e.g. Nkyenkyen Oil may request this to maintain the daily and weekly outputs of all of its services.

Goods in bonded warehouses outside the business premises

Where key Suppliers and / or Customers are the main sources of



turnover.

Others are automobile manufacturers' extension, notifiable diseases especially in the hospitality sector, transit risks, and moulds / patterns.

Damages and Fines

Access limitation owing to the fire gutting an adjoining property

Loss of Documents especially for professionals like engineers, lawyers, etc.

Claims Payment Processes and Conditions

In the unfortunate event of fire or floods, the insured must take appropriate steps to minimize the loss.

The insured must immediately notify the insurer and provide them with all relevant documents to assist in the claim processing.

Failure to honour the above conditions would give the insurer the right to repudiate the claim, by not accepting liability. In the event of disputes, however, the parties must first seek arbitration settlement before a court action.

The Way Forward

It is about time businesses considered a consequential loss or a BIP to safeguard their businesses as a loss of business is different from the loss of profit, insurance-wise.

Given the complexities in BIP, insurers have a responsibility of educating their policyholders about the intricacies of the policy. Policyholders must also appreciate the fact that basic fire insurance does not automatically cover loss of profit during

the period that a business grinds to a halt and awaiting indemnity from the insurer. Claims payment of certain magnitudes can take a while as due process in investigations would have to be conclusively dealt with. Similarly, in order to ensure business continuity, business owners must request additional / extended clauses to their policies.

DIGITALISATION DE L'ASSURANCE : L'APRES COVID-19

La crise sanitaire mondiale du Covid-19 rappelle à l'ensemble des acteurs économiques l'importance de la transition digitale. Dans ce contexte, les assureurs africains doivent eux aussi accélérer la transformation de leur dispositif relationnel autour du digital. Et ils doivent en faire une opportunité pour améliorer l'expérience client.

Le confinement, le télétravail vécus pendant cette période de COVID 19, ont démontré à tous, l'intérêt et la simplicité des canaux et des parcours digitaux, que ce soit en selfcare pour les clients ou au service des équipes pour les aider à interagir efficacement avec les clients.

Si la crise sanitaire actuelle nous montre la nécessité d'accélérer la digitalisation des parcours, cette transformation n'en demeure pas moins un réel challenge pour les assureurs africains, avec :

- **Des enjeux d'adoption spécifiques à un métier dont la fréquence relationnelle reste réduite;** Réussir la mise en place des parcours digitaux requiert une forte orientation client et l'utilisation de méthodes de travail adaptées à l'amélioration de l'expérience client. donner le choix au client, pour s'adapter à ses préférences et ses usages. Pour la souscription par exemple, la signature des documents est une étape critique du processus de vente de contrats en ligne. La déclaration d'un sinistre et sa gestion sont également un moment de vérité dans le cycle de vie d'un assuré. Avec une fréquence relativement faible du point de vue du client mais un impact direct sur sa satisfaction, le sinistre est le moment critique d'utilisation du contrat et des services pour lesquels l'assuré cotise depuis plusieurs années. La proposition d'un parcours digital, assurant un suivi en temps réel et un haut niveau de réactivité tout au long de la gestion du dossier, contribue à impacter positivement ce moment de vérité.
- **Des clients, en situation d'urgence, de stress, avec des enjeux financiers, qui placent le niveau d'exigence relationnel très haut;** Le digital permet de proposer aux clients des canaux de contacts plus accessibles et adaptés aux services assurantiels qui peuvent se réaliser à distance. Les canaux digitaux – espaces client, sites mobiles, applications dédiées, réseaux sociaux, chatbot, messagerie instantanée, etc – donnent aux clients la possibilité d'entrer en contact avec leur assureur en quelques clics, sans être contraints par les horaires de disponibilité des agences ou des services clients. La multiplication de ces points d'entrée présente l'avantage de
- **Une intégration des flux digitaux dans les processus opérationnels historiques qui requière une transformation profonde des modes de fonctionnement des équipes et des technologies utilisées.**



Des exemples comme le quick paiement, ou les règlements des sinistres via Mobile money mis sur pieds par une compagnie d'assurance sont une valeur ajoutée de ce parcours client.

