



## GEB News - December 2014

*Season's greetings from GEB*



Generali Employee Benefits  
Local protection, global connection





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# GEB success and the way forward

I am pleased to open this edition of GEB News as it gives me the opportunity to share with you key achievements over 2014 and how we plan to build upon GEB continuous success cultivating leadership and excellence in our Network.

This year saw varied important projects coming to light, proving our commitment to continuously innovate in order to anticipate our clients and partners' needs.

Improving core processes is an essential first step in laying the foundation for sustained growth. This belief is at the heart of the Reinsurance **new portal** launched this year to connect with local insurers and partners in a digital collaboration platform. GEB works with more than 120 carriers around the world, dealing everyday with different cultures, markets, regulations, data formats and so forth. The set-up phase gave us the opportunity to re-think our procedures and align central and local operations to the objectives to deliver consistent, timely and quality data to our global clients, better support decision-making, and promote transparency in our products and services as well as deeper insight on our clients' risks.



This is not the only “state of the art” tool in our offer. The newly launched **GEB Customer Portal** is a significant step towards greater transparency and effectiveness in managing relationships with our clients. Directly linked to the GEB internal CRM, the Customer Portal is an interface that offers easy access to a wide range of highly personalised and interactive resources, tailored to each client: from the portfolio pipeline of quotes and renewals to the annual and quarterly reports, minutes of meetings and constantly updated information about the employee benefits landscape and our network capacity all over the world.

We know that access to relevant data is what makes the difference to make the right decisions. In line with our commitment to technical excellence, we have launched the **Incurred Medical Claim Reports** to provide our multinational clients the tools they need to tackle skyrocketing medical premiums and to help them make informed decisions on health cover / benefit design. The report includes global summaries and country by country analysis, local medical updates and results for each benefit class and diagnostic category to highlight key cost drivers and main trends.

The focus on growth and unlocking new opportunities by continuously innovating our products and services was the centre of the last edition of the **GEB Marketing Meeting**, on which you will find more details in the following pages.

The event took place in Prague to celebrate our new **GEB CEE-CIS Regional office**, recently relocated from Vienna to Prague to join the Generali Group regional hub and support the development of the employee benefit business in the area. At the same time we are strengthening our presence in other geographical areas such as **Africa**, where GEB can already assist you across 24 countries, as you will learn more in details in the next issue of this Newsletter.

As we come to a close of the year, I look back at what has been achieved and I am filled with pride for how GEB has continued to be capable of leading and shaping the employee benefits market. We have arrived so far together, and I am convinced more than ever that we will continue to expand our partnership further in the future. Our network and our culture of innovation make GEB uniquely positioned to seize opportunities ahead and I am as always confident that, together with our business partners and friends, we will continue to lead and succeed.

*Mauro Dugulin*  
GEB CEO

# 2014 Generali Investor Day: Deliver on our promise

## Generali set to achieve 2015 turnaround ahead of schedule, with financial targets in the 2013-2015 completed or nearing completion

