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Rwanda Insurance
Brokers Association



THE RIBA Magazine

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WELCOME MESSAGE

Ms. Mendies Mhiribidi

President, Rwanda Insurance Brokers Association

RWANDA INSURANCE BROKERS ASSOCIATION: CHAMPIONING INNOVATION, INTEGRATION, AND INCLUSIVITY IN INSURANCE

It is with great pride that I introduce the RIBA Insurance Magazine, the first publication of its kind dedicated toproduced by the insurance brokers in Rwanda. This magazine marks a significant milestone in our journey to promote professionalism, thought leadership, and collaboration within our industry. As we prepare for the Fourth Annual RIBA Brokers Conference under the theme "Innovate. Integrate. Insure", it is important to reflect on who we are as an association, why this publication matters, and how our theme speaks to the future of insurance brokerage in Rwanda.

Who We Are: The Purpose and Role of RIBA

The Rwanda Insurance Brokers Association (RIBA) is the umbrella body for licensed insurance and reinsurance brokers operating in Rwanda. Established as a non-profit organization, RIBA exists to promote professionalism, ethical conduct, and efficiency within the insurance broking fraternity. Our association provides a platform for brokers to collaborate, advocate for fair and enabling regulation, and support the growth of Rwanda's insurance industry.

At its core, RIBA is dedicated to:

- Representing and advancing the interests of insurance brokers;
- Promoting consumer protection and fostering public trust in insurance intermediaries;
- Engaging with regulators and other stakeholders to influence policies that support a dynamic, inclusive, and sustainable insurance market;
- Providing a forum for resolving disputes among members and upholding professional standards;
- Facilitating continuous learning and knowledge sharing among members.

Our work is guided by the values of integrity, accountability, inclusivity, and service to both our members and the wider community.

Introducing the RIBA Insurance Magazine

The launch of this magazine reflects our commitment to fostering dialogue, sharing knowledge, and showcasing the evolving role of brokers in Rwanda's financial sector. The magazine will serve as a platform for brokers, insurers, regulators, consumers, and other stakeholders to exchange ideas on how to drive insurance penetration and strengthen the resilience of our sector.

Through articles, interviews, case studies, and thought pieces, we aim to:

- Highlight innovations and best practices in insurance brokerage;
- Share insights on regulatory and market developments;
- Celebrate the achievements and contributions of brokers in advancing financial inclusion and risk management;
- Provide a space for brokers to engage on common challenges and opportunities.

This magazine is not just a publication — it is a call to action for brokers to take ownership of their role as enablers of economic stability and growth.

The 2025 Conference Theme: Innovate. Integrate. Insure.

The theme for this year's RIBA Conference, "Innovate. Integrate. Insure", captures the spirit of transformation that is needed for our industry to thrive.

- **Innovate:** Brokers of the future must embrace technology, data analytics, and new service models to meet changing client needs. This means investing in digital tools that improve efficiency, transparency, and customer experience, while developing solutions that address emerging risks such as climate change, cyber threats, and pandemics.

- **Integrate:** Our sector does not operate in isolation. To deliver value, brokers must integrate their services within the broader financial ecosystem — working closely with insurers, reinsurers, banks, regulators, and technology partners. Integration also means aligning our practices with regional and international standards, ensuring that we remain competitive in a globalized market.

- **Insure:** At the heart of it all, our mandate remains to help clients manage risk and protect what matters most. As brokers, we must champion insurance as a key pillar of personal, business, and national resilience. This requires a renewed focus on client education, tailored solutions, and advocacy for inclusive insurance products that serve all segments of society.

A Call to Action

As we look to the future, the call is clear: brokers must lead the charge in building a modern, inclusive, and trusted insurance sector. This means:

- Being proactive in adopting and promoting innovative practices;

- Strengthening partnerships within the insurance value chain;

- Upholding the highest standards of professionalism and ethics;

- Advocating for policies that support the growth of insurance penetration, particularly among underserved populations.

To my fellow brokers, let us seize this moment to redefine our role and reaffirm our commitment to serving the people of Rwanda. Together, we can ensure that insurance is not just a product, but a powerful tool for security, prosperity, and national development.

I invite all industry stakeholders to engage with RIBA Insurance Magazine, contribute your ideas, and join us in shaping the future of our industry.

Let this magazine be a catalyst for innovation, integration, and inclusive insurance in Rwanda.
Let this magazine be a catalyst for innovation, integration, and inclusive insurance in Rwanda.

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About RIBA



Our **History**

The Rwanda Insurance Brokers Association (RIBA) was established in response to the growing need for coordination, professionalism, and advocacy within the insurance brokerage industry in Rwanda. Formed as a non-profit, member-based organization, RIBA brings together licensed insurance brokerage firms to promote ethical standards, enhance technical capacity, and represent the collective voice of brokers in policy and regulatory dialogue. Over the years, RIBA has grown into a key stakeholder in Rwanda's financial sector, working closely with regulators, insurers, and consumers to improve trust and performance in the insurance market.



Our **Vision**

To be the leading catalyst for a trusted, professional, and globally aligned insurance brokerage industry in Rwanda, empowering stakeholders and enhancing the sector's contribution to national and international development



Our **Mission**

To serve as a unifying and mediating body within Rwanda's insurance sector, fostering professionalism, integrity, and trust among insurance brokers while championing consumer interests and promoting the adoption of internationally recognized standards and policies for a stronger and more competitive insurance market.

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Meet Our RIBA Committee



Mrs. Mendies Mhiribidi
President



Dr. Ben Karenzi
Vice President



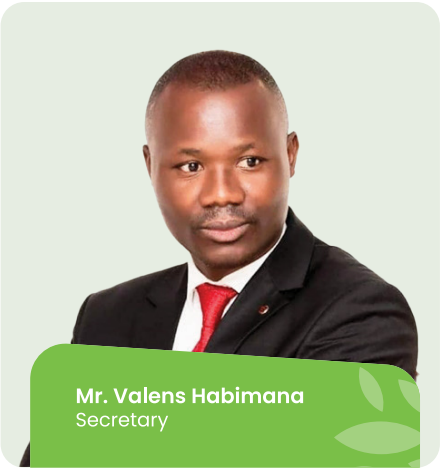
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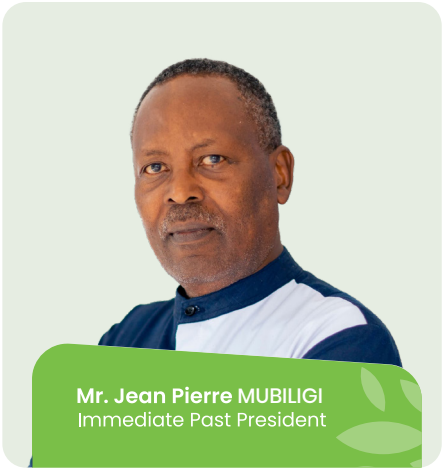
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Ms. Mendies Mhiribidi

President, Rwanda Insurance Brokers Association

THE EVOLVING ROLE OF INSURANCE BROKERS: WHY THEY MATTER MORE THAN EVER

For many people, insurance can feel like learning a foreign language full of technical terms, endless options, and fine print. This is where insurance brokers come in. They simplify the complex, ensure you have the right cover, and stand by you throughout the policy's lifetime.

What exactly does an insurance broker do?
Insurance brokers are licensed professionals who act in the best interest of the insured, not the insurer. Their role extends well beyond simply placing cover:

Risk evaluation and tailored solutions

- Brokers analyse your personal or business risks in depth and design solutions that meet your actual exposure.

Market access and negotiation

- They approach multiple insurers, negotiate terms, and present you with clear comparisons of coverage, exclusions, and pricing.

Expert explanation and guidance

- Brokers interpret complex policies so you can make informed decisions without guesswork.

Claims advocacy

- When a claim arises, your broker helps you prepare documentation, liaises with insurers, and works to secure a fair and timely settlement.

Ongoing risk management advice

- Good brokers provide proactive advice on reducing risks, which may help limit claims and lower future premiums.

Brokers versus agents
Both brokers and agents connect clients to insurers, but they differ in key ways:

Representation
Agents represent a single insurance company and exclusively sell that company's products. Brokers represent you, the client, and have access to multiple insurers, giving you choice and independence.

Regulation and accountability
Brokers are licensed and regulated by national authorities and must carry Professional Indemnity (PI) insurance, which protects clients if professional advice fails.

Scope of service

- Brokers typically offer comprehensive services, including risk assessment, placement, claims support, and ongoing advisory. Agents often focus on selling and administering their company's policies.

- This distinction also applies to bancassurance, where banks act as agents for one or a few insurers. Bancassurance products are usually standardised, while brokers tailor solutions to individual client needs and provide expert claims support.

International reach

Brokers often have access to global insurance markets and networks. This international reach enables them to:

- Find specialised cover not available locally.
- Support clients with cross-border risks.
- Bring global insights to local solutions.

For reinsurance brokers, this reach is even more critical they place risks with reinsurers worldwide, supporting insurers' capacity and stability, which benefits policyholders indirectly.

Do brokers make insurance more expensive?