Les parcours digitaux permettent aussi de renforcer la personnalisation de l'expérience client. D'une part, ils sont une source riche de données pour enrichir la connaissance client. L'historique de navigation, la consultation de certaines rubriques, l'utilisation des fonctionnalités sont autant d'informations utiles pour mieux connaître ses clients et leur faire des propositions cohérentes avec leurs besoins. D'autre part, ils ouvrent de nouveaux points de contact avec le

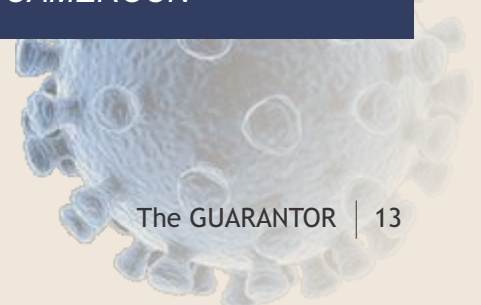
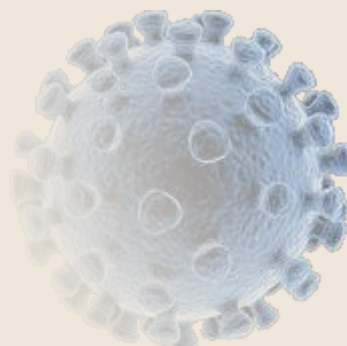
client, spécifiques à son parcours et à ses préférences. L'adaptation du mode de contact, la notification proactive d'informations de prévention ou d'un rappel d'échéance, la proposition d'un service supplémentaire en lien avec un sinistre vécu récemment sont des moyens de personnaliser la relation.

En clair avec un chiffre d'affaires dépassant largement les 5193 milliards de Dollars dont 1,5 % de part de marché pour le continent Africain, le marché de l'assurance de ce continent pourrait voir ce pourcentage doubler avec un processus de digitalisation efficace.

THIERRY MATEKE



*Responsible department
sante data scientist*
**CHANAS ASSURANCE
CAMEROUN**



AGM

ANNUAL GENERAL MEETING
OF GHANA REINSURANCE COMPANY
JULY 2, 2020



MR. GEORGE OTOO

At the Annual General Meeting of Ghana Reinsurance Company held on July 2, 2020, the Government of Ghana commended the Board, Management and Staff of the Company for the remarkable performance for the 2019 financial year.

The Group composite (Life and General Business) gross premium income for 2019 was GH¢253.37m representing a growth rate of 23.2% over GH¢205.66m recorded in 2018. The General Business premium income for the year was GH¢230.85m and that of Life stood at GH¢22.52m.

Management expenses recorded for the same period was GH¢41.43m as against GH¢43.20m in year 2018, representing a decrease in the management expense ratio from 21.9% in year 2018 to 19.7% in year 2019.

Profit before tax for the period was GH¢40.80m, representing 23.1% decrease on the figure of GH¢53.03m for 2018, while profit after tax was GH¢30.16m as against GH¢38.63m in 2018. The dip in profit was attributed to higher than expected claims in 2019.

Based on the Company's performance, a dividend of GH¢0.18 per share amounting to GH¢9.00m was paid to the sole shareholder, Government of Ghana.

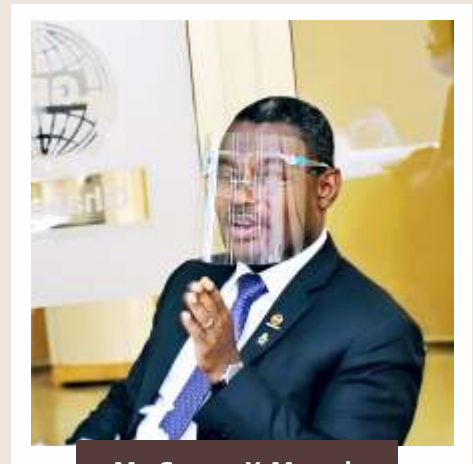
The Chairman, Mr. George Otoo, noted that the Board is committed to the Group's steady growth and will continue to exercise its oversight mandate to ensure profitability of the Company.