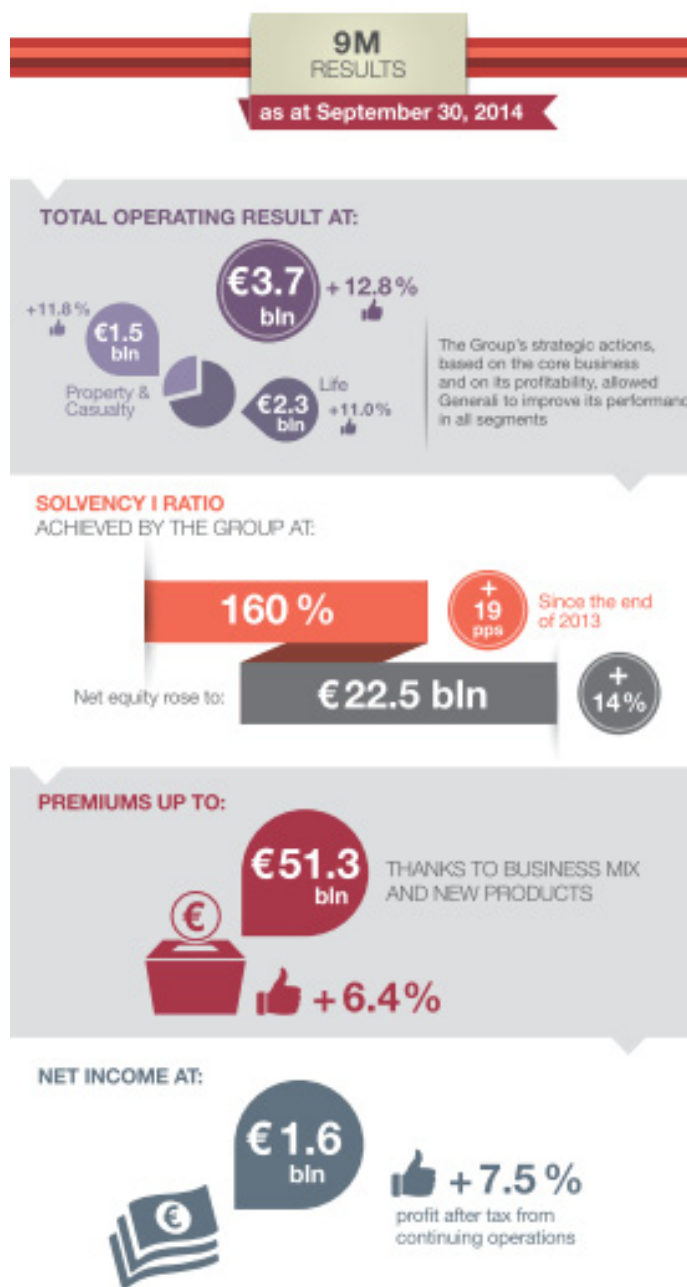
On November 19, the Generali Group hosted its 2014 Investor Day in London to update the market on developments against the 2013-2015 turnaround plan and provide a detailed overview of operations in its four key markets of **Italy, France, Germany** and **Central and Eastern Europe**.

The Generali Group has successfully achieved most of the targets set for 2015 with outstanding goals within reach or nearing completion. Due to the actions implemented by the Group over the last two years, the balance sheet has been strengthened and further dividend capacity has been created with the aim of increasing shareholders' return, with a dividend payout expected to rise above 40% starting from 2015.

Now the Group is fit to tackle global competition and remains committed to ensuring rewarding, sustainable and progressive shareholder remuneration on a consistent basis in the future. The next stage of the Group's strategic vision will be presented in May 2015.

During the event, Generali management outlined initiatives to develop relevant and accessible insurance solutions to make Generali the first choice for its customers and maintain its leadership position in the direct channels (with more than €5 billion of premiums in 2013) and in Telematics (with more than 600,000 policies in its portfolio).

More details on [2014 Investor Day](#)



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# New Academy for Generali starts off

As a sign of the Group commitment to leadership and excellence, the Generali Group Academy opened this year: Developed in partnership between Generali Group and the University of Trieste, the Academy will offer top level technical education, as well as global programs of leadership and Group talents development.

The University of Trieste, along with other prestigious international institutions, will support the technical update and professional development courses for all the talents and top managers of the Group. Already 400 Generali employees, coming from all over the world and from all professional sectors (Life, P&C, Risk Management, Finance), have been involved in the first "Technical Excellence" 2014 Pilot Program launched in May 2014.

*"It is being created in Trieste where our roots lie, based on our values and experiences in the global environment, in which the Group is well established. Its challenge is to support our leaders in the implementation and management of the transformation processes and to support the growth of the new generation. The Academy will therefore be a 'living creature', capable of mobilizing energy and circulating knowledge. It will create a fertile environment, from both a cultural and organizational perspective, through formal and informal training. The new structure was designed to take account of the many peculiarities within the Group and the new open and digital world in which we operate. I am convinced that the opportunity of sharing the high-quality know-how of our leaders will help to accelerate our change processes and our business results"* said Monica Possa, Group HR & Organization Director.

You can read the full article on the Group magazine [Il Bollettino / issue nr. 2](#)



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# Renewed commitment to the fight against climate change

On 30 July 2014, Generali the Board of Directors approved the **Group Policy for the Environment and Climate**.

The new Policy replaces after five years the former Environmental Policy so as to adapt it to the changes in the external context and to greater awareness within the Group on the risks and opportunities of climate change.

The document reiterates the commitment of Generali in safeguarding the environment, as stated in the [Code of Conduct](#), and includes the guiding principles by which the strategies and goals of Group companies must abide, in order to ensure protection of the environment and of biodiversity, and prevention of pollution.

In order to continuously improve its environmental performance, the Generali Group has identified the following areas of intervention for which specific indicators, and respective targets, have been selected:

- reduction of its own business's environmental impacts;
- integration of environmental and climate aspects in investment strategies;
- promoting and increasing awareness of environmental and climate risks;
- engagement in climate policy;
- disclosure and transparency.