No. Brokers do not add cost to your insurance:

- They are paid by insurers through commissions built into premiums; you do not pay extra.
- By presenting your risk accurately and negotiating terms, brokers often secure better pricing or broader cover than you could get alone.
- Their risk management advice can reduce claims and, over time, lower premiums.
- In the event of a claim, they help ensure you receive your full entitlement and avoid disputes.

The often-overlooked role of reinsurance brokers

Reinsurance brokers play a vital but less visible role. They act on behalf of insurers to place risk with reinsurers globally. This:

- Protects insurers against catastrophic losses.
- Enables insurers to underwrite larger or complex risks.
- Stabilises pricing and capacity for policyholders.
- Improves insurers' technical underwriting capabilities through training and analysis.
- Secures competitive reinsurance terms, ultimately benefitting consumers through more affordable premiums.

Why choose a broker?

- Access and flexibility across multiple insurers and reinsurers.
- Independent expertise in interpreting policies and advising on risk.
- Customised solutions tailored to specific life or business circumstances.
- Claims support, ensuring fair and timely outcomes.
- Proactive risk advice to reduce exposure and cost over time.
- Professional standards, backed by regulation and indemnity cover.

The broker of the future

The insurance landscape is evolving. Climate risk, cyber threats, and digital transformation are reshaping the industry. Tomorrow's broker will combine trusted relationships with smart technology by:

- Using data analytics for predictive risk assessment and bespoke solutions.
- Partnering with InsurTech to make purchasing and claiming more efficient.
- Developing new products for emerging risks, from sustainability to pandemics.
- Remaining a trusted adviser in an increasingly digital environment.

A partner through uncertainty

Insurance brokers are not just intermediaries; they are trusted partners who help individuals and businesses navigate risk with confidence. As the world changes, the need for expert guidance and the value of having someone truly on your side has never been greater.

National Bank of Rwanda
Insurance and Pension Supervision Department.

INSURANCE BROKERS: KEY PARTNERS IN EXPANDING INSURANCE COVERAGE.

When most people think about insurance, they picture long forms, fine print, and complicated jargon. But in Rwanda's fast-growing financial sector, insurance brokers should play a key role to change that story. More than just intermediaries, they are trusted advisors who help households, farmers, and businesses understand risk and access the protection they need. And as the country works to expand insurance coverage in line with the National Insurance Strategy, brokers are set to play an even bigger role in shaping the industry's future.

Why Brokers Matter.

Insurance brokers are often seen as middlemen, but in reality, they are much more. They are the link between insurers and clients, helping people understand complex risks and access products that meet their needs. They build trust, explain coverage in simple terms, and walk with clients through the claims process.

In Rwanda's journey to expand insurance penetration, brokers are essential. They are the ones who make insurance relevant to daily life, ensuring that products are not only sold but understood and trusted.

Priorities for the Sector.

The National Bank of Rwanda (BNR), as regulator, is committed to building a resilient and inclusive insurance sector that safeguards households, supports businesses, and contributes to national development. Our priorities include:

- Extending reach by making products affordable and accessible to underserved communities.
- Customer focus by designing solutions that reflect the realities of Rwandans in both urban and rural areas.
- Digital transformation through mobile-based distribution and data-driven innovation.
- Consumer protection by strengthening transparency, fairness, and professionalism.
- Capacity building to ensure a skilled and future-ready workforce.

These goals are outlined in the National Insurance Strategy (NIS), but achieving them will require active collaboration with brokers, who are the frontline actors in the sector.

Expectations from Brokers.

To drive inclusive growth, brokers must rise to today's challenges and opportunities. This includes:

- Digitizing services to lower costs, speed up onboarding, and improve customer turnaround times.
- Promoting financial literacy, particularly in rural areas, to build awareness and trust in insurance.
- Facilitating fair claims settlement by standing with clients not only at onboarding but throughout the claims journey.
- Expanding inclusive products, such as microinsurance for health, agriculture, and life risks, designed with simplicity and quick payouts.
- Leveraging Rwanda's mobile networks to reach remote communities where traditional channels are limited.

- Upholding strong ethics and governance, ensuring compliance with regulations and maintaining professionalism in all client interactions.

A Shared Responsibility.

The regulator alone cannot achieve the vision of inclusive growth. Brokers must bring their creativity, expertise, and market reach to the table. Together, under the framework of the National Insurance Strategy, we can expand coverage to more households, strengthen resilience against shocks, and unlock the full potential of insurance for Rwanda's development.

Looking Ahead.

As Rwanda works towards becoming a high-income country by 2050, the insurance sector will play a critical role in building a strong and resilient economy. Brokers are uniquely positioned to drive this transformation. They are not only distributors of policies but true partners in shaping the future of the industry.

By embracing innovation, promoting financial education, and standing with clients at every step, brokers can help ensure that insurance becomes a trusted tool for resilience and growth for individuals, businesses, and the nation at large.

National Bank of Rwanda.





Mr. Saul Sseremba

Chief executive Officer
Insurance Training College of Uganda

THE ROLE OF EDUCATION IN DRIVING INNOVATION AND INTEGRATION IN AFRICA'S INSURANCE SECTOR

Innovation doesn't happen in a vacuum. It thrives where education and industry intersect. With technology reshaping markets, new risks emerging, and customer expectations evolving, we need to ask ourselves if we are ready to quickly and effectively adapt to this change as insurance industry captains.

At the Insurance Training College (ITC) in Uganda, we've made it our mission to equip professionals not just to navigate this new landscape but to shape it. Here, I share insights on how education can drive the insurance sector forward, drawing from our work at ITC and the broader East African context.

The need for Innovation and Integration

Education and training help promote new ideas and teamwork. They link old ways with new needs, giving professionals the skills they need to be innovative and collaborate with others. At ITC, we have seen how targeted training can help individuals and the whole industry improve.

The East African insurance industry displays a blend of contrasts. It is built on trust, community ties, and personal relationships—core principles that have traditionally influenced our markets. At the same time, it faces disruptive hurdles such as insurtech startups, mobile-focused platforms, and the increasing role of data analytics. Although penetration remains below 3% in many East African countries, the sector's growth prospects are substantial, driven by a youthful, technology-savvy population and ongoing urbanisation. In this context, innovation is more than just adopting new tools; it requires reimagining how insurance addresses individual needs. This entails creating products for underserved communities, using technology to simplify procedures, and addressing emerging risks like climate change and cyber threats. Meanwhile, integration aims to eliminate barriers among insurers, regulators, technology providers, and consumers to build a cohesive ecosystem that delivers value.

Collaboration and integration for Real-World Impact

Collaborations promote industry integration. Working with insurtech startups introduces learners to advanced solutions like blockchain for claims handling and AI-powered chatbots for customer support. Partnerships with regulators ensure that curricula meet compliance standards, equipping professionals to handle complex legal environments. These relationships create a positive feedback loop: employers receive trained talent, learners obtain critical skills, and the industry advances toward better cohesion.

At ITC, we work closely with insurers, regulators, and tech providers to keep our training current and impactful. These collaborations establish feedback cycles that help us quickly identify and address skills gaps. For instance, recent graduate assessments showed that employers seek professionals with both technical expertise and strong interpersonal skills. To meet this demand, we emphasize emotional intelligence training in our programmes, recognising that trust remains fundamental to insurance, even in the digital age.

The Skills That Will Define the Future

The insurance sector demands a new breed of professionals—those who are tech-savvy, adaptable, and purpose-driven. I believe there are four critical skills that education must cultivate to drive innovation and integration:

1. **Digital Fluency:** Technology is no longer optional—it's the backbone of modern insurance. Professionals must master tools like mobile platforms, AI, and blockchain to extend reach and streamline operations. At ITC, we teach learners to leverage these technologies while understanding their limitations, ensuring they enhance rather than replace human judgment.

2. **Data Mastery:** Data is the new currency of insurance. Those who can analyze raw data to create personalized products, optimize pricing, or accelerate claims processes will unlock significant value. Data analytics education should emphasize practical applications, from predictive modeling to customer segmentation, empowering professionals to turn insights into action.

3. **Emotional Intelligence:** Technology may enable transactions, but trust powers relationships. In Africa, where community ties are strong, emotional intelligence is critical for building bonds with clients, especially in underserved markets. Training should foster attributes like empathy, active listening, and cultural sensitivity, ensuring professionals can connect with diverse audiences.

4. **Agility:** The insurance landscape is unpredictable, with risks like climate change, geopolitics, pandemics, and regulatory shifts reshaping priorities. Professionals must be agile, able to pivot quickly and learn continuously. Educators must embed adaptability into programmes through scenario-based learning, where students tackle real-world challenges and develop creative solutions.

These skills encompass more than technical abilities; they fuse hard and soft competencies to cultivate well-rounded leaders. By emphasising these skills, education can equip professionals to drive innovation and blend seamlessly into the industry.

