

CELEBRATING PROFESSIONALISM IN AFRICA

EDITION #M02

MALAWI

'Building a trusted profession in Malawi'

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'Celebrating professionalism in Africa' is a pioneering series of case studies, published by the Chartered Insurance Institute, to showcase professional practice and innovation in insurance

BUILDING A TRUSTED PROFESSION IN MALAWI



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The insurance sector in Malawi has grown strongly in recent years, with non-life premiums rising from MWK26.4bn in 2014 to MWK53.5bn last year. This doubling in the size of the market has been driven by the country's emerging economic development — GDP has risen tenfold in 40 years, and an increasing number of people and businesses value the security and peace of mind that insurance brings. Today, an estimated 7,000 professionals are employed in the insurance sector, working for eight general insurers, seven life insurers, 18 insurance brokers, 40 insurance agents, and a number of other market participants including reinsurers and medical aid schemes.

During the next couple of years, the size of the insurance workforce is expected to reach 10,000, as an increasing number of young people consider it as a route to a challenging, fulfilling and respected career. However, the insurance penetration rate remains low at about 1.4%, which reinforces this reinforces the scale of the opportunity for insurance to become increasingly established during the next decade.

The Insurance Institute of Malawi was established around 30 years ago, when the CEOs of the main insurers that were then active in the country

recognised the need for an educational body that would advocate and facilitate the value of professionalism, standards and qualifications. This was subsequently enshrined in the institute's mission and vision, approved by an AGM of the members, which have underpinned its range of activities. Highlights in the annual calendar include a Chartered dinner, which is partly used to celebrate and motivate new members into the profession; a mid-year festival event that provides a wonderful opportunity to strengthen relationships; and an annual two-day conference. The most recent conference involved detailed discussions around a number of topical themes such as fraud, compliance and changing regulations, and enabled all the key players to take coordinated action to the benefit of the public.

Professionals in Malawi are proud of their qualifications and place considerable value on them. Around 80% of qualifications are awarded by the CII, with the balance by the professional institutes in South Africa (IISA) and Australia (ANZIIF). These qualifications are essential in creating a profession that customers are able to trust. Insurance in Malawi is increasingly seen as an innovative, customer-focused service, eager to settle valid claims as speedily as possible.



Delegates at the Insurance Institute of Malawi annual Lake Conference



Insurance Institute of Malawi – at a glance

Mission and vision

Mission: To be a centre of excellence for insurance and financial services knowledge and professionalism

Vision: To be a recognised premier provider of insurance and financial training in Malawi and beyond

People Donbell Mandala

President, Insurance Association of Malawi

Dharles Kuyokwa

Principal / Training Officer

2020-2021 activities

Motivational talk | Annual sport festival | Annual Lake Conference | Quarterly trainings – life, general | Ladies conference | Quiz competition | Annual Charter dinner

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|---------------------|------------------------------|----------------------------------|-----------------------------|
| Role | Professional membership body | Provider of educational services | Qualification awarding body |
| | ● | ● | ● |
| Sector focus | General insurance | Life and protection insurance | Financial planning |
| | ● | ● | ● |

The institute works closely with the Insurance Regulatory Authority, including the Registrar of Financial Institutions, which is mandated by the Financial Services Act to regulate all financial institutions. The regulator’s vision – “to be an institution of excellence in promoting price and financial stability” – is closely aligned with the IIM’s. We are pleased to work with the regulator on solutions to many of the challenges that the regulator has highlighted, including high premium debtors, increasing incidents of fraud, the lack of mortality tables, low levels of financial literacy and the need for improved innovation and corporate governance. With this in mind, it was not surprising that the theme for our 2019 Chartered dinner was ‘Digital Insurance: Innovate and Evolve’.

Guest speaker Tom Malata, Malawi Revenue Authority (MRA) commissioner general, spoke directly and forcefully when he observed: “The world is changing and we need to move in the same direction. The old ways of doing things manually are gone. People have no option and thus insurance has to join the digital world. I urge insurers to share information electronically as the industry needs to move as one and not as competitors, and share data.”

The IIM president responded by emphasising the IIM’s commitment to raising financial education and insurance awareness among the next generation, commenting: “What we know is that a lot of people do not understand insurance. We have embarked on a campaign, whereby we will be disseminating information to the public, through media, and visiting schools to educate the masses on what insurance is all about.”

The 2020s will be a pivotal period for the profession in Malawi and we look forward to playing a central role. □



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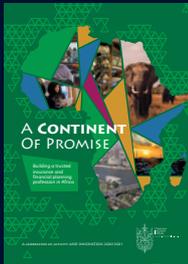
Members



Status

Not-for-profit organisation

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A Continent Of Promise: Celebrating the African insurance profession



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CII in Africa: Year In Review



[See the guide >](#)

CII membership guide



[See the guide >](#)

CII qualifications guide

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