Download the [Group Policy for the Environment and Climate](#).



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# GEB Network Meeting 2014: unlocking new opportunities

Over 180 delegates, representing 45 countries across the globe, joined the 2014 GEB Network Meeting on 14 October in Prague, Czech Republic.

Each year this major conference gathers our members to discuss latest trends and strategic needs of the industry worldwide. 2014 focus was clearly on unlocking new commercial opportunities by formulating sophisticated solutions to what experts define as the “perfect storm” in human capital management.

Ludovic Bayard, Chief Commercial Officer at GEB, opened the event and welcomed attendees to an ambitious and intense three-day program. Activities were dedicated to exchange best practices across the network as well as to share insights on how to best support our clients and partners’ needs in the governance of multinational organisations.

Faced with a shortage of skills, and under the impact of varied factors such as world’s ageing population, spread of chronic diseases, increasing role of private-funded welfare, and the rise of a global dispersed workforce, mature and emerging markets are converging towards greater emphasis on employee benefits to attract and retain talents, and to define their corporate culture and public profile.

Benefits offered at the workplace, and their impact on daily lives, are increasingly under the spotlight as essential to achieve societal wellbeing and competitive advantage. How a leading global network as GEB can continue to represent the ideal partner to match challenges ahead with superior benefits strategies?

“Benefits programs still differ widely from one country to another, so being promptly informed by GEB when there are regulatory changes in one country is of great value to us, as we find it extremely difficult to



cover everything centrally”: the appreciation for locally compliant and transparent solutions is what strongly emerged during a panel with client companies from Brasil, China and Germany, along with the need for data to support decision making and annual planning.

Timely data collection and cutting-edge reporting was the main focus in one of the hands-on workshop sessions included in the program to shape product and service innovation within GEB offer. Other topics included global healthcare and expatriate solutions, and new products for pooling risks in the International Middle Market, promoting economies of scale and cross-savings while contributing to removing all barriers to internationalisation for small and medium enterprises.

Great emphasis was also given to the **Global Business Lines** session during which great potential to better serve Generali’s clients was explored with the contribution of the three strategic units lead by Mr Paolo Vagnone, GEB, Global Corporate & Commercial and Europ Assistance. Paolo Ribotta (Head of Global Corporate & Commercial) and Florence Jean (Chief

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Commercial Officer at Europ Assistance) joined the conference to present how the Global Business Lines can provide a one stop shop for a full range of global insurance solutions to assist multinational companies in implementing global employee benefits, property, casualty and specialty insurance as well as assistance services.

The 2014 GEB Network Meeting took place in Prague to mark the opening of the new GEB Regional office, which joins the Generali Group hub in Czech Republic to strengthen the Group investment on the employee benefits business in Central and Eastern Europe. A parallel event for the local market was held in the beautiful context of the Lobkowitz Palace, which further partnered with the GEB conference to host the main Gala dinner opening its suggestive premises to networking and social activities for all attendees.

The 2014 conference shows once again the great passion and commitment of all the GEB Network participants to create value for our clients offering solid solutions to their challenges.



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## Excellent performance from the newly arrived Generali Multi Plan product

Results from the first year confirm benefits of GMP for international Small and Medium-sized Enterprises (SMEs) and its positive performance across geographies.

GMP is a multi-employer pooling solution launched by GEB in 2013 to offer International SMEs the advantages of Generali's multinational pooling in managing their risks and internationalisation process.

Combining the experience of different multinational employers into one large pool, the GMP enables SMEs to benefit from a larger portfolio, with increased risk diversification and greater stability over the years, and from a combined profit sharing.

If the overall experience of the plan portfolio is positive, an international pooling dividend will be redistributed to the companies' Head Office on the basis of the positive results of their country subsidiaries. If the overall experience of the plan portfolio is negative, no dividend will be paid and the losses will be absorbed by Generali (Full Stop Loss system).

The first experience year for the new GMP product closed with extremely good results. Despite the portfolio being still relatively small, the balanced country mix and the favourable claim ratio determined a positive country experience payout ratio of 45%.

The breakdown by line of risk is still slightly weighted towards the medical cover, but we expect this to be readjusted as the portfolio grows. In terms of geographical distribution, all the three main macro regions (Europe, Americas and Asia) are equally represented, with a slight prevalence of Asia.



