



DATES
2ND - 3RD MAY, 2024
Venue: Radisson Blu, Upper Hill, Nairobi



MICROINSURANCE WORKSHOP

Theme: "Empowering Communities: Microinsurance for Inclusive Development."

WORKSHOP OVERVIEW

This workshop delves into the multifaceted world of microinsurance, exploring its pivotal role in fostering financial inclusion and bolstering community resilience. Our journey takes us through the micro-insurance landscape, deciphering its intricacies and evolution amidst shifting market trends.

In this Workshop, we shall discuss the importance of designing micro-insurance products that are not only affordable but also address the diverse needs of target populations, promoting inclusivity and accessibility with the support and expertise of insurance companies. This extends to innovative marketing approaches and distribution channels, including leveraging digital platforms and forging strategic partnerships to enhance reach and impact.

The workshop will highlight the pivotal roles of insurers, aggregators, community-based organizations, and other players in nurturing sustainable development, through which microinsurance can drive profitable and positive change for underserved members of our communities.

OBJECTIVES

The objectives of the Workshop are to:

- Present an overview of the microinsurance landscape, principles, and practices
- Encourage insurers to design innovative microinsurance products tailored to target populations
- Discuss effective marketing strategies and distribution channel management for microinsurance products
- Empower participants to lead community resilience projects integrated with microinsurance initiatives

TARGET AUDIENCE

This workshop targets senior-level managers overseeing microinsurance in insurance companies, banks, MFI's, Telecom providers and various aggregators.

TIME

8am – 4pm (EAT)

REGISTRATION

To register for the workshop, please click the blue tab and fill out the registration form by **26th April, 2024.**



CLICK HERE TO REGISTER

About ZEP-RE: ZEP-RE (PTA Reinsurance Company) is an institution of the Common Market for Eastern and Southern Africa (COMESA), with a key mandate to promote and develop the insurance industry in the region by fostering the development of the insurance and reinsurance industry in the COMESA region, promoting the growth of national and regional underwriting and retention capacity and supporting sub-regional economic development.

About ZEP-RE Academy: The ZEP-RE Academy was established in 2016 to deliver the founding mandate of ZEP-RE (PTA Reinsurance Company) of training insurance and reinsurance industry personnel in the sub-region. The Academy is a thought leader in professional skills development, conducting research and development to contribute to innovation and new product offerings, developing underwriting manuals, articles and publications and mentorship of young leaders. ZEP-RE Academy partners with Insurance Institutes & Insurance Training institutions in the region to respond to each market's local needs and requirements.

About ACRE Africa: Agriculture and Climate Risk Enterprise Ltd. (ACRE Africa), is a risk management solutions designer linking stakeholders to localized solutions such as insurance and climate change adaptation strategies to reduce agricultural and climate risks. ACRE Africa operates Licensed insurance intermediary supporting local insurers to offer agricultural insurance across value chains. ACRE Africa is registered as an insurance surveyor in Kenya, as an insurance agent in Rwanda and as a micro insurance agent in Tanzania and has Offices present in Kenya, Rwanda, Tanzania and Zambia, projects in Uganda, Ghana, Malawi, Senegal, Nigeria, Zimbabwe, Ethiopia and Somalia.





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WORKSHOP PROGRAM

DATE	TIME	ACTIVITY
Thursday 2nd May	8:30am – 9:30am	Registration & Opening Remarks
	9:30am – 10:30am	The Microinsurance Landscape
	10:30am – 11:00am	BREAK
	11:00am – 11:30am	Emerging Trends
	11:30am – 12:30pm	Regulation and Policies in Microinsurance
	12:30pm – 1:00pm	Q&A
	1:00pm – 2:00pm	LUNCH
	2:00pm – 3:00pm	Case study: Experience and lessons from National Agricultural Insurance Schemes and scaling of the Index Based Livestock Insurance programmes (FISP & DRIVE).
	3:00pm – 4:00pm	Panel Discussion
	4:00pm – 4:30pm	Q&A
Friday 3rd May	8:30am – 9:00am	Registration
	9:00am – 10:30am	Use of technology for product development, administration, distribution, and consumer awareness
	10:30am – 11:00am	BREAK
	11:00am – 11:30am	Other value addition products and innovation
	11:30am – 12:30pm	Effective product distribution channels
	12:30am – 1:00pm	Q&A
	1:00pm – 2:00pm	LUNCH
	2:00pm – 3:00pm	"Revolutionizing Agriculture Insurance and Advisory Services through Farmer cellphone photos and DigiBima platform as agriculture insurance administrative tools - A Case Study of PBI in Kenya and DigiBima in Nigeria.
	3:00pm – 4:00pm	Panel Discussion
	4:00pm – 4:30pm	Q&A
4:30pm – 4:45pm	Closing Remarks	

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