

Jamil Elbahou

Flexibility is the key to change

“Flexibility in a time of great change is a vital quality of leadership”, based on this quote for Brian Tracy, we can outline the line of thought of Mr. Jami Elbahou, CEO and Chief Underwriting Officer of Connect Underwriting Limited (a London-based MGA and Lloyd’s cover holder), who’s fostering flexibility as a way for change and development.

According to Mr. Jamil Elbahou, the insurance industry had greatly faced the challenges that Covid-19 brought to the world in general and to the insurance sector in particular by devising new solutions, adapting business models and embracing flexibility.



• **Conferences and meetings are back to normal after the Covid-19 pandemic has cancelled most of them. What is your comment?**

I think it's great that we can get together once again in-person as an insurance community. Successful business partnerships are built on the ability to establish and develop relationships. However, one thing that COVID-19 has taught us as an industry is the importance of flexibility and being able to switch very quickly to an online business model. I think the insurance market adapted very well to the new way of working brought upon us by the pandemic.

• **The new situation and its impact on the insurance industry... What are the challenges and opportunities for the Arab insurance market?**

The challenges brought about by the pandemic in the Arab insurance market are not different to those in any other part of the world. Having the right technology in place is key to being able to flex your business model to adapt to any environmental changes that come our way. The opportunities generated through the new way of working and the online model, is that the world suddenly becomes a much smaller place. We can do business anywhere, much more efficiently and at a lower cost.

• **Has the COVID-19 pandemic changed the future parameters of the insurance sector, especially as it coincided with regional and global economic and political changes?**

There are so many challenges facing the world today, such as inflation within our economies, the war in Ukraine and climate change, to name just a few. All of which filter through to the insurance market. The impact of COVID-19 is just one of the many issues that we have to deal with. At an industry level, the market is developing new and innovative insurance solutions to help clients protect their businesses and help manage the impact of these global challenges.

• **The insurance sector in the African continent is witnessing positive movements. The Arab insurance sector is experiencing it through its expansion and investment in a number of African countries...What is your comment?**

This is great news for both the local and global insurance markets as many of the large African insurance programs will come to markets such as London to look for much needed A-rated capacity.