



CELEBRATING PROFESSIONALISM IN AFRICA

EDITION #T02

TANZANIA

'Building a trusted profession in Tanzania'

By **Elizabeth Brown**

Chief Executive Officer, Insurance Institute of Tanzania

'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 TANZANIA



By **Elizabeth Brown**
Chief Executive Officer
Insurance Institute of Tanzania



Insurance public awareness campaign: Dar es Salaam ferry cleaning

A recent report into the Tanzanian insurance market described it as “vibrant, characterised by a collection of large regional insurers and rising levels of competition”. It has dramatically evolved from the time, during much of the last century, when the market was dominated by foreign insurers providing coverage for a very small number of businesses and clients – and when the government allowed the state-owned National Insurance Corporation a monopoly in the issuing of local policies. Looking ahead, the same report struck an optimistic note, commenting: “The country’s considerable population and low insurance penetration rate make it one of the most promising markets in the region over the long term.”¹

Recognising the need for a forum and facilities for the advancement, exchange and improvement of insurance knowledge, the Insurance Institute of Tanzania (IIT) was established in 1966 and registered by the Ministry of Home Affairs in 1967. Its main objective is to provide, promote and coordinate a world-class, innovative, sustainable and accessible support to individuals and corporate members in insurance and risk management with passionate members, partners and cutting-edge technologies to ensure protection of the profession and the public.

It has an active governing council, voted into office at an annual general meeting, and its patron has been a key player in connecting IIT with government ministers and policymakers, insurance industry leaders and the wider insurance community in east Africa and beyond.

The institute’s membership comprises a number of categories — affiliate members, ordinary members, corporate members and Fellows and Associates. The last two categories are bestowed upon those who have made a significant contribution to the insurance sector, and/or passed the highest levels of professional examinations.

Recently, the institute has been modernising its services to reflect changing times and the needs and expectations of the next generation of professionals. For example, the IIT website is increasingly a key communication tool for news and information for members and insurance practitioners. In addition, the institute has diverse social media pages, for example Instagram, Facebook and Twitter, which are valued tools used for reaching a wider audience.

To provide clarity about our purpose, the council has agreed succinct statements of our mission and vision, and these can be seen in the panel on the right. In addition, we have defined five core values. These are used to guide every aspect of our operations and how we deal with the wider market. They are:

- Professionalism
- Innovation
- Transparency
- Integrity
- Ethical.

Partnerships

We recognise that the institute has limited resources, and can make the greatest impact through working in partnership with others. For example, in collaboration with the Tanzania Insurance Regulatory Authority (TIRA), IIT has launched a one-stop online transaction platform for all imports in Tanzania, called Tanzania Imports Insurance Portal (TIIP), and has delivered training sessions about TIIP throughout the country as well for bodies such as the Shipping Line Association.

Similarly, the institute has partnered with Institute of Finance and Management, Financial Sector Deepening Trust and TIRA in conducting a ‘training of trainers’ programme for the insurance industry that commenced in 2017. This programme was designed to build knowledge and skills for insurance practitioners, professionals and lecturers in delivery of microinsurance training courses.

We are also grateful to the numerous volunteers and subject matter experts who work with us to deliver our intensive programme of activities. In a typical year, this includes the coordination of the Annual Insurance Day, the coordination of the Annual Insurance Awards, liaison with the CII in London on the provision and development of professional courses, reviewing and updating the education framework, community outreach, professional networking, conducting an essay competition. We also participate actively in wider initiatives such as the East Africa Community (EAC) Technical Working Group For The Development of an Implementation Strategy for The EAC Insurance Policy, the In-Country Consultative Meeting on Draft of EAC Insurance Policy, and the Financial Inclusion Deepening framework.

It is vital that we continually refresh and update our insurance training services so they are relevant and appropriate to the modern business world. For this reason, we continually review and improve our programme. In addition to the ever-popular core topics such as motor insurance, insurance claims, insurance documentation, and anti-money laundering, we also offer specialist training in areas such as aviation, bonds insurance, pricing reinsurance and fidelity, money and burglary insurance. We also offer a couple of highly valued courses on how to run successful insurance businesses in the current climate: How to Grow Your Agency, and How to Become a Successful Broker.

Looking ahead

During the next decade ahead, the IIT can make its greatest impact in nine priority areas. By focusing on these, I believe IIT will continue to play a vital role in the further development of a trusted and valued insurance profession in Tanzania:

1. Conduct professional training and accreditation for all insurance practitioners
2. Introduce a continuous insurance professional development programme
3. Conduct research and consultancy
4. To enhance values of the institute
5. To strengthen the institute mandate to represent the professionalism commitment
6. To realign the institute structure in order to improve efficiency of the institute
7. To improve infrastructure of the institute
8. To establish strategic financing approach
9. To initiate the process of acquiring the permanent premises of the institute

1. Oxford Business Group, Tanzania 2018: Insurance



Insurance Institute of Tanzania – at a glance

Purpose

Mission: To impart systematic insurance education by conducting certification programmes, continuing professional development, research and development and training programmes to raise the professional standards of the sector

Vision: A premier promoter of insurance professionalism in Tanzania and beyond

People

Bosco Bugali

President

Ernest Kilumbi

Honorary Secretary

Elizabeth Brown

Chief Executive

2020-2021 activities

Conduct training throughout the year | Conduct training for insurers on marine insurance and the use of the TIIP portal | Ensure the implementation of the education framework for members | Increase insurance professionalism by 10% | Design an advertising and marketing strategy for print, web and social media | Conduct a community outreach programme, including corporate social responsibility and professional networking | Develop and implement a mentoring programme | Creation of a professionals database

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



200

Members



Status

Not-for-profit organisation

The final photograph on the front cover shows an ARiS staff training presentation in the ARiSe Hall.

FURTHER READING



[See the report >](#)

A Continent Of Promise: Celebrating the African insurance profession



[See the review >](#)

CII in Africa: Year In Review



[See the guide >](#)

CII membership guide



[See the guide >](#)

CII qualifications guide

This case study is one of a series which is published by the CII. To download other case studies, please visit www.cii.co.uk/africa/casestudies. This webpage also includes an important legal notice regarding the case study series.

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