On the Covid-19 pandemic, Mr. Otoo stated that Ghana Re as part of measures to ensure business continuity and profitability, has activated its Business Continuity Plan and accelerated the Company's information technology infrastructure upgrade. He added that with a good retrocession arrangement

and prudent management practices, the Company is well positioned to meet its claims and other financial obligations.

He assured the shareholder that, Ghana Re will employ and continually improve on its technical expertise and information technology systems to enhance the turnaround time for service delivery. In addition, the Company will seek to capitalize on its strong financial base and unblemished reputation to increase acceptances of non-traditional insurance products, forge strategic partnerships and position the Company in the face of growing competition.

The Chairman, on behalf of the Board, thanked the shareholder, Ghana Re's cherished business partners and all other stakeholders for their continuous support and loyalty to the Company.



Mr. George Y. Mensah



Mrs. Monica Amissah



Mrs. Jessica Allotey



Ghana Re

As part of the Company's corporate social responsibility programmes, Ghana Re donated a total amount of Two Hundred Thousand Ghana Cedis (GH¢200,000.00) to three institutions namely the Student's Financial Aid Office of University of Ghana, Princess Marie Louise Children's Hospital and Lifeline for Childhood Cancer Ghana/Department of Child Health Oncology Unit.



The donations were presented to the recipients at a brief ceremony held on Wednesday, December 19, 2019, at the Company's head office in Accra. In his brief remarks, the Managing Director, Mr. George Y. Mensah, noted that the annual donations form part of

Ghana Re's principal aim of giving back to society. The Company sets aside a percentage of its profits annually to be used as gifts and donations to ensure promotion of goodwill and corporate trust. This is to enable Ghana Re finance

contributions towards national worthy causes to help meet societal needs and assist the less fortunate citizens in the society. The Students Financial Aid Office of the University of Ghana, Legon received a total amount of

GH¢30,000.00 towards the financial support for four continuing students on Ghana Re's scholarship list and other needy students. The four students were selected in their first year (Level 100) to pursue degree programmes in Economics and Administration at the University of Ghana, Legon, Accra.

Mrs. Christine Baning, Head, Students Financial Aid Office and a representative of the Pro-Vice-Chancellor, Dr. Stephen Afranie, Senior Lecturer at the Centre for Social Policy Studies (CSPS) received the donation on behalf of the University. Dr. Stephen Afranie on behalf of the students and Financial Aid Office, thanked Ghana Re for their continued generous support and encouraged the Company to continue the scholarship programme. He made this call based on the fact that the University

may soon be admitting more students, possibly double the current numbers as a result of the double track systems, which may result in an increase in the number of needy students.

Donations to the two health

institutions were in response to their appeal for support towards the purchase and replacement of some medical equipment. The first health institution, Princess Marie Louise Hospital (PML) received a total amount of GH¢106,846.00 for the replacement of their oxygen system (comprising new oxygen manifold for the oxygen room and O2 outlets in the recovery room) at the theatre recovery ward and purchase of a patient monitor to assist in the smooth delivery of high-level patient care at PML.

The Head of PML, Dr. Mrs. Mame Yaa Nyarko received the donation on behalf of the Hospital. She expressed her excitement that the donation will go a long way to help manage the facility.

The second health institution and third recipient, Lifeline for Childhood

Ghana Re contribute annually towards national worthy causes to help meet societal needs and assist the less fortunate citizens in the society.