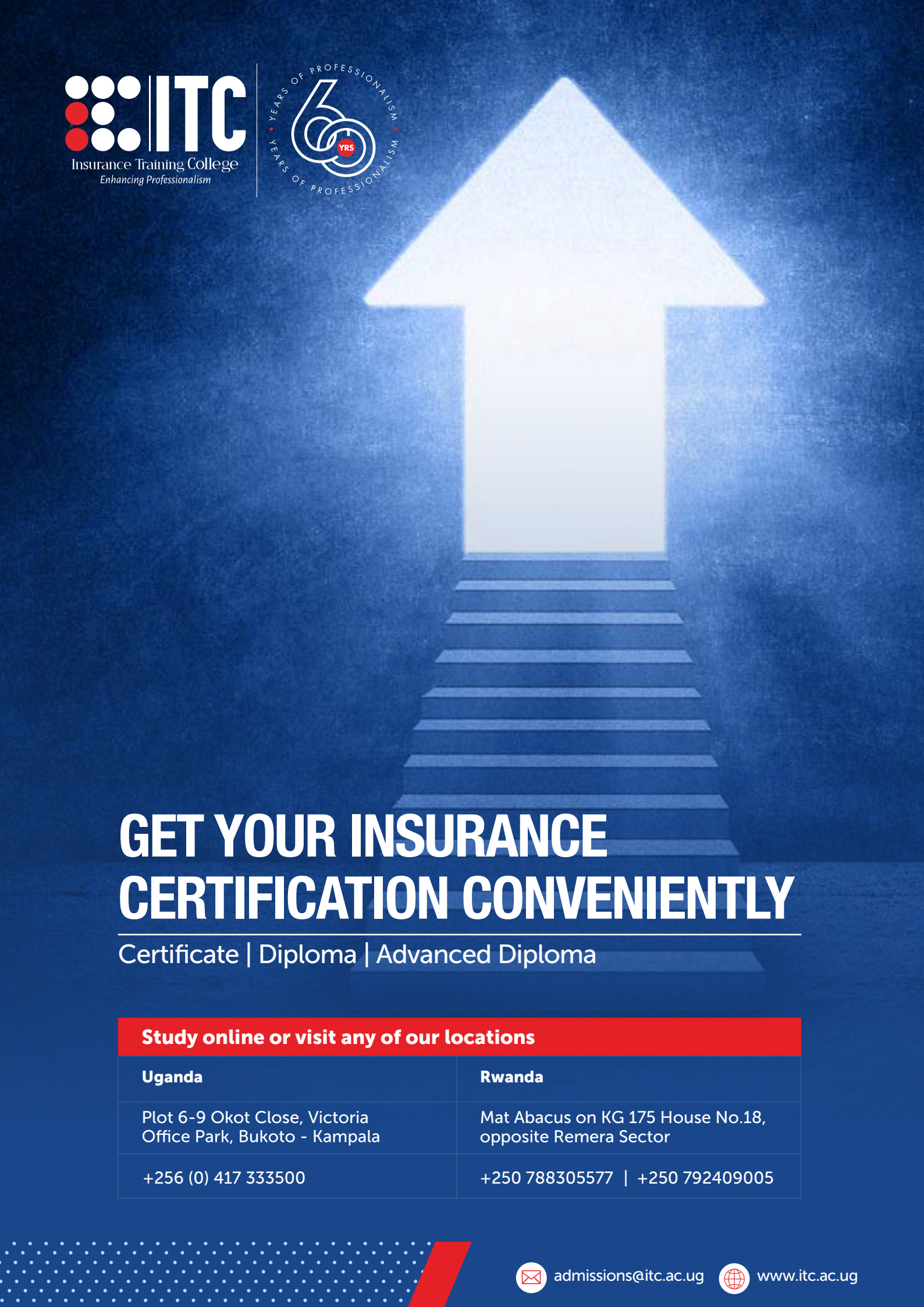
The insurance sector in the region is on the cusp of greatness. With the right education, we can unlock its full potential, creating an innovative, integrated, and inclusive industry. As educators, employers, and leaders, we must invest in people, listen to the market, and stay agile. Together, we can shape an insurance sector that protects lives, empowers communities, and drives regional progress.

Saul Sseremba is the Keynote Speaker at the 4th RIBA Annual Conference.

He is also the CEO of the Insurance Training College in Uganda and President of the Association of African Insurance Educators and Trainers (AAIET). A PhD candidate, he is passionate about using education to transform the insurance industry.

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Mr. Roland Kifory

Advisor, RIBA

BLOCKCHAIN & INSURANCE: THE COMING SHOCKWAVE THE INSURANCE SECTOR CAN NO LONGER IGNORE

Introduction – Blockchain: More than just cryptocurrency

When blockchain is mentioned, many immediately think of Bitcoin, Ethereum, or those cryptocurrencies that are both fascinating and controversial. Most non-experts — including in the financial sector — associate blockchain with speculation, volatility, or even scams. This reductive perception often leads to premature disinterest or mistrust.

That's a damaging misconception, because blockchain is far more than cryptocurrency. In fact, crypto is just one of many applications enabled by this technology.

Blockchain is a decentralized digital infrastructure. It allows information to be recorded, verified, and shared in a transparent, secure, tamper-proof way — without relying on a central authority. Imagine a distributed ledger, automatically and simultaneously updated across all authorized parties, where each transaction is timestamped, traceable, and immutable. It's a new way to create digital trust at scale.

Banking vs Insurance: A Growing Divide

In major financial centers, blockchain has already reached the stage of experimentation and even industrialization.

Banks are working on real-world applications, such as:

- Instant settlement of interbank payments;
- Tokenization of financial or real estate assets (i.e., converting assets like stocks, bonds, or property into secure digital units called "tokens," which can be exchanged or split on a blockchain);
- Building shared trust networks between banks, institutions, and clients.

Meanwhile, decentralized finance (DeFi) is pushing the boundaries of financial automation even further. Notably, some central banks — including in Africa — are exploring or piloting central bank digital currencies (CBDCs), such as in Rwanda, Nigeria, Ghana, and South Africa.

And yet, the insurance sector — both globally and in Africa — remains significantly behind, with limited initiatives:

- Parametric insurance (drought, travel) powered by smart contracts, such as those by Etherisc or AXA;
- A few shared KYC or automated claims management projects;
- Industry consortia like B3i (Blockchain Insurance Industry Initiative), which generated high hopes but struggled to find viable long-term models.

This lag can be attributed to several factors:

- The complexity of insurance value chains,
- Regulatory frameworks often ill-suited to innovation,
- A lack of technical skills within operational teams,
- And sometimes, a cultural resistance to change.

But ignoring this evolution means risking progressive technological obsolescence — especially given the growing interest from crypto industry giants like Binance, Coinbase, and OKX.

Concrete Use Cases for Africa

Far from being a tech illusion, blockchain offers Africa powerful levers to accelerate financial inclusion, secure operations, and rebuild trust in insurance. A few examples:

- Parametric agricultural insurance: Smart contracts can automatically trigger payouts in case of drought or flooding measured by satellite;
- Fraud reduction: Every event (contract, claim, settlement) is timestamped and tamper-proof;
- Shared client files (Blockchain-based KYC): Avoids duplication, speeds up onboarding, and secures data;
- Automated reinsurance: Real-time information exchange between insurers and reinsurers, reducing reporting errors;
- Connected microinsurance: Combined with mobile technology, blockchain can help cover remote populations at very low cost with simplified management.

Some startups like Acre Africa are already testing these models in various African countries. But there's still a lack of clear collaboration frameworks between insurers, regulators, brokers, and innovators.

A Ready Continent, But Still Too Passive

Paradoxically, Africa is one of the most promising continents for blockchain applications in insurance, thanks to:

- Low banking penetration rates,
- Familiarity with mobile payments,
- Growing demand for simple, fast, and accessible insurance solutions.

Yet, the ecosystem remains fragmented, with no clear sectoral strategy or institutional coordination. While some countries are launching pilot initiatives, most remain in a wait-and-see position.

Don't Bury Your Head in the Sand: A Call for Collective Action

In the face of this emerging technology, inaction is not an option. Blockchain may be complex — but that's no reason to ignore it. As with any disruptive innovation, those who prepare early will gain a decisive competitive advantage.

This transformation must be a collective effort. It is time for all players — regulators, insurers, reinsurers, brokers, bancassurers, and insurtechs — to open up to dialogue and experimentation.

What we can do together in the short term:

- Launch interprofessional working groups on blockchain and insurance;
- Organize practical training sessions for sector professionals;
- Identify local use cases to prototype with insurtechs;
- Create a dialogue space with regulators to explore an experimental framework.

Blockchain won't solve every problem. But it is, without a doubt, a catalyst for transformation — just like AI.



Ms. Sheila Kirika

Actuarial Manager -
General Insurance Old Mutual Africa

THE EVOLVING INSURANCE LANDSCAPE IN AFRICA

Africa's insurance sector is still defined by legacy systems—complex policies, siloed data, and misaligned incentives—that have long served middlemen and service providers better than the people they cover. Yet a growing movement of forward-thinking insurers and brokers is rewriting that script. At AIRC 2025, I showed how these pioneers are turning customer-centricity from aspiration into action. From Product to People

The old reality persists: customers treated as "policy numbers," trudging through lengthy forms, hidden exclusions, and slow claims. Meanwhile, modern consumers expect experiences on par with mobile banking—seamless, intuitive, and emotionally intelligent. Recognizing this, progressive insurers are positioning themselves as experience architects, not merely risk underwriters.