In experience year 2014 we expect a sizable increase of the portfolio size, due to a significant number of new clients joining the GMP portfolio.

SMEs with subsidiaries in at least two countries are eligible for Generali Multi Plan, which will provide them with a single point of contact to access GEB Network with its insurers in more than 100 countries, experience and global expertise.

GMP proves GEB commitment, as a leading network in international employee benefits, to continuously innovating its service and formulating flexible solutions to serve our multinational clients according to their size, potential and risk appetite.

Find out more details and all its [advantages](#)

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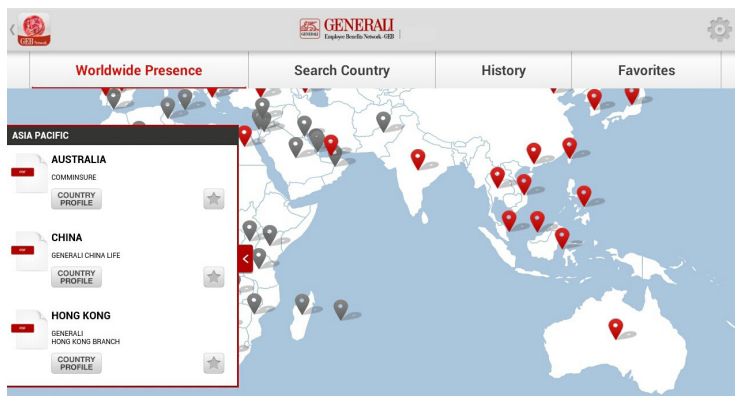
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# New: 2014-2015 edition GEB Country Benefits Manual (CBM and iCBM)

We are glad to inform our readers that the 2014-2015 edition of GEB CBM and iCBM is now available online!

This new release updates the **Country profiles**, with latest trends and regulatory news across 70 countries in our network, and launches the brand new section **Facts & figures** tables with key data on main countries.

If you are new to the GEB CBM, you can find more details on its use and main features in [this article](#).



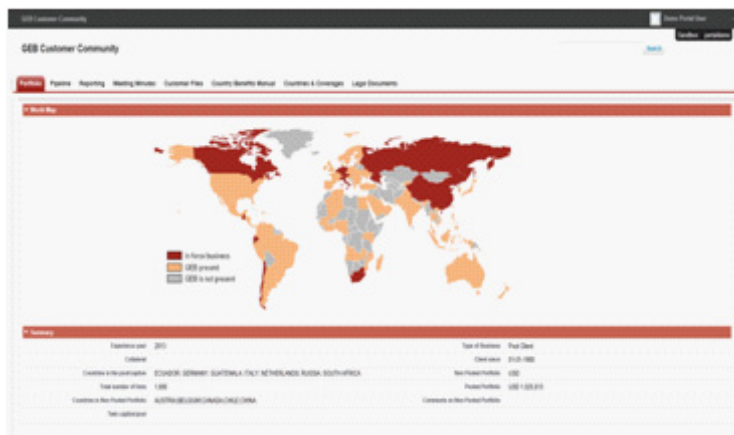
The GEB CBM is free and easily accessible: please check the [dedicated page](#) on our website where you will find more information to consult it online and to download it as a mobile application (GEB iCBM) for your iPad and Android tablets. Our clients can additionally find the GEB CBM on the Customer Portal (article below)

The Manual will be constantly updated to keep you abreast of local market developments and solutions offered by our network, and to provide you with accurate and relevant information and assistance worldwide.

## GEB Customer Portal

This newly launched platform, as announced on the [May issue of GEB News](#), opens to clients, and make them able to immediately access, all information and resources concerning their activities with GEB, from quotes to minutes of meetings, as well as up to date knowledge on market and regulatory trends in each country in our network. The personalised interface is tailored to each client's needs so as to strengthen our relations with key insights, constant assistance and enhanced transparency.

If you are interested in learning more about this service, do not hesitate to reach your contact at GEB who will guide you through the platform and allow you to explore how this service will greatly enrich our collaboration.



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# From Europ Assistance: Update on the Ebola outbreak and its solutions for corporate organisations

The current Ebola outbreak started with sporadic cases in Guinea during the first half of 2014, but since the month of June the disease has spread to neighbouring Sierra Leone and Liberia and the numbers have grown very rapidly and are still progressing. The initial efforts to contain the epidemic have proven insufficient and presently the countries involved, as well as the African and the international communities, have very significantly stepped up their efforts to fight the spread of the virus. Companies with activities in the affected or neighbouring countries need to plan ahead in case one or more of their personnel has been either in contact with affected cases or is potentially infected.

