

PRESS RELEASE (Zurich, 02 November 2017)

Eurapco will focus on *maintaining a human touch* during its jubilee year

Strategic Alliance of mutual insurance companies celebrates its 25th anniversary through innovative projects and international exchange programmes for employees of the partners.

Zurich 02 November, 2017 – Big Data and artificial intelligence are crucial in the modern insurance industry, but insurance should always be about people. That's why Eurapco, the strategic alliance of eight mutual insurance companies, celebrates its 25th anniversary with projects that will provide insight into how a human touch can be maintained in the future. Eurapco looks for relevant answers to the developments in the mobility industry (from self-driving cars to the rise of car sharing) for consumers. Additionally the organisation studies how the newest technology can improve home security. To further foster the innovation power of its partners, Eurapco is now offering an international exchange programme to more than 80 employees of its partners.

For more than 25 years, Eurapco, a unique alliance of eight mutual insurance companies has been fulfilling a key role in the development of a modern, international insurance industry. Founded in response to the open market in Europe (1992), Eurapco has become a centre for the sharing of knowledge and experiences, enabling the partners to improve their service for customers in their own market and thus strengthening their position. Because of this method Eurapco has grown to what it is now: a strategic alliance of eight mutual, leading insurance companies collaborating on innovative products and services. Thus Eurapco, headquartered in Zurich, fulfils the roll of a knowledge centre for the eight partners who jointly insure more than 40 million customers in Europe.

As a centre of competence, Eurapco explores the possibilities of insurance in the future. Big Data and artificial intelligence are important themes in this. Eurapco works on these themes with the conviction that the newest technologies should better people's lives and not take it over. Eurapco spends extra attention on developments in the mobility industry, such as self-driving cars and the rise of car sharing, and how the changing needs of consumers can be catered for. In the project *Smart Home Services*, the organisation studies how new technologies can make a house safer, whilst keeping it a home. On top of this, in October Eurapco held an international symposium for its partners about Insurtech: about the reinforcing roll of the newest technologies for insurance.

Collaborating equal to gaining power

Wilma de Bruijn, General Manager of Eurapco, is proud of the role Eurapco plays for its partners and their consumers. "Eurapco is still flourishing even after 25 years. In fact, after 25 years the will to collaborate is even stronger. Sharing knowledge and experiences were important building blocks for our alliance. Now its focus is on collaborating on specific projects in which every insurer can bundle its expertise with that of another partner to make the difference in their own market. This way, Eurapco strengthens the positions of its partners and their customers' needs will be better met."

International exchange programme for employees

In the last couple of years, Eurapco has become an accelerator of innovation for its partners. Crucial in this roll is the exchange of the newest insights and sharing of best practices. As an initiator of research (such as smart home) and projects (such as mobility) the headquarters in Zurich often functions as a centre of competence where partners come together. The gained insights often lead to new products and services in the national market of the partners. To foster the innovation power Eurapco will start an international exchange programme for the employees of the partners in its anniversary year. More than 80 employees will be given the opportunity to gain knowledge and experience at one of the partners.

Focus on innovation

Wilma de Bruijn sees the international exchange programme as a prime example of how the organisation fosters innovation. "The innovation power of insurers depends on the way knowledge is shared and if employees are given the chance to apply the latest technologies. Innovation happens when employees that dare to think and act differently are given opportunity to do so. Eurapco wants to help the partners give their employees this opportunity. For 25 years we have been helping our partners to execute their strategies faster, better or more cost effectively for their customers. Our new international exchange programme is an example of how we want to realise the innovation power of the insurance industry in the future."

[Eurapco](#) is a unique strategic alliance of leading European mutual insurance companies. The alliance consists of eight partners that operate in 18 countries across Europe. The Eurapco partners are: Achmea (the Netherlands), Caser (Spain), Covéa (France), Gothaer (Germany), Länsförsäkringar (Sweden), Localtapiola (Finland), Swiss Mobiliar (Switzerland) and Reale Group (Italy). Together they insure more than 40 million Europeans and employ over 66,000 people. Thanks to their customers they realized an annual GWP of around 52 billion Euros. Being mutual insurers they all play a proactive role in their local societies and work on their license to operate. Eurapco aims to further develop the pan-European collaboration between its partner companies in the areas of life and non-life insurance, pensions, asset management and other financial solutions. Eurapco activities include: knowledge exchange, sharing best practices, joint business and management development programmes.

For more information:

www.eurapco.com

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