Persistent Distortions... and Early Wins

Medical Insurance:

- What still happens: Overfilling and overprescription inflate claim bills, driving premiums higher. Insurers themselves often delay payments to providers because of manual claims adjudication and paper-based workflows.
- What's changing: In May 2025, Rwanda's regulator urged insurers to partner with providers to curb overbilling and overprescription, automate claims processing, integrate systems for real-time validation—and commit to clear provider ,turnaround-time targets to ensure timely settlements.

Motor Insurance:

- What still happens: Fraud rings, inflated garage invoices, and fake certificates plague claims.
- What's changing: Kenya's industry-wide digital platform (IMIDS) has nearly eliminated certificate fraud overnight—cutting administrative costs by 30% and restoring public confidence.

In both product lines, misaligned incentives—pay-per-service billing, underpriced premiums, siloed data—distort the ecosystem, punishing honest customers with higher costs and disputes.

Structural Reforms Underway

1. Partnering to Tackle Abuse

Insurers form collaborative pacts with clinics and garages. Shared data and joint fraud control units detect and prevent overbilling, overprescription, and inflated repair bills at the source.

2. Outcome-Based Partnerships

Beyond fraud-fighting, companies tie reimbursements to quality metrics: preferred garage panels with agreed rates and service-level commitments in Kenya; healthcare pilots that reward providers for patient outcomes rather than procedure volume.

3. Pooled Data & Risk Sharing

No insurer can go it alone. Across Africa, firms pool data to spot fraud patterns early—a model proven by IMIDS—while regional reinsurance pools share extreme risks, ensuring policyholders stay protected when disasters strike.

4. Digital-First, Human-Centered Design

Guided digital journeys—chat-style claim forms, mobile onboarding, real-time updates—are transforming service. One Kenyan insurer's AI-powered app lets customers photograph vehicle damage and receive instant estimates and payouts within hours, proving technology can build trust, not just cut costs.

The Role of Brokers in Driving Change

As the vital link between insurers and clients, brokers can accelerate customer-centric transformation by:

- Educating clients on policy features and limitations, reducing surprises and disputes.
- Advocating for outcome-based insurer-provider partnerships that align benefits with real customer needs.
- Facilitating data-sharing, channeling customer feedback into product and process improvements.
- Championing digital workflows, guiding clients through new claims interfaces and ensuring adoption.
- Monitoring provider turnaround times, escalating delays to uphold service standards.
- Upholding fiduciary duty, always prioritizing client dignity, clarity, and trust over transaction volume.

A New Mandate: Dignity and Trust

These reforms share a single purpose: restoring dignity to insurance. When customers see overprescription tackled, claims processed in real time, and costs validated instantly, insurance shifts from bureaucratic burden to the reliable safety net it promises.

At AIRC 2025, I reminded colleagues:

"Experience is the new competitive advantage—customers reward insurers who anticipate needs, simplify complexity, and communicate with genuine care."

Insurers and brokers already embracing partnership, clarity, and digital innovation are seeing better retention, healthier portfolios, and renewed trust.

Call to Action

Leaders, brokers, providers, and regulators: the path is clear. Commit to:

1. Joint fraud-control partnerships with providers.
2. Automated claims integration across IT systems.
3. Participation in data-sharing pools to combat abuse collectively.
4. Investment in human-centered digital experiences that respect customers' time and emotions.

Our industry's future depends on shifting from product-centricity to people-centricity. By redesigning systems around customer dignity and trust, insurance can reclaim its role as Africa's cornerstone of resilience and solidarity. The next chapter of African insurance is ours to write—let's write it together.



Power Your Future with Expert Solutions in
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Mr. Symon Gatimu

Head of Reinsurance Broking
Zamara Group

THE STRATEGIC ROLE OF REINSURANCE BROKERS IN EAST AFRICA'S EVOLVING INSURANCE LANDSCAPE

The insurance industry in East Africa is changing at a fast rate. Economic diversification, regulatory reform, technological advancement, and the mounting impact of climate-related risks are reshaping how insurers and reinsurers operate across the region. Amid this transformation, reinsurance brokers have emerged as more than intermediaries and have morphed into critical enablers of innovation, integration, and resilience.

This shift is especially timely as industry leaders gather for the 4th RIBA Annual Brokers Conference with emphasis on the growing recognition of the strategic role brokers play not only in connecting insurers to regional and global capacity but in shaping a stronger, more inclusive risk ecosystem.

Driving Innovation in Emerging Markets

In the face of emerging risks and unmet needs, reinsurance brokers in East Africa are pushing boundaries to deliver contextually relevant solutions. Innovation is no longer a luxury but a necessity for survival and sustainability.

One striking example is the growing adoption of parametric insurance in agriculture. It uses measurable triggers like rainfall or temperature to enable quick payouts after weather shocks, helping farmers recover faster while improving affordability, expanding the risk pool, stabilizing premiums, and strengthening market sustainability.

Elsewhere, brokers are facilitating bundled insurance products in sectors such as health and small business. By combining life, health, and asset protection into single, affordable packages, they are helping to expand access to underserved populations. Such models broaden the risk pool, stabilize premiums, and lay the foundation for more sustainable insurance markets.

Enhancing Resilience through Regional Reinsurance

Another defining trend in East Africa's reinsurance approach is the deliberate use of regional capacity before turning to global markets. This strategy helps retain premiums within the continent, fosters technical growth, and nurtures a sense of regional solidarity.

Reinsurance brokers design treaty structures favoring regional reinsurers and show agility in arranging facultative placements during crises like floods or industrial losses. Their swift actions ensure timely claims and build trust in regional capacity. Importantly, this trend aligns with broader goals such as the African Continental Free Trade Area (AfCFTA), which seeks to foster intra-African trade, including in insurance and reinsurance services.

Continued to page 23 →

Powering Prosperity Across Africa



Zamara is a purpose-led Pan-African and Middle East financial and insurance solutions provider, headquartered in Kenya and proudly serving nations across the continent and region. For over 30 years, we've partnered with businesses, governments, and individuals to design sustainable solutions that inspire confidence in both living and retiring well.

As a trusted ally in financial wellbeing, we offer a comprehensive and tailored suite of services ,from actuarial consulting and retirement fund administration to insurance broking and wealth management. Our expertise spans pension and benefits consulting, asset and investment advisory, plus bespoke corporate or individual retirement solutions.

We stand apart through a values-driven approach. With deep local insight, regional reach, and a bold spirit of innovation, we build financial ecosystems that are future-fit, inclusive, and resilient. We simplify complexity, act with empathy, and deliver with integrity that is all aimed at powering prosperity across Africa and the Middle East.

From retirement planning and employee benefits to micro-pensions and insurance broking, we empower financial dignity, peace of mind, and intergenerational security. Together, we're shaping a future where everyone can thrive.

Our Services & Solutions

Pension and Benefits Consulting

We offer novel and customizable retirement solutions for corporates, SMEs, and individual clients.
Our expertise helps design and implement retirement plans that improve member outcomes while meeting global standards and local needs.

Insurance and Reinsurance Broking Services

Our team advises insurers on pricing, reserving, capital modelling, and risk management. Supporting them through regulatory changes and improving profitability.

Actuarial & Risk Consulting

We provide actuarial valuations, risk analysis, and modelling to help businesses manage their financial obligations.From pension funds to insurance companies, our solutions go beyond compliance as they also add value through informed advice and strategic insights.

Asset & Investment Consulting

We help trustees and businesses navigate investment choices, craft robust strategies, and monitor performance. Our surveys and benchmarks ensure your funds achieve optimal returns while staying compliant.

← Continued from page 21

Unlocking Growth Through Specialty Lines

East Africa presents a growing frontier for specialty reinsurance, with diverse sectors increasingly demanding tailored risk transfer solutions. The region's economic structure anchored by agriculture, an expanding SME sector, and evolving financial systems offers a strategic landscape for specialty lines to thrive.

In agriculture, where the sector remains a primary economic pillar, parametric and weather index insurance products are gaining traction. These solutions support food security, stabilize farmer incomes, and align with broader climate resilience goals.

The health sector, especially post-pandemic, is driving innovation through reinsurance programs that bridge public and private sector priorities. Brokers are structuring reinsurance for group medical schemes, micro health, and community health financing, improving access and affordability.

Across SMEs, which contribute over half of GDP in many East African economies, insurance penetration remains low. Brokers are increasingly designing portfolio reinsurance solutions to support scalable, sustainable underwriting for SME-related risks. This approach not only empowers entrepreneurship but also builds financial resiliency within local communities.

Beyond these core sectors, demand is also growing across a diverse array of specialty lines, including:

- Professional Liability (E&O) and Directors & Officers (D&O) Liability, to support a growing professional services and corporate governance culture.
- Commercial Crime Insurance and Cyber Liability Insurance, as digital transformation and financial inclusion expose businesses to new forms of operational and systemic risk.
- Political Risk & Trade Credit Insurance, essential in a region with dynamic cross-border trade and geopolitical sensitivities.
- Product Liability and General/Public Liability, vital to protect manufacturers, retailers, and service providers amid rising consumer awareness and regulatory scrutiny.
- Environmental Liability, as ESG considerations increasingly influence underwriting standards and investment decisions.
- Financial Institutions Insurance, covering Bankers Blanket Bond (BBB), Electronic & Computer Crime (ECC), D&O, and Professional Indemnity (PI), in support of a rapidly modernizing banking and fintech ecosystem.
- Surety Bonds & Guarantees, facilitating infrastructure projects and public-private partnerships.
- Marine, Aviation, and Transport Liability, reflecting the region's efforts to improve trade logistics and connectivity.
- Media Liability / Technology E&O, addressing the rise of digital content creation, e-commerce, and software development.