## Numbers keep growing

Public concern and media coverage regarding the West African Ebola outbreak continue to be intense as new sites have been affected and numbers keep growing.

The latest report from the World Health Organization (WHO) states that as of 25 October 2014, and since the start of the epidemic, "There have been 10 141 EVD cases in eight affected countries since the outbreak began, with 4922 deaths"

## International efforts are being stepped up

International organizations such as the World Health Organization (WHO) and the World Food Programme (WFP), expert organizations such as the Centers for Disease Control (CDC) and Médecins Sans Frontières (MSF), and all governments in the area have significantly stepped up efforts to fight the spread of the epidemic. However the needs are still huge as new sites keep being affected in the three countries mainly concerned and total numbers keep growing, particularly in Liberia and Sierra Leone.

Corporate organizations need to review or establish prevention and response plans

While international organizations forecast an end to the epidemic in a few months assuming that there is no change in the virus's behaviour and that

control measures are not overwhelmed, it is important to underline the fact that the Ebola virus is not the only infectious disease with the potential to cause harm to people's health and to business continuity. However, this epidemic serves as a reminder to employers to review or establish prevention and response plans specific to their operations. Indeed, corporate organizations with either operations or travellers in West Africa have been increasingly concerned about the recommendations to be made to their staff and plans to be put in place.

## Infectious Disease Management Plans (IDMP) by Europ Assistance - GCS

Europ Assistance - Global Corporate Solutions (GCS), the assistance branch of the Generali Group dedicated to accompanying international organizations all over the world to protect the health and security of mobile employees, is at the forefront of this epidemic. GCS is working closely and actively with its clients to implement Infectious Disease Management Plans (IDMP) in local operations to ensure a structured and standardized approach to the implementation of protection measures.



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The purpose of the IDMP is to provide a framework for the management of infectious diseases and the prevention and management of any outbreak on an operation site or facility. For Dr. Mathias Kalina, Medical Director, Europ Assistance - Global Corporate Solutions: *“Infectious diseases always have an easy access to the operation site and the workers are the main vehicle to bring pathogens on board. Airborne, water and food borne, vector borne and direct contact borne diseases spread easily and rapidly when occurring in a closed quarters environment. Due to the significant potential harm to the workforce, due to the severity of the disease or the number of cases, an outbreak can consequently strongly impact business continuity and it is therefore essential to be prepared to protect the operations from the risk of infectious diseases.”*

An IDMP aims to ensure an effective prevention, detection and management of any case of infectious disease happening on the operation site and the management of any outbreak. It provides:

- Essential guidelines on controls to be put in place to prevent diseases outbreaks;
- Recommendation in surveillance practices to be implemented in order to quickly identify a potential outbreak;
- Recommendation to reduce and/or break the chain of transmission amongst the worker to control the outbreak;
- Recommendation on the use of the lessons learned during the outbreak to implement a mitigation plan.

Depending on the disease, certain specific measures need to be clearly stated in the IDMP. In the case of the Ebola virus, these include:

- Identification of all potential contacts with infected people
- Verification of all travels in affected countries or zones
- Application of fever-focused triage
- Application of measures focused on isolation, individual protection and disinfection

The IDMP should be scaled to be fit-for-purpose at the facility level. The extent of the IDMP will vary depending on several criteria. Risks situations will be different whether the operation site involves personnel living and working together in close quarters, such as vessels or other remote locations, or it involves employees travelling to or working in foreign offices. A risk assessment may be conducted to help determine the right scope and extent of the IDMP implementation for a facility or group of facilities.

Whether your organization has operations in or employees travelling to and from West Africa or not, the Ebola epidemic is a strong reminder that infectious diseases can impact business operations and that planning ahead is therefore essential.

For more information on GCS' Infectious Disease Management Plans, contact [sales@ea-gcs.com](mailto:sales@ea-gcs.com).

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## Events: Employee Benefits LIVE UK

The historic National Olympia Hall, London played host to the 14<sup>th</sup> Annual EB live Conference and Exhibition, the largest of its kind in Europe on 24<sup>th</sup> and 25<sup>th</sup> September.

Several members of the GEB Network, a keen supporter of the event since its beginning, enjoyed opportunities to meet the over 3000 HR Benefit and Reward managers, consultants and service providers over a two day conference programme.

