



INSURANCE BROKERS ASSOCIATION OF CANADA
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

Attention: Insurance Industry Media

The Boiler Inspection and Insurance Company of Canada (BI&I) remains a Full Partner of the Broker Identity Program for 2019

Toronto, March 26, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that the Boiler Inspection and Insurance Company of Canada (BI&I), part of Munich Re, has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

BI&I's sponsorship will support IBAC's Broker Identity Program (BIP), a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy. With a redesigned logo and our new "Before the Quote" platform, the BIP campaign is reinvigorating the brand and highlighting the value of the broker distribution system.

In addition, their investment will contribute to important IBAC initiatives including IBAC's technology leadership, professional development of the broker workforce, and our strong and effective federal advocacy to maintain the separation of banking and insurance, which protects consumers and promotes a fair and competitive marketplace.

"The broker distribution network is vital to our business, and BI&I is pleased to continue supporting IBAC's efforts to advocate for brokers and insurance customers," said Dave Picot, BI&I's Chief Operating Officer and Senior Vice President.

IBAC Chief Executive Officer Peter Braid added: "We greatly appreciate BI&I's continued investment in our Broker Identity Program and their commitment to the broker channel. Their support underscores the important role of insurance brokers in providing reliable, expert advice and serving their clients' specialized insurance needs."

About The Boiler Inspection and Insurance Company of Canada

The Boiler Inspection and Insurance Company of Canada, a member of the HSB Group and part of Munich Re's Risk Solutions family, provides the industry-leading range of equipment breakdown insurance and other specialty coverages for business and home. We focus on clients and partner with them to craft inventive insurance and service solutions to cover existing and emerging risks posed by technological change. Today, as throughout our 140+ year history, our mission is to use our engineering knowledge and insights to help clients prevent loss, advance sustainable use of energy resources and build deeper relationships that benefit business, industry, public institutions and clients. HSB Group holds A.M. Best Company's highest financial rating, A++ (Superior).

For more information, visit biico.com and connect on [LinkedIn](#), [Twitter](#), [Facebook](#).

About IBAC:

Founded in 1921, the Insurance Brokers Association of Canada is the national voice of over 38,000 property and casualty insurance brokers, advocating for the interests of both insurance brokers and consumers to the Government of Canada. The Broker Identity Program (BIP) was launched in 1988 to promote the value and professionalism of the insurance broker to consumers, insurers and governments.

For further information, please contact:

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