Cancer Ghana, a foundation established by the Pediatric Oncology Unit of the Department of Child Health, Korle-Bu received a total amount of GH463,154.00. The Foundation has been established to create awareness and make childhood cancer a national health priority through advocacy for provision of high-quality diagnostic

and treatment facilities, as well as the best possible care for children affected by cancer in Ghana. The Company's donation was made towards the purchase of medical equipment which include Vital monitors, Cardiac Monitors, Pulse Oximeters, Digital Infants BP Monitors, Surgical Stools, X Ray View Box Double, digital thermometers, and some consumables.

Receiving the donation on behalf of the Lifeline for Childhood Cancer/Department of Child Health, the Executive Secretary, Ms. Akua Sarpong expressed their gratitude to the Board, Management and Staff of Ghana Re, for the generous support, emphasizing that the assistance will make the difference between living or dying for many of the children under their care.



Ghana Re

Your
**Trusted
Partner**
for
Reinsurance
Service



GHANA REINSURANCE COMPANY LIMITED

HEAD OFFICE -
Plot 24, Sudan Road, Ambassador Hotel Area,
Ridge, Accra.
P. O. Box AN 7509 Accra-North
Tel: +233(0)302 633 733 Fax: 233 (0)302 633 711
Email: info@ghanare.com Web: www.ghanare.com

REGIONAL OFFICE CAMEROON -
30 General De Gaulle Avenue, Bonanjo,
P. O. Box 1177, Douala, Cameroon
Tel: +237 233423378
Email: info_cameroon@ghanare.com

REGIONAL OFFICE KENYA -
TRV Office Plaza, 58 Muthithi Road
Suit 2D, Westlands.
P. O. Box 42916-00100, Nairobi, Kenya
Tel: 254 20 3748974/5

RATING: AM BEST - Financial Strength B; Issuer Credit bb

Ghana Re *Your Reinsurer of Choice*

Technology Innovations in the insurance industry

– in the wake of COVID-19 Pandemic.



BACKGROUND

Technology innovations are generally regarded as positive developments, always delivering convenience and efficiencies. The advent of Automated Teller Machines (ATMs) assisted people to gain access to cash even during out of business hours and lowered the costs for banks. Improvements in communication networks and processing capacity of Information Communication Technology (ICT) Systems have also led to faster payment processes. For example, Insurance claims can now be processed via online platforms, with less time for processing.

Rather than merely adding value to the insurance sector, technology and technical innovations are now determining its very growth and evolution. The last few years have seen mobile devices, GPS functionality and social media engagement impact hugely as to how insurance claims are processed by companies and policies assessed by insurance agents. While using technology as an enabler for generating growth, the future of an Insurance company depends heavily upon type of technology it uses and how well it is implemented. The better and more effective technology you use the greater its growth.

In common with other sectors, the immediate impact of the COVID-19 pandemic has forced the insurance industry to rapidly pivot entire organizational structures in a very short time. Insurers around the globe are now having to retool their operations to allow employees to operate

remotely from the offices whilst responding to these immediate challenges on a scale not seen before.

THE IMMEDIATE IMPACT OF COVID-19

As an immediate impact, many insurers are trying to conserve capital to meet higher levels of claim outlays and mitigate any near-term fall in premium income. This will inevitably mean some ICT budget will be affected. However, overall, the expectation is for most ICT projects currently underway in the Insurance industry to continue, albeit with extended delivery dates.

It is the longer-term effects on the insurance industry that are likely to be the most profound impact of COVID-19, especially the need for the sector to accelerate its drive toward greater digitization. The failure of most of the insurance industry to keep pace and offer a digital customer experience comparable with that of many other sectors will expose them to a renewed threat from new entrants when the world eventually returns to some normality.

While too early to tell whether the insurance industry's investment in digital channels will meet customer expectations, it may be a case that following the immediate crisis, some valuable lessons will emerge for the sector as to whether they need to reexamine digitization as an investment priority.

While many insurers have invested significant time and money in

transforming themselves into digital organizations, the sector has tended to remain stubbornly self-referencing with insurers continuing to compare themselves to their immediate peers rather than looking at what other industries are delivering in terms of a comprehensive digital customer experience.