Damian Ross, Area Manager GEB London Regional office confirmed *“Feedback on the recent UK campaign for our latest shared experience pool designed for the International Middle Market, or as I like to still call them, SMEs, has been very positive and the concession available for “new to GEB” clients has been received well. It’s one of those “why wouldn’t you?” deals that should help consultants deliver greater value to their UK SME clients which have some degree of international presence.”* More details on GEB’s newest pooling solution for SMEs, and related brochure, can be found on our [website](#).



Providing a great opportunity to listen to business needs and highlighting the features of relevant Generali products are the key reasons for attending, however Tracey Ward, Manager – UK Employee Benefits Business Development and Marketing says *“We also value the chance to seek out new partners and develop features that will further innovate and differentiate our product offering. Our UK Group Income Protection product already includes day zero interventions and add-on services from [Best Doctors](#) and [Optum’s EAP](#) which sit very well within a wellness and employee engagement framework, and enriching the UK product with an even more holistic approach to wellness is of great interest to us.”*

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# Serving our clients in Africa and Middle East: GEB MEA Meeting 2014

The Middle East and Africa Network Meeting, held in Cape Town on September 2014, provided the opportunity to share information and build upon our **growing capacity** to serve our clients in these regions.

Delegates from around the world gathered together to discuss major trends in the Employee Benefits industry in the area, and how the GEB network can better match challenges and seize opportunities ahead.

**31 countries** (8 in the Middle East and 24 in Africa) are already part of our Network, and attending the conference offered the opportunity to strengthen relations across the region, take stock of GEB's **10-year** developments so far and formulate plans for the years to come.

Attendees shared expertise during hands-on sessions in the programme, such as business cases and workshops, on new countries under the spotlight and strategic development opportunities across this extensive area. Discussions focused on promoting GEB capability to serve multinational companies through enhanced network collaboration and effective solutions, against the backdrop of fast growing and fast changing markets.



The event was hosted by GEB and Hollard Group Risk International, GEB partner in South Africa.

More contents on GEB in EMEA follow in our report from the [US Roadshow](#). For more details on GEB network in the region, visit our [website](#).

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## Regulatory news: New Health insurance regulation in Dubai

What employers should know about the new health insurance law that came into force in Dubai this year? The recently published **Employer's Information Pack** (September 2014) outlines main objectives, responsibilities and implementation procedures, as in the key passages below:

### Access to and quality of healthcare:

Initiated by the Dubai Health Authority (DHA), the law establishes that all Nationals and expatriate residents ("Residents") of Dubai have access to healthcare and that healthcare provision must be of the highest quality relevant to the needs of the population. The law applies to all economic areas of the Emirate of Dubai including Free Zones

### Coverage for all:

Dubai Government will fund the program for Nationals registered with DHA and nationals employed in the public sector. Nationals working in the private sector can choose to be in either the employer's scheme or can choose to join the Nationals program. The employer cannot exclude the national employee if he or she chooses to join the employer's scheme.

For Employed residents, it will be the responsibility of the employer to put in place and to pay the costs of private health insurance plans. The employer is not compelled to pay for coverage for spouses and dependents but as a matter of good human resource practice and to ensure security for its workforce DHA encourages employers to cover spouses and dependants.

### Implementation timelines

Nationals:

Registration began in Q2 2014 and it is expected that all nationals being served by DHA will be enrolled by end of September 2015.



Residents: Implementation will be split into three phases.

- Workers at companies employing more than 1000 employees: by end October 2014;
- Workers at companies employing between 1000 and 100 employees: by end July 2015;
- All other workers (including domestic staff), spouses and dependents must be covered by end June 2016. The definition of size of workforce will be at the Trade License level.

For more details on the new health law in Dubai, please consult the full article on our [website](#)

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# Regulatory news: Employee benefits reform in France

## **Portability of health and life insurance benefits:**

The portability of Life & Health benefits introduced in 2008 foresees the possibility for the employees that have been dismissed to extend their Life, Disability and supplementary Health cover in place within their group insurance during a maximum period of 9 months. Two major modifications have now been introduced in the existing conditions (article L911-8, Code de la Sécurité sociale):

- The duration of the portability, extended from 9 to 12 months;
- The financing system, based exclusively on mutualisation (co-financed by the employer and active employees) while the employee that has been dismissed has no longer a co-financing option.