Through these specialty lines, reinsurance brokers are not only mitigating risks but helping to unlock new markets and deepen insurance penetration.

Partnerships and Capacity Building

Innovation and growth cannot be sustained without continuous capacity building. Recognizing this, reinsurance brokers are investing in the industry's most valuable asset, its people. Across East Africa, brokers are hosting workshops, facilitating mentoring programs, and collaborating on joint product development initiatives. These efforts are strengthening the technical skills of underwriters, claims managers, and actuaries.

In parallel, partnerships between regional associations and international reinsurers are introducing the latest tools—from catastrophe modelling and smart underwriting techniques to digital claims systems—into local markets. These initiatives are not just improving technical know-how; they are cultivating a collaborative culture of trust among brokers, insurers, and reinsurers.

Overcoming Barriers to Scale

Despite their progress, brokers in East Africa face structural challenges. Regulatory fragmentation across countries raises compliance costs, while low insurance penetration, typically under 3% limits the volume of premiums available for pooling and reinsurance.

Additionally, global reinsurance pricing remains cyclical and often reacts sharply to major catastrophe events, putting further pressure on affordability. To counter these constraints, brokers are stepping into advocacy roles, supporting market education campaigns, piloting microinsurance models, and promoting regulatory reforms that foster innovation and inclusion.

The Future: Digital Integration and Sustainable Solutions

Looking ahead, digital transformation is poised to redefine reinsurance brokerage in East Africa. Platforms that connect cedants and reinsurers in real time will reduce friction, streamline placements, and improve transparency.

Emerging technologies such as smart contracts and blockchain may soon automate treaty execution and claims processes, unlocking new levels of efficiency. Meanwhile, the rising prominence of ESG considerations is shaping the next wave of product development.

Brokers are already beginning to integrate sustainability into their solutions such as insuring renewable energy projects, encouraging climate risk mitigation through incentives, and aligning coverage with global sustainability goals. These efforts signal a future where insurance and reinsurance do more than transfer risk.

As the region continues to evolve, brokers will remain at the heart of this journey, linking risk to opportunity and ensuring that, together, we innovate, integrate, and insure for a stronger tomorrow. Their strategic impact will be paramount in keeping the insurance markets in the region resilient, inclusive and able to handle the challenges and opportunities of the decades ahead.



Mr. Derrick Kananura

Public Relations Officer, RIBA

BUILDING A CULTURE OF RISK AWARENESS IN RWANDA.

Rwanda's steady economic growth, rapid urbanization, and ambitions of becoming a regional hub have brought immense opportunities but they have also introduced new risks. From road accidents and property fires to health emergencies and climate-related shocks, risks are part of daily life. What matters is how prepared we are to manage them.

Why Risk Awareness Matters

In many societies, insurance is often misunderstood or considered an afterthought. Yet true resilience begins with recognizing risks before they materialize. Whether it is a farmer protecting a harvest from unpredictable weather, a business safeguarding its assets, or a family securing health coverage, awareness is the first step in building financial security.

For Rwanda, where insurance penetration remains modest, raising public understanding is crucial. A population that appreciates the importance of risk management is more likely to seek insurance solutions, which in turn strengthens the entire financial ecosystem.

The Role Of Brokers

Insurance brokers play a unique role in nurturing this awareness. By engaging with individuals, businesses, and communities, brokers simplify complex products and highlight how insurance can provide practical solutions. Beyond selling policies, we act as educators and advisors demystifying terms, explaining coverage, and helping clients see insurance not as a burden, but as a partner in resilience.

From Policy To Culture

Creating a culture of risk awareness requires collaboration. Schools can integrate financial literacy into their curriculum. Businesses can adopt proactive risk management practices. Communities can be sensitized on the importance of protecting property, livelihoods, and health. Government, insurers, and brokers all have a shared responsibility to champion this cause.

Looking Ahead

As Rwanda moves towards its vision of becoming a middle-income, knowledge-driven economy, risk awareness will be a cornerstone of sustainable growth. Insurance is not simply about covering losses it is about enabling ambition. When people understand risks and actively prepare for them, they create room for innovation, investment, and confidence in the future.

The Rwanda Insurance Brokers Association (RIBA) is committed to fostering this culture.
Through awareness campaigns, professional training, and strong partnerships, we believe insurance can move from being a product on paper to a way of thinking embedded in how individuals, families, and businesses plan for tomorrow.

In the end, a culture of risk awareness is not just about insurance it is about resilience, responsibility, and Rwanda's journey towards inclusive prosperity.

RIBA
Rwanda Insurance
Brokers Association

4TH RIBA ANNUAL Conference 2025

Dates: **10 - 13 September 2025**

Venue: **Intare Kivu Arena Rubavu - Rwanda**

Theme: INNOVATE .INTEGRATE .INSURE

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www.riba.rw #RIBAConference2025



CONFERENCE CONVENER

Mr. Mbonigaba Dieudonné

Treasurer, RIBA

RWANDA INSURANCE BROKERS ASSOCIATION ANNUAL CONFERENCE – 2025: A MILESTONE GATHERING FOR RWANDA'S INSURANCE INDUSTRY.

In the spirit of Peter F. Drucker's words, "The best way to predict the future is to create it," the 2025 Annual Conference of the Rwanda Insurance Brokers Association (RIBA) unfolds in Rubavu with great pride and a deep sense of responsibility as I welcome all delegates, members, and partners to this momentous occasion. Held under the theme "Innovate, Integrate, Insure", this year's conference reflects a collective vision for the future of insurance in Rwanda—one that is adaptive, collaborative, and client-focused.

This conference brings together key players from across Rwanda's insurance sector to share knowledge, explore strategic issues, and build valuable partnerships. The program includes high-level panels, technical sessions, and networking opportunities all designed to spark action, creativity, and progress.

We are especially delighted to host this important gathering in Rubavu, whose natural beauty and hospitality provide an ideal setting for both reflection and forward-looking dialogue. Its location near regional borders is a powerful reminder of the broader impact and potential of insurance to support resilience and development across communities.

As the convener, I take this opportunity to sincerely thank all RIBA members for their continued dedication to excellence in service. My gratitude also extends to our regulator, partners, sponsors, public institutions, private sector allies, and all conference participants. Your support has made this conference a reality and is a testament to the unity and momentum within our industry.

Let us use this time together to think boldly, engage deeply, and act decisively for the future of our profession, and for the lives and businesses that depend on what we do.
Together, let's continue to Innovate, Integrate, and Insure. Signed,



MESSAGE FROM EAIBA PRESIDENT

Mr. Paul Muhame

President - East Africa Insurance Brokers Association (EAIBA) and IBAU

RWANDA'S BROKERS ARE GATHERING AROUND A THEME THAT FITS OUR MOMENT:

Innovate • Integrate • Insure. it is a practical call to action, not a slogan.

Innovate: Lead The Client Experience

Clients now expect to compare, buy, and service insurance from a phone, and they want claims handled quickly and transparently.

Brokers should be the ones shaping
that experience. Innovation is not only about tools. It is about how we design products that include more people and how we run our businesses to meet real needs across Kigali, Kampala, Bujumbura, Nairobi, and Dar es Salaam.

EAIBA is supporting digital literacy and practical access to technology so that every licensed broker, regardless of size, can modernize and grow.

Integrate: Grow Together As A Region
Regional integration is not an abstract idea.
It helps us share knowledge, align standards, and attract stronger partnerships. Our associations are already working together on ethics, skills, and forums that build a more connected and competent profession.

EAIBA stands behind RIBA's efforts and will continue to support membership growth, training access, and Rwanda's contribution to regional goals.

Insure: Widen Protection And Impact
Our job is to protect livelihoods, businesses, and families. Too many people in East Africa still lack cover.

Brokers can change that by delivering inclusive and affordable solutions, especially for women, youth, farmers, and informal workers.

Microinsurance, health, and agricultural risk cover are opportunities to do good work and build sustainable business.

The Road Ahead

If we act with intent, the future of brokerage in East Africa is bright.

Let us innovate with urgency and imagination, integrate with shared purpose, and insure with empathy and professionalism.

EAIBA stands with RIBA as a partner and advocate on this journey to a stronger, more resilient region.

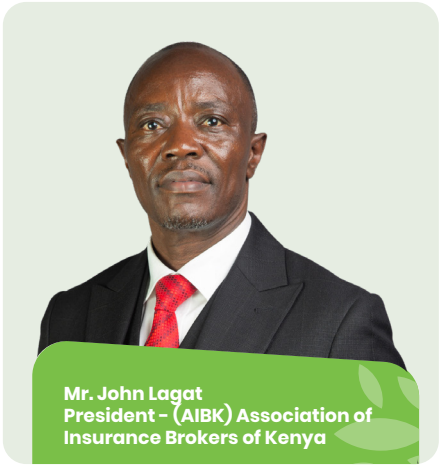
EAIBA Committee



Mr. Paul Muhame
President – East Africa Insurance Brokers Association (EAIBA) and IBAU



Ms. Mendies Mhiribidi
President - (RIBA) Rwanda Insurance Brokers Association



Mr. John Lagat
President - (AIBK) Association of Insurance Brokers of Kenya



Ms. Elinipa Elias
President - (TIBA) Tanzania Insurance Brokers Association



Mr. Abdul Rucekeri
President - (IBAB) Insurance Brokers Association of Burundi

Concept Note

4th RIBA Annual Conference 2025

The Rwanda Insurance Brokers Association (RIBA) is proud to announce the 4th RIBA Annual Conference 2025, a landmark event dedicated to shaping the future of insurance brokerage in Rwanda.

