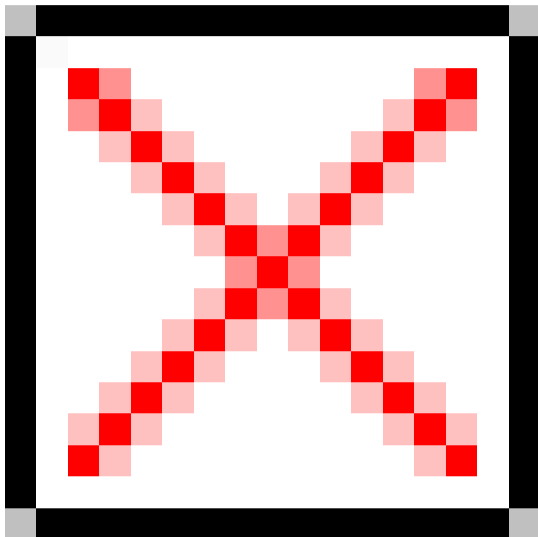




Duration: 2 days

Overview:

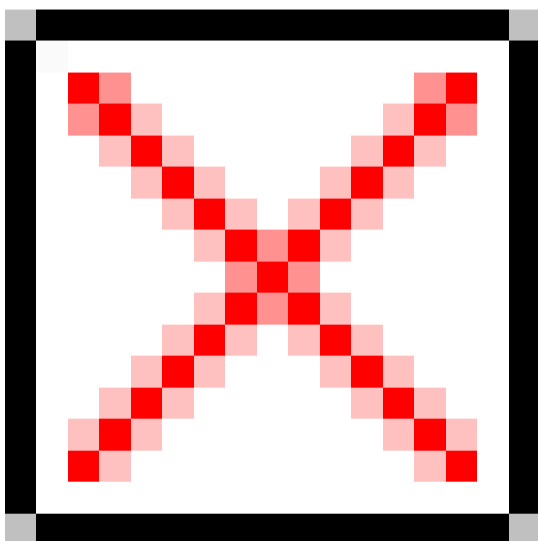


Small businesses are vital to economic development. Yet, they are exposed to high risks and often struggle more than larger businesses to cope with them. Insurance represents an important tool to help businesses better manage risks, but small businesses worldwide are generally underinsured or have no insurance at all. For insurers, small businesses represent both a promising and a challenging market. This training helps equip insurers to serve that market, exploring global trends and examples of successful products. It teaches insurance professionals to understand small businesses in depth and design both the right products and distribution strategies to reach them.

Training Objectives:

By the end of this course, participants will:

- Understand the needs of varied types of MSMEs and how to assess those needs
- Learn about relevant insurance types and how these are being offered globally to MSMEs
- Learn to design products and distribution strategies to meet the needs of MSMEs
- Appreciate the role of digital tools in expanding possibilities for MSME insurance



Who could benefit from the training:

This course has been developed for insurers interested in designing and launching insurance products for small and medium enterprises.

Methodology:

The training aims to build the skills of participants to apply the content in their day-to-day work. Built on adult learning methodologies, the interactive sessions will utilise case studies, group work and exercises, with lectures kept to a minimum. Practitioners will have an opportunity to apply the guidelines discussed during the course to improve their own insurance offering.