Measures apply to all employees who have health and/or Life and Disability cover, who have been dismissed (except for gross negligence). Timeline: effective as of 1<sup>st</sup> of June 2014 with regards to health coverage, and expected to be enforced as of 1<sup>st</sup> of June 2015 at the latest for life and disability coverage.

## **Transparency of management expenses:**

As of January 2014 insurance companies are obliged to communicate annually to their clients the following elements, in a clear and understandable way: management expenses, acquisition expenses and total of both expenses related to supplementary private medical cover (article 10, Loi de financement de la Sécurité sociale 2012). Those amounts are expressed as a percentage of premiums.

## **Additional health coverage and minimum standards for all employees:**

- Publication of the decree concerning “Medicare basket”

All compulsory group medical plans effective from 11<sup>th</sup> of September 2014 have to respect minimum level of benefits. Minimum levels are applied on Optical (eye glasses), Dental care and Daily hospital fees. For all companies that have no group medical cover in place yet, the deadline to implement those minimum levels is 1<sup>st</sup> of January 2016.

- “Responsible” insurance contracts: entry into force

The LFRSS (Loi de Financement Rectificative de la Sécurité Sociale) of 2014 has postponed the entry in force of minimum levels related to the “Responsible” insurance contracts from 1<sup>st</sup> of January 2015 to 1<sup>st</sup> of April 2015. Moreover, a moratorium has been put in place for the existing contracts till the 9<sup>th</sup> of August 2014. This moratorium ends on the 31<sup>st</sup> of December 2017.

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## Generali Versicherungen excellent service

Munich – For the third time, Generali Versicherungen has had its service quality for occupational pension schemes (OPS) assessed by Service Rating GmbH, which analysed service management, service and consultation, and service effectiveness. The result: once again, Generali Versicherungen received the top rating of ‘excellent’.

“No other company on the German market has ever received a better evaluation from Service Rating GmbH. However, this excellent result is also an incentive and a challenge to continually develop and improve our processes,” comments Michael Stille, Member of the Board of Directors for occupational pensions at Generali Versicherungen.

### RIGOROUS CHECKS

Service Rating GmbH awarded Generali Versicherungen the rating ‘excellent’ in the area of **service management**. Generali Versicherungen offers corporate clients a specialist team of OPS experts and with a dedicated point of contact for all collective insurance issues, the ‘one face to the customer’ concept forms an important part of the company’s service strategy.

For the **service and consultation** sector, Service Rating GmbH awarded Generali Versicherungen the

score of ‘very good’. Customers highlight the flexibility and individuality as well as the commitment shown in fulfilling their wishes. They also appreciate having a personal contact and very good availability.

Generali Versicherungen’s **service effectiveness** was recognised as ‘excellent’ by Service Rating GmbH, which praised its flexibility, availability and solution-oriented approach. The company is described as a non-bureaucratic and conscientious insurance partner with a high level of customer satisfaction.



This is also reflected by the willingness of employers to recommend Generali Versicherungen to others, which is described as a fair and likeable company. If they were to choose again, the customers consulted for the survey would still select Generali Versicherungen. GEB congratulates with Generali Versicherungen for this prestigious achievement!

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Generali Versicherungen excellent service

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## GEB US roadshow on Middle East & Africa

GEB met clients and partners across the US this summer, in a roadshow that kicked off in San Francisco, and touched down in Houston and New York, to present the Middle East & Africa (MEA) insurance market and to share knowledge, best practices and opportunities across this extensive area.

Andrea Valacchi, EMEA Director of Generali Employee Benefits Network, and George Allen, Head of Hollard Group Risk International, the main GEB local partner across the African continent, jointly presented one of the fastest growing insurance market in the world to a diversified audience. Attendees ranged from American corporations already established in the region (i.e. oil and gas companies) to new entrants and consultants in search of expertise of the insurance industry across the MEA region.

Among key questions raised, were updates on major trends, market developments and GEB compliant capabilities across the region.

With growth rates consistently rising since the '90s, up to 10,4% in Ethiopia and 7,3% in Nigeria in 2013, and a steadily increasing expats and/or Third Country National (TCN) population up to 70% in UAE (World Bank), Middle East and African markets have great upside potential and businesses operating from the different countries across the area are in increasing need of a coordinate approach in terms of provision of employee benefits insurances.

Key challenges lie ahead. The MEA region is extremely diversified, with regulatory environments still in progress (as in the case of the Dubai Health Authority Act, see



article on this topic [in this issue](#)), and is affected by rapid changes and uncertainties of an industry at its early stages of development.

