



Attention: Insurance Industry Media

## **Swiss Re Corporate Solutions remains a Full Partner of the Broker Identity Program for 2020**

Toronto, February 26, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Swiss Re Corporate Solutions has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

The 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.

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.

"Working closely with the broker community allows us to continuously deliver innovative and customer-centric insurance solutions," said Adrian Hall, CEO Canada, Swiss Re Corporate Solutions. "As a longtime IBAC supporter, we appreciate the value they bring to the Canadian insurance industry, especially in their mission to advocate for our broker partners."

IBAC Chief Executive Officer Peter Braid added: "The long-standing partnership between IBAC and Swiss Re demonstrates a shared commitment to customer service excellence. We greatly appreciate their continued investment in our programs and initiatives, and their strong support for the insurance brokers we represent."

### **About Swiss Re Corporate Solutions**

Swiss Re Corporate Solutions provides risk transfer solutions to large and mid-sized corporations around the world. Its innovative, highly customized products and standard insurance covers help to make businesses more resilient, while its industry-leading claims service provides additional peace of mind. Swiss Re Corporate Solutions serves clients from nearly 50 offices worldwide and is backed by the financial strength of the Swiss Re Group. Visit [corporatesolutions.swissre.com](http://corporatesolutions.swissre.com) or follow us on [linkedin.com/company/swiss-re-corporate-solutions](https://www.linkedin.com/company/swiss-re-corporate-solutions) and Twitter @SwissRe\_CS.

### **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.

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