Even though significant parts of our lives are already conducted digitally, one thing this Covid-19 pandemic is demonstrating companies can rapidly reconfigure themselves to continue operating and interacting with their customers.

Insurance is no different in this respect and while the ability to buy insurance online has been available for many years, the same cannot be said for many other aspects of the insurance lifecycle, especially the claims process. The insurance industry's digital shortcomings will become more apparent to their customers as they try to make claims requiring documentation, assessments, or other forms of proof that are simply not feasible for a world during this health crisis.

Consequently, it is believed that due to the COVID-19 pandemic, insurers will be forced to reassess and, in many cases, accelerate the digital transformations of their operations, especially the claims process. This is because, if for no other reason, more policyholders will have become accustomed to managing their lives online and will expect insurance to be no different.

OPENING OF THE INSURANCE INDUSTRY TO NEW ENTRANTS

A related long-term impact of COVID-19 is that of the industry's reputation. As insurers are inundated with claims for business continuity, loss of income, and travel cancellations, many are refusing pay-outs as the perils are not actually covered. While this may be the case, the details tend to be buried in policy fine print leaving many customers far from happy with their insurer.

Many insurers have, until now, looked at digital transformation only at a product level or focused their efforts on individual components of the value chain. But now, there will likely be a greater realization of the need to digitally transform across the environment. We expect to see a reprioritization in technology spending. Most Insurance Companies will likely start by building in-house solutions on what already exists - but beyond that, there is likely to be increased spending on ICT systems in partnerships with well-established technology vendors through whom digital capabilities (including greater use of AI, robotics and automation) can be more quickly deployed. Through these technological tools insurers will be looking to significantly streamline and enhance processes such as:

Pricing: This will happen through real-time, dynamic, behavioral models

Underwriting: By speeding up data collection and risk assessment.

Claims handling: Typically for drones to replace the first notice of loss and other tools to handle initial survey.

Policy holder interactions: To be handled through voice and text messaging (i.e. chatbots, WhatsApp, Telegraph etc).

Fraud management: Enhancement in forensic capabilities to interrogate and analyze data to help detect, predict, and prevent fraud patterns and attacks.

ICT Cloud implementations are also expected to increase. To date, many companies have only been dabbling with cloud services, perhaps deterred from large scale adoption by the uncertainty of variable consumption costs compared to the fixed costs of running on premise servers. But now, the necessity of enabling fast and responsive 'access from anywhere' will likely win out over those concerns - even if some insurers are likely to opt for a hybrid model (i.e. on premise and the cloud).

LESSONS FROM THE COVID-19 PANDEMIC

Coming out of this pandemic, the Insurance sector could look fundamentally different. It will be much more agile, secure, connected and digitally enabled. It is the insurers that stay the course and keep up the pace with this transformation that are likely to be the winners; those that fall back to the old ways are likely to lose market appeal.

Perhaps the COVID-19 was the digital wake-up call the industry needed. Now, the opportunity is there for those who can gain value from it for their organization.

There are however some major ICT lessons for Insurance Companies to learn from this COVID-19 Pandemic:

Teamwork: If people can learn one lesson from the COVID-19 pandemic, it is the value of teamwork. Teamwork is valuable for so many reasons. Despite the health challenges, teamwork helped IT departments in the insurance sector to act quickly and create whole new working environments so that businesses can continue to serve people.

Flexibility & Ability to Adapt: Another lesson to learn from COVID-

19 is the importance of flexibility and the ability to adapt to change in working in a completely new environment

Preparedness: COVID-19 made it clear that preparing for the unforeseen, while difficult, needs to be part of any Insurance Company's plan. One way to be prepared going forward is to periodically refresh stock of needed components.

Cost Containment and Cost-Effective Solutions: These should be solutions from rethinking the approach or strategy towards technology redeployment in Insurance Companies. It requires thinking out-of-the-box or breaking free from common thinking and conventions. Rethinking your approach can open opportunities just right for Companies.

