



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

Attention: Insurance Industry Media

HSB BI&I remains a Full Partner of the Broker Identity Program for 2020

Toronto, May 20, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that HSB BI&I, part of Munich Re, has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

HSB 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.

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 strength of our industry relies on a robust broker distribution network, especially during times of uncertainty and change. HSB BI&I is pleased to continue supporting IBAC's advocacy on behalf of brokers and insurance customers," said Tammy Parris, Director, Regional Offices and Insurance Operations for HSB BI&I.

IBAC Chief Executive Officer Peter Braid added: "We greatly appreciate BI&I's continued partnership and their commitment to the broker channel. Their investment is a strong vote of confidence in the important role that brokers play in providing expert insurance advice, and supporting and advocating for their clients when they need it most."

About HSB BI&I

HSB BI&I, part of Munich Re, is a multi-line specialty insurer and provider of inspection, risk management and IoT technology services. HSB BI&I's insurance offerings include equipment breakdown, cyber risk, and other specialty coverages for business and home. HSB BI&I blends its engineering expertise, technology and data to craft inventive insurance and service solutions for existing and emerging risks posed by technological change. Throughout its 145-year history, HSB BI&I's mission has been to help clients prevent loss and build deeper relationships that benefit business, public institutions and consumers. HSB Group holds A.M. Best Company's highest financial rating, A++ (Superior). For more information, visit biico.com and connect on [LinkedIn](#), [Twitter](#) and [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:

Denys Bégin, Manager, Marketing & Communications

Insurance Brokers Association of Canada

416-367-1831 ext. 160 or dbegin@ibac.ca

www.ibac.ca