



The global challenges
of tomorrow drive our work
today. We shape sustainable
development worldwide.

Making a Business Case for Microinsurance

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by Solveig Wanczeck



Our profile – A German federal enterprise

GIZ – the “Deutsche Gesellschaft für Internationale Zusammenarbeit” – is

- a **federally owned corporation**,
 - **operating worldwide** in the area of international cooperation for sustainable development, and
 - commissioned by **public** and **private-sector bodies**.
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- **Sustainability is our guiding principle.**





GIZ's engagement in creating a business case for MI

1. Cooperation with private sector

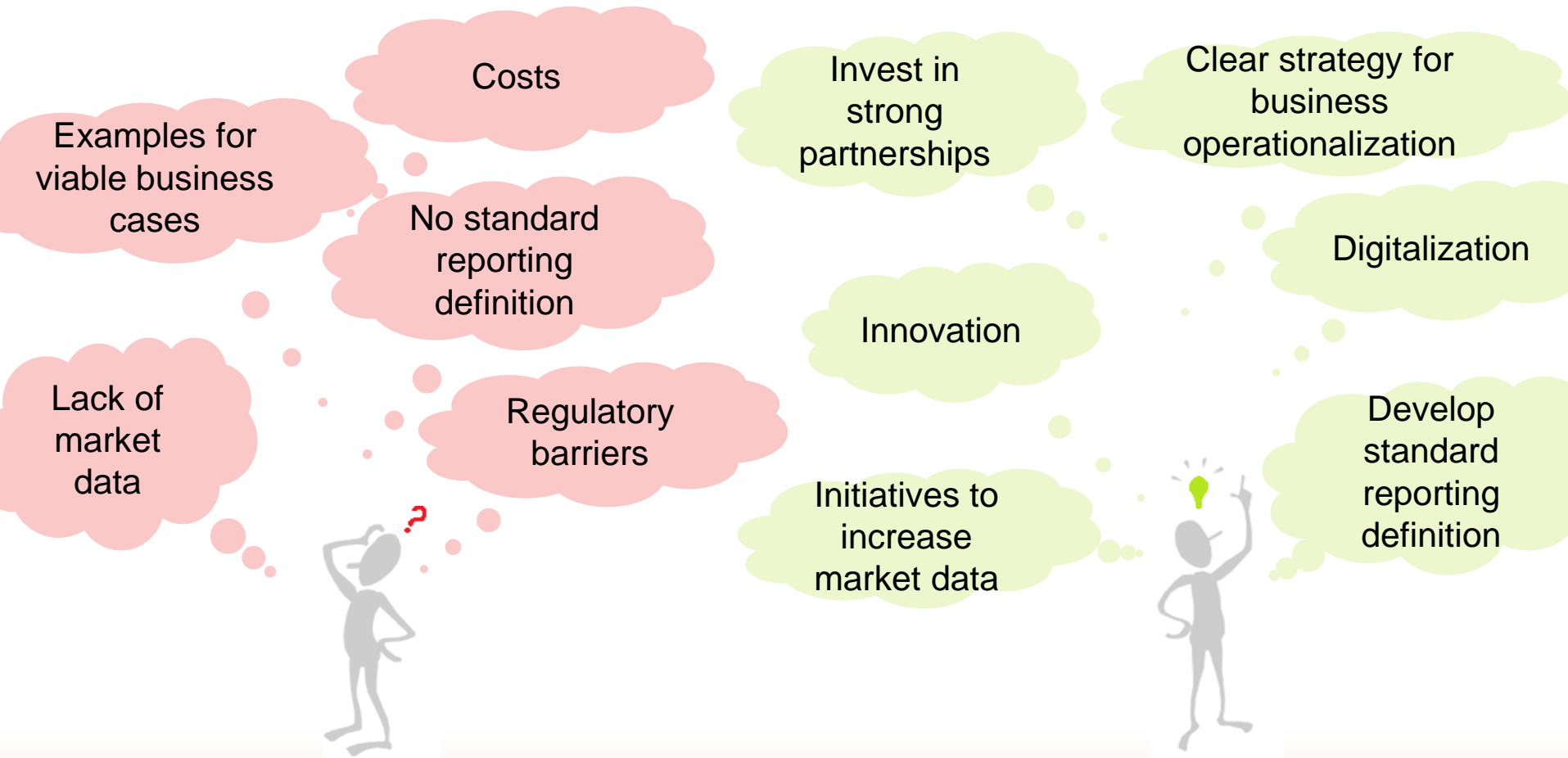
- By cooperating with the private sector, GIZ brings in its complementary expertise regarding financial literacy, favorable regulation and market conduct rules to support the soundness and sustainability of MI business development

2. Improvement of MI market data

- High growth rates of MI markets but still relatively low engagement of international insurance companies
- Possible reason: Lack of MI data hinders the creation of a viable business case
- Allianz/GIZ want to increase data availability on microinsurance by engagement in **Findex** and by developing an **operational MI definition** for reporting standards



Challenges / success factors of creating a business case





How GIZ supports companies in exploring MI business opportunities

1. Improvement of MI market data
 - Engagement in Findex
 - Developing an operational MI definition for (comparable) reporting standards
2. Linkage of public and private actors (e.g. in setting up MI committees in countries)
3. Support for companies in formalization / operationalization of MI business
4. Providing expertise in trainings (e.g. on financial literacy), tools for market diagnostics, demand studies, awareness campaigns and general MI market development



Thank you very much!

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