

**Press Release (Draft)**

**For Immediate Release**

## **The Singapore Reinsurers' Association Appoints Klareco Communications as Official Communications Partner for the 16<sup>th</sup> Singapore International Reinsurance Conference**

**Singapore, XX July 2019** – The Singapore Reinsurers' Association (SRA) has exclusively appointed Klareco Communications, an award-winning strategic communications consultancy, as its official communications partner for the upcoming 16th Singapore International Reinsurance Conference (SIRC) taking place from 29 October to 1 November.

Klareco Communications will work closely with SIRC's organising committee to raise awareness and recognition of the importance of reinsurance to the global economy, the work the industry is doing in protecting people and businesses from major risks such as climate change, and how reinsurers are evolving to meet future needs. Klareco will be responsible for managing media attendees, creating thought leadership content from SIRC's panel discussions and speakers, and ensuring that the value of forums such as the SIRC are well-recognised within and outside the industry.

Commenting on the appointment, Mr Marc Haushofer, Chairman of SRA and Honorary Advisor of the SIRC Organising Committee, said: "We are thrilled to partner with Klareco Communications to build SIRC's profile and reinforce its position as Asia's pre-eminent reinsurance industry event. Their extensive experience providing advising companies operating in complex industries will be instrumental in communicating the key role the reinsurance industry plays in the wider economy, and how it is adapting for the future."

SRA is the organiser of SIRC, along with the Reinsurance Brokers' Association, Singapore (RBAS) as co-organiser and Asia Insurance Review as the official media partner. The conference will draw over 2,000 international decision makers and high-level executives from the insurance, reinsurance and broking industries as well as regulators, academics and industry service providers.

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### About the Singapore Reinsurers' Association

Established in 1979, the key objectives of the Singapore Reinsurers' Association (SRA) are to represent members in matters affecting their business interests; to facilitate dialogue and encourage healthy market competition; to promote professional excellence through education and training; and to foster strong social bonds within the industry and beyond.

As at 30 June 2019, the SRA has a total membership of 55, comprising 30 Ordinary, 20 Associate, 3 Affiliate and 2 Honorary members. All major non-life reinsurance companies with a presence in Singapore, as well as some direct insurance companies that write a substantial reinsurance portfolio are Ordinary members of the SRA. In addition, several major reinsurance broking firms as well as some regional reinsurers are Associate members.

More information can be found on the SRA website: [www.sg-reinsurers.org.sg](http://www.sg-reinsurers.org.sg)

### About the Singapore International Reinsurance Conference (SIRC)

Launched in 1991, SIRC is one of the most important events in the Asia reinsurance calendar, where leading insurers, brokers and reinsurers gather to take stock of the reinsurance market and set the tone for the renewal season while exploring new opportunities for business cooperation. Last year's SIRC drew close to 1,000 delegates and over 1,500 meeting visitors from around 50 countries, including over 200 sponsors, exhibitors and meeting hosts. SIRC is organised by SRA with the Reinsurance Brokers' Association Singapore (RBAS) as co-organiser and Asia Insurance Review as official media partner.

More information can be found on the SIRC website: [www.sirc.com.sg](http://www.sirc.com.sg)