



African Reinsurance Corporation
Société Africaine de Réassurance

PRESS RELEASE

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AFRICAN INSURANCE AWARDS 2025

The African Reinsurance Corporation (Africa Re) will organize the 10th edition of the African Insurance Awards on **Monday 26 May 2025 in Addis Ababa, Ethiopia.**

Awards categories:

- COMPANY OF THE YEAR:** this prize is open to all insurance companies registered in Africa and focuses on performance in the last two years.
- CEO OF THE YEAR:** this special award is given to the CEO of an insurance company who has made an outstanding contribution over the past 12 months or more, either through the advancement of his/her company or the insurance industry in Africa.
- INNOVATION OF THE YEAR:** this prize is awarded to an insurance company for the best use of technology, for launching a breakthrough product / service or a new and innovative distribution channel or method.
- INSURTECH INITIATIVE OF THE YEAR:** this prize targets non-insurers that are collaborating with insurers to improve customer service delivery, product development and overall innovation in the insurance value chain. For this category, the awards will provide a platform for the winner to meet the insurance industry.

Cash prizes of US\$25,000 each, plaques and certificates will be awarded to winners.

More detailed information will be provided soon.

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About the African Insurance Awards

In line with its purpose, Africa Re initiated these awards to foster best corporate management, leadership, governance as well as innovative and sustainable growth in the insurance sector in Africa.

The African Insurance Awards aim at: rewarding and celebrating leaders, best performers and achievers in the African insurance industry; identifying and stimulating distinctive innovations in the insurance sector in Africa; encouraging sustainable growth in insurance premium combined with business profitability; and providing added value by sharing progress and best practices in the development of insurance in Africa.

The awards, which started in 2015, target a range of participants, including African insurance companies and African insurance CEOs. The key objective is to promote the development of insurance in Africa by honouring distinguished companies and leaders that have exceptionally raised standards of competence and achievement and demonstrated unprecedented leadership.