Purpose of the Conference

Rwanda's insurance sector is on a transformative journey—driven by technological advancements, a rising middle class, and heightened consumer awareness. In this evolving landscape, insurance brokers are positioned at a pivotal crossroads. They must harness innovation, adopt technology, and deliver customer-centric solutions that respond to an increasingly dynamic market.

The 4th RIBA Annual Conference 2025, under the theme "Innovate, Integrate, Insure," will provide a platform for thought leadership, collaboration, and strategic dialogue. It aims to empower brokers to redefine their role and value proposition in the digital era, while fostering innovation that strengthens both the industry and consumer trust.

Conference Objectives

Promoting Innovation: Encourage the adoption of emerging technologies and the development of tailored insurance products suited to Rwanda's unique market needs.

Facilitating Integration: Promote the integration of digital tools and platforms to streamline operations, enhance efficiency, and elevate customer engagement.

Championing Customer-Centric Solutions: Focus on providing personalized, accessible, and value-driven insurance services that build lasting relationships with clients.

Key Focus Areas

1. Innovation in Insurance Brokerage

Co-creating Custom Products for sectors like agriculture, health, and SMEs.

Leveraging Insurtech—AI, data analytics, and predictive models—for smarter brokerage solutions.

Expanding Microinsurance offerings to increase market penetration in underserved communities.

2. Integration of Technology

Adopting digital platforms for policy issuance, claims, and customer support.

Utilizing automation and AI for operational efficiency and improved client service.

Applying data-driven insights for better risk assessment and tailored advice.

Adopting risk-based pricing mechanisms to reward commendable customer behaviour

3. Customer-Centric Solutions

Providing seamless omnichannel customer experiences.

Driving financial literacy initiatives to raise awareness of insurance's value.

Offering value-added services such as risk advisory and loss prevention.

Opportunities and Benefits

- Market Expansion into rural and emerging customer segments.
- Operational Efficiency through Digital Transformation.
- Competitive Advantage via customer-focused strategies that foster loyalty and trust.

Challenges to Address

- Navigating regulatory requirements in a fast-changing environment.
- Bridging skills gaps in digital literacy among brokers.
- Managing resistance to change within the industry.
- Strategic Areas of Focus
- Building strategic partnerships with technology providers.
- Investing in capacity building and continuous professional development.
- Advocating for policy frameworks that support innovation in insurance.

Why This Conference Matters

As Rwanda advances towards Vision 2050, insurance brokers must take proactive steps to innovate, embrace technology, and prioritize customer value. The 4th RIBA Annual Conference 2025 is more than an event—it is a call to action for brokers, insurers, regulators, and technology leaders to collaboratively shape a resilient, inclusive, and future-ready insurance ecosystem.

Join us in Rubavu as we drive conversations that will redefine the future of insurance brokerage in Rwanda.





GUEST OF HONOR

Ms. Faith Batamuriza

Senior Principal Inspector - Head of Insurance and Pension Supervision Department

National Bank of Rwanda

Ms. Faith Batamuriza is the Senior Principal Inspector and currently heads the Insurance and Pension Supervision Department at the National Bank of Rwanda, where she has spearheaded major supervisory reforms, including the implementation of Risk-Based Supervision (RBS) and Basel III, significantly mitigating systemic risks in the financial sector.

With 15 years of experience in financial sector regulation, supervision, and risk management frameworks, she has made a substantial contribution to Rwanda's financial stability and sustainable economic growth.

She is recognized for her strategic decision-making, policy development, enforcement expertise, and ability to foster strong stakeholder collaboration with financial institutions, regulators, and industry leaders.

Faith has demonstrated exceptional leadership in mentoring and training inspectors, enhancing institutional capacity, and promoting a collaborative work culture. She has played a pivotal role in resolving problematic banks, guiding thern through resolution processes and overseeing successful mergers.

She is a member of the Crisis Management Committee at the Bank (NBR), where she contributes to safeguarding financial system stability.

She holds an MBA in Finance and Accounting and is an alumna of the Women's Leadership Change Program for Women Supervisors and Regulators by the Toronto Centre.

Numerous international and local supervisory courses further reinforce her qualifications, reflecting her commitment to continuous professional development and excellence in financial sector oversight.



KEYNOTE SPEAKER

Mr. Saul Sseremba

Chief executive Officer

Insurance Training College of Uganda

Saul Sseremba serves as the Principal and Chief Executive Officer of the Insurance Training College of Uganda.

He is an experienced educator, certified life and business coach, leadership and management consultant, and a professional insurer.

He formerly worked with Sanlam and Britam insurance companies.

Saul has demonstrated extensive expertise in board governance and executive management within the education and financial services sectors, reflected in his service on various boards. He is the Chairperson of the Board of Directors of the Capital Markets Authority of Uganda.

He also serves on the boards of the Insurance Training College, the Global Institute of Property Studies, W-Safe Reinsurance Company, and Ssuubiryo Zambogo SACCO. Additionally, he is the President of the Association of African Insurance Educators and Trainers and has previously served as a board member of the Uganda Healthcare Federation.

He has lectured at several Ugandan higher education institutions, including Makerere University and Makerere University Business School.
Mr. Sseremba is also a founding member and pioneer manager of MUBS SACCO.

Mr. Sseremba is a PhD candidate and holds a Master of Science in Finance and Accounting from Makerere University, a Postgraduate Diploma in Microfinance Management, and a Bachelor's degree in Business Administration from Makerere University.

His professional qualifications include various insurance certifications, an award in Pensions Management from the College of Insurance Nairobi, a Corporate Governance and Board Leadership certification from the Center for Corporate Governance Kenya, and a Leadership Award from the Jacobs Abbey Institute of Leadership Studies in the United States.

REINSURANCE BROKERAGE SOLUTIONS

Established in February 2020, Reinsurance Brokerage Solutions (RBS) is proud to be Rwanda's first reinsurance broking company. Backed by over 50 years of combined expertise in reinsurance, corporate management, and consulting, RBS has transformed the local market by including global and regional reinsurers, bringing competitive terms and technical capacity for underwriters.

Our Services Include:



- Treaty Reinsurance Broking (Life & Non-Life)
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- Risk Surveys, Claims Analysis & Adjustments
- Feasibility Studies & Risk Management Consulting
- Reinsurance Treaty Accounting, Training & Underwriting Audits
- Treaty Programme Reviews, Analysis & Contract Drafting
- Business Facilitation, Agency Representation & Local Joint Ventures

At RBS, we deliver trusted expertise, competitive solutions, and strategic partnerships that strengthen Rwanda's insurance industry.

Address 20 KK 349 Street. Niboye | E-mail: info@rbs.co.rw |
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Twitter (X): Rbs Rwanda





SPEAKER

Mr. Andrew Kulayige

Chairperson of ASSAR

Chief Executive Officer of Britam

Andrew Kulayige is the CEO of Britam Insurance (Ltd) Rwanda, a subsidiary of Britam Holdings Plc and also the current chairperson of ASSAR (Association of Insurers in Rwanda). Before this role, he held key positions in different industries like Manufacturing, Agro processing, Mining and Banking.

He has served as East African Breweries Ltd as the Country Manager for Great lakes region (Rwanda, Burundi and Eastern DRC), Commercial Director for Kinazi Cassava Plant, Managing Director at East African Granite Industries Ltd, Commercial Director Equity Bank before taking over as CEO Britam Insurance (Rwanda) Ltd from 2020 to date.

With over 20 years of experience in leadership and commercial management, Andrew has driven significant growth and innovation in the companies he has managed.

Under his leadership, Britam Insurance has expanded its market reach, diversified its product offerings, and enhanced its technological capabilities.

Andrew aims to further contribute to the finance industry, particularly in insurance, by expanding into new markets, continuously innovating insurance products, and leveraging technology to improve customer experience.



SPEAKER

Mr. Paul Muhame

President

East Africa Insurance Brokers Association (EAIBA) and IBAU

Paul Muhame is a strategic business leader widely recognized for comprehensive improvements to efficiency, innovation and marketing.

He is known as a respected insurance industry executive skilled in attaining growth in talent, stabilizing operations, addressing volatile regulatory requirements and enhancing product offerings to deliver optimal ROI.

Paul is an insurance Professional of over 20 years' experience having worked in senior management in AIG and UAP among others.

Paul holds a MIBA from the ESLSCA Business School Paris and a B.A in Insurance from the University of New Delhi, India. He is a UK Chartered Insurance Broker.

Paul is the Managing Director at OLEA Insurance Brokers Limited.