What strongly emerged from discussions is the need for benefits benchmarking, a growing interest in a multi-country coordinated approach and information on how best accommodate healthcare insurance requirements. Combining the leverage of an international portfolio with strong knowledge of, and presence in, the territory through its global network, GEB is best placed to support companies achieving their employee benefits strategy and objectives in MEA markets.

The roadshow took place in three different cities to tailor contents to the information needs of each geographic area, and its educational and informative value have been strongly appreciated by the attendees.

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#### **AMERICAS**

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Generali Global Business Lines sponsor at 2014 Multilatinas Forum - Mexico city

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# Generali Global Business Lines sponsor at 2014 Multilatinas Forum - Mexico city



Generali Global Business Lines sponsored the [IV Foro Multilatinas](#), a unique event in Latin America organised by the media group [AméricaEconomía](#), to support Latin American firms in their internationalisation drive.

The emergence of regionally – based Multilatinas or Global Latinas has grasped worldwide, as regional firms have been increasingly going international over the last decade. The term refers to multinational companies with headquarters in a Latin American country and presence or investments in at least one other country in the Region and one other continent beyond Latin America.

Multilatinas are active in a broad range of sectors, including construction, oil, telecommunications, food and beverage and the aeronautical industry. Based on indicators such as number of workers abroad, foreign sales to total sales, geographical reach and growth potential, we can observe that, out of the 100 most successful Multilatinas, the vast majority of them comes from Brazil and Mexico (60% combined), and that Brazilian companies account for 50% of total revenue in 2013, estimated at USD 994 million. Successful brands also arrive from Chile (16%), Colombia (10%), Argentina and Peru (5% each). (source: America Economía, 2013).

The Forum is one of the major events in the region to promote networking and discussions on challenges specific to Latin American companies operating abroad, such as regulatory frameworks and financing options. The 2014 edition took place in Mexico City on 21 and 22 October 2014 and brought together over 200 leading entrepreneurs and executives in the region.

Global Business Lines, with its three strategic units dedicated to multinational employers - GEB, Global Corporate & Commercial and Europ Assistance – joined the event with a dedicated stand to present its global integrated solutions and discuss future collaborations.

The GEB Desk Mexico presented best practices from GEB Latin America Regional office, based in Miami and headed by Mr Massimo Martinoli, which has already distinguished itself in the region, and Brasil in particular, in providing companies with tools and expertise of GEB global network to scale up their HR operations worldwide.

The Forum offered now the opportunity to introduce how Global Business Lines represents the best partner to support Multilatinas firms successfully manage not only their human capital but the entire range of corporate risks companies face on a global stage.

The next V Foro Multilatinas will take place in Miami (Florida,USA), in October 2015. Do not hesitate to contact us should you wish to receive more information on GEB in Latin America region.



*Paul Conolly, Head of GC&C LATAM and Rodrigo Tovar, GEB Latam, at the Foro*

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# Paving the way for global Employee Benefits solutions in Japan

Over 40 years Mitsui Life Insurance Japan and Generali Employee Benefits network have been partner to open access for local companies to new global solutions.

This relation has been instrumental in achieving a leading position in multinational pooling and network business. With subsidiary offices in Brussels, New York and Hong Kong, Mitsui Life is today the largest provider in the market for Japanese companies looking for assistance in managing their risks at international level.

Over the last decades both GEB clients operating in Japan and local companies with operations abroad have been increasingly interested in the benefits offered by our network solutions. The success of multinational pooling in Japan explains the growing number of participants in the *Employee Benefits Seminar*, an annual event organised by Mitsui Life Insurance, Generali Japan Branch and GEB to train Human Resources managers and EB professionals on solutions available, and to share expertise on most urgent issues and emerging trends.

This year edition, which took place at Mitsui Life Headquarters in July 2014, brought together over 60 participants including GEB clients, prospects, and partners. Among the topics in the agenda, **Generation Y** and their needs at the workplace; actions available to address the case of difficult employees, performance management, support to mental disorder, and the



increasing role of healthcare coverage.

The programme included an advanced training on the structure of pooling and captive, held by Director of GEB Asia Pacific Ainsley Oliveiro. Particular attention was dedicated to the multi-employer pooling solution as a way to allow small and medium sized companies to have access to “VIP services”, as described by one of the participants, that can crucially help overcome barriers to their expansion abroad.

More information on GEB solutions for the International Middle Market: [Generali Multi Plan – GMP](#)

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## ASIA PACIFIC

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