Solutions and Strategies Suited to Your Organization: Every business is unique. Having IT solutions and strategies that are suited to the Company's specific needs and circumstances provides a ton of benefits and improves the business. There should be frequent extension of every Company's technology life cycles.



Mr Charles E. Fabin



Annual International Seminar

The Annual International Training programme forms part of Ghana Re's objective of enhancing the technical capacity, competencies and capabilities of its clientele and the general insurance industry through the improvement of their underwriting skills.

This year's programme was the 14th in the series of International Seminars organized by Ghana Re. It was held at the Volta Serene Hotel, Ho from February 23 to 29, 2020. The topic for this year's programme was Principles, Practice and Principles of Reinsurance.

The seminar was well attended by Insurers, Brokers, Reinsurers and Regulators all around Africa. Sixty-seven (67) participants: comprising thirty-three (33) locals and thirty-four (34) foreigners from (13) countries attended the seminar.

The Resource persons for the programme were Mr. Kwaku Appietu-Ankrah, Head of Domestic Operations and Mr. Jonathan Kwame Kwakye, Manager, Ag. Head, International Operations (Anglophone).



The seminar covered subject areas under Principles and Practice of Insurance including as follows: Introduction to Reinsurance Reinsurance, Accounting Basics, Reinsurance Operative Clauses, Designing proportional reinsurance programs, Portfolio Transfer and Profit Commission calculations, non-life reserving methods, non-proportional programs, non-proportional treaties



accounting premiums and non-proportional treaties statistics.

The resource persons handled their respective areas very well to the understanding and admiration of the participants. The theory was supported with practical exercises in the form of group work and individual assignments.

The training was very interactive, and the resource persons gave in-depth

explanation on the fundamentals of reinsurance, types of reinsurance and practical considerations in developing a reinsurance programme.

The opening ceremony was held on the morning of Monday, February 24th, 2020. The programme was chaired by our Managing Director, Mr. George Y. Mensah and the Guest



Speaker was Mr. Michael Kofi Andoh, Deputy Commissioner of Insurance.

Mr. George Mensah in his welcome address, told participants that, seminar topics are carefully selected to ensure the development of the three 'Cs' – Capabilities, Competencies and Capacities- of participants. He added that our objective, is to help build the skills sets of participants and to make them more technically proficient.

In conclusion, he reminded participants that seminars hosted by Ghana Re were not only designed to impart technical knowledge but also to offer an opportunity to develop

their social skills. He further urged them to enjoy the lectures, the ambiance and all the pleasures the Seminar Venue offered.

The Deputy Commissioner of Insurance emphasized some of the benefits of reinsurance which includes its use as a tool to stabilize an insurance company's operations, provide technical expertise and protect the market against large losses.

He also talked about the need for insurance companies to invest in human resources and described the seminar as a good platform creating training and learning opportunities

for the participants. He added that such training is a prerequisite for finding effective solutions to the challenges in insurance on the African market.

He urged participants to enjoy the proverbial Ghanaian hospitality, explore the food and the region and make the visit a memorable one.

The closing ceremony took place on Thursday, 27th February 2020.

In a speech read on her behalf by the Chairman of the Training Committee,, Mrs. Monica Amisshah reaffirmed Ghana Re's promise to continue discharging this noble duty of improving the technical capacity of our insurance industry and thanked the participants for participating in the programme.

Aside the formal lectures, other social events organized throughout the week were well patronized by the participants.



10th CEDANTS' Awards Night



Cont'd from p 6

Rev. Ogbarmey Tetteh stated that a strong and robust financial market is one within which there is vertical and horizontal competition. He described competition as something that creates efficiency, growth and better financial intermediation, reduces cost of capital in an economy resulting in high levels of productivity and economic growth and requires players to maintain

acceptable standards to ensure they remained in business. He therefore urged industry players to take advantage and utilize competition in the various financial sectors positively to create a robust and vibrant capital market amid the on-going financial reforms.