Paul Muhame has served as Board Director for the American Chamber of Commerce, Uganda Warehouse and Receipt Systems Authority, St. Agnes Junior School and others.

He has worked with the Uganda Insurers Association in the Technical Non-Life Committee in advising on insurance policy and regulatory issues, with the Insurance Brokers Association of Uganda as Chairman of the Technical Committee.

Currently, he is the President of the East African Insurance Brokers Association (EAIBA), the Chairman of the Insurance Brokers Association of Uganda (IBAU), and Immediate past President of the Rotary Club of Kampala South.



SPEAKER

Mr. Kevin Mworia

Managing Director

Continental Reinsurance Kenya Limited

Kevin Mworia is the Managing Director of Continental Reinsurance Kenya Limited, a role he has held since 2023. In the past two years, he has steered the Kenya office through strategic growth and deepened its role as a key regional hub within the group. with a career spanning over 20 years, Kevin's impact on the insurance landscape includes notable roles at Sanlam Kenya Group, where he served as Principal Officer of Sanlam Life and Group CFO of Sanlam Kenya Plc. He previously held senior finance positions at Liberty Life and Metropolitan Cannon, and began his career at the ICEA LION Group.

A Certified Public Accountant, Kevin brings two decades of senior leadership experience across strategy, finance, human capital, culture transformation, and strategic partnerships. He holds a Bachelor of Science (Hons) in Mathematics and Statistics from Kenyatta University, has completed the Senior Leadership Development Programme at Stellenbosch Business School, and holds a certification in Circular Economy and Sustainable Strategies from the University of Cambridge's Judge Business School.

ALLIANCE
Insurance Brokers
RWANDA'S LEADING INSURANCE ADVISOR



Established in 2005, Alliance Insurance Brokers Ltd (AIB) is a pioneer in Rwanda's insurance brokerage industry.

Offering innovative and reliable risk solutions through a skilled team and international partnerships.

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P.O Box: 138 Kigali - Rwanda



SPEAKER

Mr. Solomon M. Rubondo

Chief Operations Officer

Goldstar Insurance Company Limited

SOLOMON M. RUBONDO – Dip CII, FIIU
Insurance Consultant, Moderator & Communications Coach

Solomon M. Rubondo is a veteran insurance executive with over 40 years of experience across leading local and international companies. He has held senior roles including Chief Operations Officer at Goldstar Insurance Company Limited, Chairman of the Insurance Brokers Association of Uganda (IBAU), and past President of the Insurance Institute of Uganda. He also served on the Pioneer Board of the Uganda Insurance Commission (now IRA) and represented Uganda on the African Trade Insurance Agency board.

A Fellow of the Insurance Institute of Uganda and a Chartered Insurance Institute of London graduate, Solomon brings expertise in insurance strategy, operations, governance, and professional development. He is a renowned moderator, speaker, and mentor, actively contributing to the growth of Uganda's insurance sector.

Beyond his professional work, Solomon is actively involved in community service and governance initiatives through the Rotary Club of Muyenga, Makerere College Old Students Association, TASO Entebbe, and school management committees.

Smart Applications International Limited:

Transforming Healthcare Access in Rwanda with Smart Access App

Smart Applications International Limited has taken a bold step toward transforming Rwanda's healthcare landscape with the official launch of the Smart Access mobile app, a revolutionary tool that's replacing the previously issued Smart cards, and now, with this launch, Smart has enabled the app to hold the virtual cards for seamless healthcare access.

With this innovation, the insured member's virtual card is now securely stored within the app, allowing you to present a unique code from the mobile app for instant identification while at the hospital.

The launch took place during the Rwanda Healthcare Technology Innovation Conference at the Serena Hotel in Kigali on Friday, July 25, 2025. The event brought together insurers, healthcare providers, and government stakeholders to celebrate this leap forward in patient-centred care.

With the Smart Access App, you can:
- Check your benefits utilisation and balance
- Geo-locate healthcare facilities near you
- Check your medical cover status
- Set your wellness goals and access healthcare articles on the go.

Already available on Google Play and the Apple App Store, the Smart Access app has crossed 500,000 downloads across Africa. "Our goal is simple yet powerful: to enable every individual, regardless of where they are, to access quality healthcare with dignity and ease," said



Cleophas Obiero, Country Manager for Smart Applications International Rwanda.

Today, the Smart Access ecosystem connects 680 healthcare facilities in Rwanda and over 9,000 across Africa, processing transactions worth 290 billion Rwandan Francs (Ksh 29 billion) for more than 1.7 billion people on the continent. Learn more about this and more on: rwanda.smartapplicationsgroup.com

Smart ACCESS is now available: Download on the App Store | GET IT ON Google Play

All Women Panel - Innovating with Impact: "How Women are Transforming Insurance Through Technology, Inclusion, and Customer-Centric Solutions."



Ms. Sheila Kirika
Actuarial Manager -
General Insurance Old Mutual



Ms. Elinipa Elias
Managing Director/ President – TIBA



Ms. Ritah Mutesi
Executive Director/ Vice President – IBAU



Ms. Alice Uwase,
Country Manager for Rwanda
and the Indian Ocean Islands. -
ZEP-RE PTA Reinsurance Company



Ms. Ovia K. Tuhairwe
CEO – Radiant Yacu



PANEL MODERATOR

Ms. Sheila Kirika

Actuarial Manager

General Insurance
Old Mutual Africa

Sheila Kirika is a qualified actuary and a Fellow of the Institute and Faculty of Actuaries (UK), with a career that spans over a decade and more than 10 African countries. She is currently Actuarial Manager – General Insurance for Old Mutual Africa Regions, and Head of the Public Policy Working Party at the Actuarial Society of Kenya. Her work sits at the intersection of numbers and nation-building—where data meets dignity.

At Old Mutual, Sheila leads reserving, solvency, and reinsurance strategy across seven markets, and played a central role in implementing IFRS 17 across the region. earning her both the CFO Recognition Award (2023) and the Radical Leadership Award (2022).Her leadership has also helped drive turnarounds in Namibia, Botswana, and Rwanda. She is known for building strong, values-driven teams—and for seeing possibility where others see complexity.

Before joining Old Mutual, Sheila built the actuarial division of Zamara Rwanda from the ground up —turning around a loss-making business into profitability within a year. She led motor insurance pricing studies still used in the market today, and authored strategic turnaround plans for two Insurers in Rwanda, who are now industry leaders. Her early consulting work also contributed to key reforms in Kenya's public healthcare financing, including the NHIF Amendment Act of 2022.

Today, as Head of Public Policy at TASK, Sheila's voice helps shape the future of the insurance industry in Kenya. Whether advocating for Road Accident Funds across the African continent or writing policy-aligned thought pieces on customer-centricity, she consistently bridges actuarial excellence with public impact.

A gifted storyteller and systems thinker, Sheila has spoken at leading industry forums in Nairobi, Diani, Arusha, Kigali, Harare, Zanzibar and beyond. Her ability to translate technical insight into actionable strategy has positioned her as a trusted voice in both corporate and public spaces. But behind every model she builds is a conviction: that insurance should do more than protect—it should restore. Sheila's vision is unapologetically African, grounded in lived experience, and driven by a singular mission: To ensure that every African can retain dignity, even when unfortunate circumstances happen.



PANELIST

Ms. Elinipa Elias

President & founder
and Managing Director

Tanzania Insurance Brokers Association & Maya Insurance Brokers Limited

Elinipa Elias is a founder and Managing Director of Maya Insurance Brokers Limited, a TIRA-registered independent broker in Tanzania specializing in both life and non-life insurance products. With over 14 years of experience in the insurance industry, she has established herself as a trusted advisor to businesses of all sizes. Prior to establishing Maya, she held senior roles at several insurance providers, including Victoria Insurance Brokers Ltd, MGen Tanzania Insurance Company, and the Insurance Group of Tanzania.

In these positions, she gained significant expertise in underwriting, risk analysis, financial planning, and client relationship management. Elinipa also serves as the President of the Tanzania Insurance Brokers Association. She holds a Master's Degree in Business Administration with a specialization in Corporate Management, a CII Diploma, and a Mastery in Directorship from the Institute of Directors Tanzania.





PANELIST

Ms. Ritah Mutesi Kabayiza

Vice President & Executive Director

Insurance Brokers Association of Uganda & WTW Uganda

Ritah is an experienced Business Executive with a successful career spanning over 17 years in the Insurance Industry Ritah currently serves as the Executive Director at WTW Uganda, a subsidiary of the wider global multinational,Willis Towers Watson . She prides herself in working with highly productive teams that help Clients across various sectors turn their risks into paths for growth.

She also sits on Boards and is passionate about Corporate Governance and Leadership Ritah is blessed to be a Wife and Mother Her motivation is driven by Faith in God and derives great inspiration from family.

A big believer in people development, any opportunity to lift someone is a light bulb!





PANELIST

Ms. Alice Uwase

Country Manager

Indian Ocean Islands at ZEP-RE
(PTA Reinsurance Company)

Alice Uwase is the Country Manager for Rwanda and the Indian Ocean Islands at ZEP-RE (PTA Reinsurance Company).

She has over 10 years of experience in the insurance and reinsurance industry, spanning underwriting, reinsurance management, and client relationship management.

