



Our Mission & Strategy

2025 and Beyond

Insurance Ireland is the representative organisation for insurance providers in Ireland.

Insurance is essential, standing behind people and protecting every other sector of the economy.

Our members are progressive, innovative and inclusive, providing competitive and sustainable products and services to customers and businesses across the Life and Pensions, General, Health, International and Reinsurance sectors. As well as serving Irish businesses and consumers, Ireland is also a thriving global hub for insurance, reinsurance and InsurTech.

The Industry

35,000

employees in skilled and rewarding jobs



110

countries worldwide where Irish insurers are active



The Voice of Insurance

119 Members

representing a majority of the Irish market.

Working for Society

€2.7bn

contributed to the Irish Exchequer annually



€68bn

in total claims paid in 2022



€300bn

life and pension assets safeguarded



Delivering for the Economy

25m

customers across the world



No. 1

provider of cross-border Life and non-Life Insurance to the EU



4th

largest insurance market in the EU



3rd

largest reinsurance market in the EU



Our Vision

To be the expert and credible voice of, and for, Ireland's insurance & reinsurance sector, supporting its role in meeting the needs of society and the economy.

Our Mission

To represent the sector and work with stakeholders to support the delivery of sustainable, innovative and effective insurance, reinsurance and assurance solutions for consumers and enterprise.

Outcomes we are seeking to achieve

Insurance provides peace of mind for consumers, business and society and gives confidence and certainty to function. It protects consumers from the full financial impact of some of life's most traumatic events.



1

Contribution of the Insurance Sector

We will strive to:

Highlight the positive contribution of the insurance sector, including its essential role in providing peace of mind for consumers and businesses and enabling economic activity.

- **Work with key stakeholders, including the media** to raise awareness and understanding of priority insurance issues, including the insurance sector's vital contribution to a thriving society and economy.
- **Support improvements in financial literacy**, including setting out how insurance works.
- **Promote the insurance industry** as an employer of choice, supported by engagement with third-level institutions and schools.
- **Highlight industry achievements** in Diversity, Equity and Inclusion (DEI), innovation and Environmental, Social and Governance (ESG).

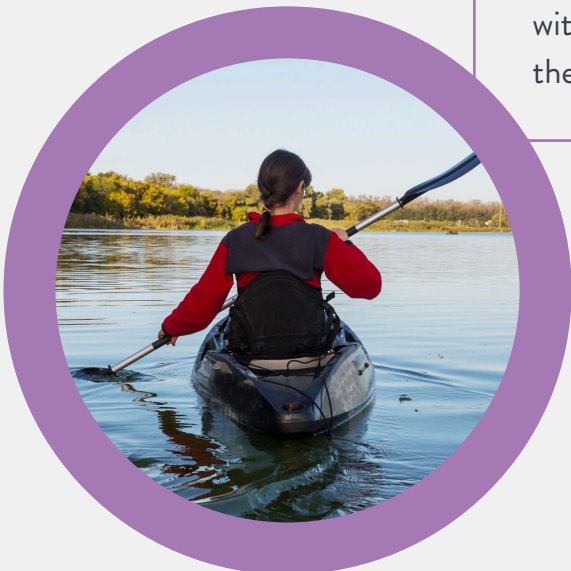
2

A Strong Consumer Focus

We will strive to:

Support building a framework to enable robust access and affordability to necessary insurance products for all consumers, including reducing barriers to the development of competitive and innovative products and services.

- **Ensure inclusion of the consumer impact in all policy & advocacy decisions**, including any external consumer research/projects needed to illustrate this.
- **Proactively identify issues** and work with stakeholders to determine solutions, taking account of relevant international experience, being ambitious about ‘the art of the possible’ and developing positive solutions.
- **Highlight access issues** with relevant stakeholders and policymakers, working together to identify pragmatic resolutions.
- **Work with NGOs and other civic bodies** to promote awareness with their members of how insurance works and factors affecting the affordability of insurance products.





3

Effective Market Conditions

We will strive to:

Support a positive operating environment for domestic and international insurers and effective market conditions, enabling increased competition in the insurance market leading to better access and affordability of insurance products for individuals and businesses and significantly contributing to employment and the Exchequer.

- **Work with our members** to understand and highlight the main concerns of the insurance sector regarding any emerging regulation and legislation affecting Irish insurers.
- **Partner with policymakers** regarding the quantification of risk process and how this impacts on solvency rules and access and affordability of insurance products.
- **Work with supervisors** to ensure predictable, proportionate and transparent supervision.
- **Promote the benefits** of regulatory and supervisory convergence across the EU, while maintaining access to international markets.

Our Members

Life Insurance Members

Insurance companies which predominantly provide pension, investment and protection products to Irish consumers.

General Insurance Members

Insurance companies which predominantly provide home, motor, travel, commercial and other general insurance products to Irish consumers and enterprises.

Health Insurance Members

Insurance companies which predominantly provide health insurance and wellbeing products to Irish consumers and enterprises.

International Insurance Members

There are four main categories of members in this sector:

- **International Life Insurance Companies** – provide investment and protection products to non-Irish consumers on a global scale.
- **Specialty and other Cross-border Companies** – provide property and commercial and other non-life insurance products to non-Irish consumers and businesses in a number of countries across the world.
- **Reinsurers** – provide reinsurance to insurance companies on a global scale.
- **Captives** – insurance companies that are wholly owned by their insured enterprises/organisations.





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