Rev. Tetteh pointed out that regulatory oversight of the said

reforms necessitates an injection of resources and capacity building to ensure trust among the various stakeholders. He added that, the recent financial sector cleanup was meant to restore businesses and associated reputations for renewed confidence in the financial sector.

Concluding his address Rev. Tetteh congratulated Ghana Re for once





again putting together the annual event, 10th in the series, to reward its loyal clients as well as inviting him as the guest speaker. He assured stakeholders and the Ghanaian public that the financial market is learning its lessons very well and it was his wish that "regulatory mistakes would be avoided with all the passion we can muster."

Ghana Re's Annual Award ceremony has been instituted to acknowledge the contributions of the Company's loyal cedants as well as to reward selected companies who have demonstrated exceptional loyalty and commitment to Ghana Re.

For this awards event which was in respect of the 2018 financial year's performance, Activa International Insurance Company Ghana Limited emerged as the "2018 Cedant of the Year (General Business)", while Met Life Insurance Company Limited won the "2018 Cedant of the Year (Life Business)".

The company also used the opportunity to recognise Mr. James Wood and Dr. Albert Gemegah for their 10 year invaluable services as external consultants for this flagship programme.



2019 END OF YEAR THANKSGIVING AND PARTY



Teachings

Colossians 3:16 Let the word of Christ dwell in you richly, teaching and admonishing one another in all wisdom, singing psalms and hymns and spiritual songs, with thankfulness in your hearts to God.

Our Guest Preacher for the service, Reverend Adiamah of the Light House Chapel International, Qodesh, shared the word of God under the theme "Let it Go". He sought to encourage staff that though the year may have been turbulent, full of both triumphs and defeats, it is better to let go of the gloom and forge ahead into the new

Giving thanks to the Almighty God has always been a culture of Ghana Reinsurance. Year after year the Company does not miss the fine opportunity for staff to express appreciation to God for the gift of family, friends, employment, pleasant experiences and the new things to come.

The Company's thanksgiving service held at its premises on 23rd December, 2019 was well attended by staff. The day was marked with a true moment of worship to edify the soul and endear staff to show reverence and commune with our maker under the following:

Music

Psalm 96. "Sing to the Lord a new song! Sing to the Lord, all the earth! Sing to the Lord! Bless His name! Share the news of his saving work every single day!";

Dance

Jeremiah 31:13 "The young women will dance and be glad, young men and old as well. For I will turn the mourning into gladness, I will give them comfort and joy instead of sorrow".

Praise & Worship

Psalm 99:5 Exalt the Lord our God and worship at his footstool; He is holy



year with hope, optimism confidence and trust in the Almighty God.

As part of Ghana Re's tradition, the offertory for the day was donated to the Accra Psychiatric Hospital.



Party Time

The next day December 24, 2019. Staff were treated to end of year party to foster bonding & team spirit. There was music, dancing and interesting gifts for each staff to take home.

Participants were ushered into a party mood with an opening prayer and a solidarity message from the Managing Director, Mr. George Y. Mensah.





Play Groups made up of a random selection of five (5) members competed against each other in games of charade, quizzes, riddles, facial recognition of prominent figures and floor/foot games. There were also karaoke performances by staff.

Indeed, staff excitement was high on this day and the groups keenly competed to win the premier position. In all participants were winners and were splurged with gift vouchers. The winning group also went away with a beautiful hamper.

The event was well attended by all staff who were smartly dressed in customised Ghana Re clothing. The show was capped off with a closing prayer and an end of year message from our Managing Director.



JOKEES

CAN YOU SEE THE PERSON WHO STOLE YOUR GLASSES?



Wife Says to her husband, "You want to change position tonight?"