Alice holds a bachelor's degree in Business Information Communication Technology and is currently pursuing her ACII designation with the Chartered Insurance Institute (UK). Before joining ZEP-RE, she worked with several leading insurers in Rwanda, most recently serving as Underwriting and Reinsurance Manager at UAP Old Mutual.

At ZEP-RE, Alice leads the company's operations in Rwanda and the Indian Ocean Islands, focusing on delivering innovative reinsurance solutions, strengthening partnerships, and supporting market development across the region.

Beyond her professional commitments, Alice enjoys traveling, connecting with people, and exploring new cultures.



PANELIST

Ms. Ovia K. Tuhairwe

Chief Executive Officer

RADIANT YACU Ltd
MICROINSURANCE COMPANY

Ovia is the Chief Executive Officer of RADIANT YACU Ltd MICROINSURANCE COMPNAY, the First & only Dedicated & Composite Microinsurance in Rwanda.

Ovia has got 17 years' experience in Insurance industry with 6 years in Microinsurance space. She holds a master's degree in business administration from Kampala International University and a bachelor's degree in education from Makerere University, Kampala, Uganda.

Committed to continuous professional development, Ovia attended the Microinsurance Master Leadership program in the Philippines earning the esteemed title of Microinsurance Master for her outstanding accomplishments in the field.

She is certified a Inclusive Insurance Trainer, a recognition awarded by the International Labor Organization (ILO) through the Impact Insurance Faculty.

She completed several trainings in Insurtech, Inclusive insurance Product design & Development, Human Center Design & Customer Centricity to mention but a few, from different Countries.

Ovia's visionary leadership has been instrumental in designing and implementing inclusive insurance products, reflecting a passion for serving underserved populations.

She is passionate in serving the underserved and unserved market segments of the Population.

Ovia was recognized awarded among the Top 50 Strong Women in Insurance in Africa by the prestigious African Insurance Organization (AIO) in 2022.
In 2023, she was further recognized as the CEO of the Fastest Growing Woman-Led Company in Rwanda's Financial Sector.

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Radiant Insurance Company is one of Rwanda's leading insurers and a proud member of the GLOBUS Network, covering over 48 African countries. With a strong reputation for reliability, we provide a wide range of insurance solutions tailored to individuals, families, and businesses. Our products include Motor, Medical, Property & Fire, Liability, Travel & Marine, Engineering, Bonds, and Workplace Protection — all designed to safeguard what matters most. Beyond Insurance, We Empower Lives.

Radiant is making insurance smarter and more accessible with Gake Gake, a daily micro-saving option starting from just 1,000 Rwf. In partnership with MTN and Airtel, simply dial *543# and start saving towards your insurance effortlessly.

With E-nsure (www.e-nsure.com), buying and renewing your insurance is just a click away , fast, digital, and branch-free.
We also champion financial inclusion and invest in Rwanda's future through student reward programs.

At Radiant, we don't just insure, we innovate, include, and inspire.

RADIANT YACU LTD
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Radiant Yacu is a dedicated microinsurance company driven by the mission to help every Rwandan build resilience and protect their future. We design affordable and impactful products for families, farmers, students, and low-income earners , ensuring that no one is left behind when it comes to protection and savings.

Our offerings include Credit Life Microinsurance, Student & Accident Cover, Crop & Livestock Insurance, Turikumwe Microinsurance, Family Life Protection, and Ingoboka Kashi hospitalization cover in partnership with Airtel Money.

With Radiant Yacu, you are never alone. Together, we build resilience, ensure financial stability, and create brighter futures.
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Kigali, Rwanda

Website: www.radiant.rw

Event Program

TIME	Activity	Responsible
WEDNESDAY 10 SEPTEMBER 2025		
All Day	Arrival and Registration (Lake Kivu Serena)	Organizing Committee
19:00 -23:00	Meet and Greet Dinner (By RIBA) Theme: Enchanted Forest - Shades of Green	Organizing Committee
THURSDAY 11 SEPTEMBER 2025		
06:30 - 08:00	Breakfast (at your own stay)	All delegates
08:00 – 08:30	Arrival and Registration (Kivu Intare Conference Arena)	Organizing Committee
08:30 - 08:35	Word of Welcome	Dieudonne Mbonigaba Conference Convener - RIBA
08:35 - 09:00	Conference Opening Ceremony – Traditional Dancers	Inganzo Ngari
09:00 – 09:15	Opening Address	Mendies Mhiribidi President - RIBA
09:15 - 09:25	Innovate, Integrate,Insure: The East Africa Perspective	Paul Muhame President of EAIBA and IBAU
09:25 – 09:50	Official opening of conference by the Guest of Honor	Ms. Faith Batamuriza
09:50 - 10:00	Sponsor's Moment	FMRE (Diamond, 10 min)
10:00 - 10:30	Tea/Coffee Break	All delegates

10:30 - 10:40	Sponsor's Moment	AtlanticRe (Gold, 5 min) + JB Boda (Gold, 5 min)
10:40 - 11:20	Keynote Address	Mr. Saul Sseremba, CEO – Insurance Training College Uganda
11:20 – 11:30	Q&A Session	All delegates
11:30 - 11:40	Sponsor's Moment	SanlamAllianz (Gold, 5 min) + Continental Re (Gold, 5 min)
11:40 - 12:10	Reimagining Risk – The Role of Reinsurance in Driving Innovation and Resilience in Emerging Risks	Mr. Kevin Mworia, MD – Continental Reinsurance Kenya Ltd
12:10 - 12:20	Q&A Session	All delegates
12:20 - 12:30	Sponsor's Moment	MUA (Gold, 5 min) + Britam (Gold Plus, 5 min)
12:30 – 13:00	The Future of Insurance in Rwanda – Insurer-Led Innovation and Integration in a Changing World	Mr. Andrew Kulayige, Chairperson – ASSAR
13:00– 13:10	Q&A Session	All delegates
13:10- 13:20	Sponsor's Moment	GrandRe (Gold, 5min) + Mayfair Insurance (Gold, 5min)
13:20 - 15:00	Lunch Break	All delegates
15:00 -17:00	Sport Activities – Beach Volleyball, Board Games	All delegates
19:00 – 23:00	Gala Dinner – Theme: African Chic / African Night sponsored by FMRE Awards – Best Dressed Female & Male	MC Arthur Nkusi to announce winners, invite them on stage, present prizes, and thank sponsor
FRIDAY 12 SEPTEMBER 2025		
06:00 - 08:00	Breakfast (at your own stay)	All delegates
08:00 - 09:00	Arrival & Registration - Kivu Intare Conference Arena	Organizing Committee
09:00 - 09:10	Sponsor's Moment	Africa Re (Gold, 5 min) + Old Mutual (Gold, 5 min)
09:10 - 09:40	"The Role of Leadership and Professional Excellence in Driving Broker-Led Innovation in Africa"	Solomon Rubondo Technical Director- Pentad Insurance Brokers Ltd
09:40 - 09:50	Q&A Session	All delegates

09:50 - 10:00	Sponsors Moment	Regent Auto Valuers (Silver, 5 min) + Smart Applications (Silver, 5 min)
10:00 – 10:30	Tea Break	All delegates
10:30 - 10:40	Sponsor's Moment	AFR (Silver, 5 min) + WAICA Re (Silver, 5 min)
10:40 – 11:40	All Women Panel - Innovating with Impact: "How Women are Transforming Insurance Through Technology, Inclusion, and Customer-Centric Solutions."	**Moderator** **Sheila Kirika** *Actuarial Manager – Old Mutual Africa* **Panelists:** **Ovia K. Tuhairwe** *CEO – Radiant Yacu* **Ritah Mutesi** *Vice President – IBAU* **Elinipa Elias** *President – TIBA* **Alice Uwase**, *Country Manager for Rwanda and the Indian Ocean Islands. - ZEP-RE PTA Reinsurance Company*
11:40 – 12:00	Q&A Session	All delegates
12:00 – 12:10	Sponsor's Moment	TAN Re (Silver, 5 min) + Prime Insurance (Silver, 5 min)
12:10 - 12:25	Insurance Industry Awards (15 min)	MC Arthur Nkusi to announce winners and invite them on stage: - Best General Insurer - Best Life Insurer - Best Medical Insurer - Innovator of the Year - Best Customer Experience
12:25 - 12:30	Conference Resolutions	Kennedy Abuya
12:30 – 12:40	Vote of Thanks	Dr. Ben Karenzi, Vice President – RIBA
12:40 - 13:10	Appreciation Moment	Ms. Mendies Mhiribidi, President – RIBA
13:10-15:00	Lunch Break	All delegates
15:00 -17:00	Sport / Relax Activities	All delegates
19:00 – 23:00	Closing Cocktail BBQ – Theme: Denim Night (Sponsored by Britam) Awards – Best Dressed Female & Male	MC Arthur Nkusi to announce winners, invite them on stage, present prizes, and thank sponsor
SATURDAY 13 SEPTEMBER 2025		
06:00 – 10:00	Breakfast and Departure (at your own stay)	All delegates

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4TH RIBA ANNUAL Conference 2025

Theme

Innovate . Integrate . Insure

Dates: **10 - 13 September 2025**

Venue: **Intare Kivu Arena Rubavu - Rwanda**

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#RIBAConference2025

