Press Release
25 October 2021

8th Middle East Insurance Industry Awards shine a light on digitalisation initiatives

Sixteen industry players emerged as winners at the 8th Middle East Insurance Industry Awards (MIIA), held virtually for the second time. There were more than 200 entries from the MENA region, of which 47 made it to the final selection. The pandemic has left an indelible mark on the insurance sector, compelling many insurers to adopt digitalisation initiatives.

"The innovation, digital transformation and customer-centric initiatives that came out of the pandemic were truly empowering, not to mention new products launched to serve clients. In addition, how companies used AI, robotics and technology raised the bar in this competition. It was truly amazing to see the enthusiasm from the industry despite the long drawn-out toll of the pandemic. We congratulate all the winners, and finalists alike," said MEIR CEO Sheela Suppiah.

In their submissions, many companies cited examples of how they incorporated digitalisation into their daily business. Cigna Insurance Middle East netted the Digital Initiative of the Year Award. It adopted a 'cloud first' strategy whereby new solutions would be cloud-enabled, allowing the insurer to utilise cloud capabilities. Early this year, Cigna's end-to-end online quotation tool for SME businesses also went online, boosting efficiency and efficacy.

Badri Management Consultancy clinched the Strategic Partner to the Industry Award for the second year in a row while Badri co-founder and managing director Hatim Maskawala won the Young Leader of the Year Award.

ACE Holding CEO Yolla El Khoury was named the Woman Leader of the Year in recognition of her diverse experience, leadership skills and passion for women’s empowerment.

Bupa Arabia continued its winning streak by bagging the Health Insurance Company of the Year Award for the second year.

The full list of award winners is as follows:

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<th>Life Insurance Company of the Year</th>
<th>TPA of the Year</th>
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<td>MetLife Gulf</td>
<td>Nextcare</td>
<td>Clyde &amp; Co</td>
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General Insurance Company of the Year

The full list of award winners is as follows:
The MIIA, organised by Middle East Insurance Review and supported by DIFC, DIFC Insurance Association, Insurance Business Group, FAIR, GAIF and RIMS, is considered the premier awards of the MENA region with a set of clearly defined criteria and a transparent judging process.

A panel of 25 distinguished judges was involved in the assessment of the nominations this year. The results were independently audited by EY.

Sponsors this year include AM Best, Chedid Re, gig, Lloyd's, Marsh and RGA.

For more information on the Awards, please contact julia@meinsurancereview.com or jennifer@meinsurancereview.com or visit the MEIR Awards Website