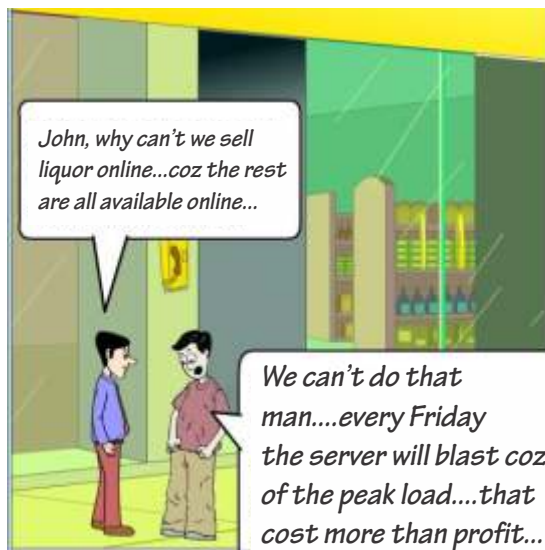
He says "Yeah!" that will be nice
She says, "Okay, you do the washing and I will sit on the couch and read the news papers"



A man asks his wife, "What would you do if I won the lottery?"

"?" His wife says, "Take half and leave one time"

The man replies, "Great! I won 12 bucks, here is six, now get out!"



John, why can't we sell liquor online...coz the rest are all available online...

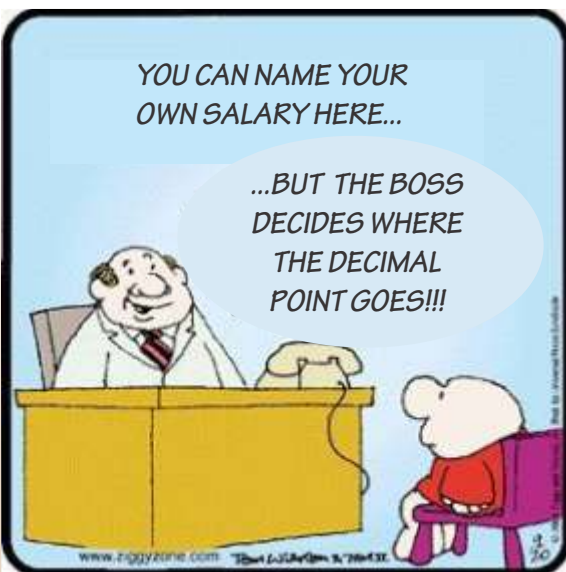
We can't do that man....every Friday the server will blast coz of the peak load....that cost more than profit...

POLICE ARREST

- POLICE: Stop the car produce all papers
- MAN: Why, is anything wrong, here you are driver's licence, road worthy and insurance
- POLICE: Are you married?
- MAN: What do you mean?
- POLICE: Produce your marriage certificate
- MAN: Whaat! since when did the police start checking marriage certificate?
- I'm a Rev. Father
- POLICE: Hmmmm Ok but why are you driving alone this late
- MAN: I'm not alone, I'm with the Father, the Son and the Holy Ghost with all the Saints!
- POLICE: My friend you are under arrest
- MAN: Oh! for what
- POLICE: For overloading

YOU CAN NAME YOUR OWN SALARY HERE...

...BUT THE BOSS DECIDES WHERE THE DECIMAL POINT GOES!!!





Ghana Re

GHANA REINSURANCE
COMPANY LIMITED

where
Technology meets Professionalism

*for continuous delivery
of tailor-made
Reinsurance Services*

HEAD OFFICE: Plot 24, Sudan Road, Ambassador Hotel Area, Ridge, Accra. P. O. Box AN7509 Accra-North
Tel: +233 (0)302633733 Fax: +233 (0) 302633711 Email: info@ghanare.com web: www.ghanare.com

REGIONAL OFFICE - CAMEROON: 30 General de Gaulle Avenue, Bonanjo, P. O. Box 1177, Douala, Cameroon
Tel: +237 2334223378 Email: info_cameroon@ghanare.com

REGIONAL OFFICE - KENYA: TRV Office Plaza, 58 Muthithi Road Suite 2D, Westlands.
P. O. Box 42916-00100, Nairobi, Kenya Tel: +254 20 3748974/5 Email: info_kenya@ghanare.com

RATING: AM BEST - Financial Strength B; Issuer Credit bb

Ghana Re *Your Reinsurer of Choice*