



Contribution of Insurance in the success of Exporting Companies

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**Trade USA
Salonica Sept 2018**

Aon's 2017 Global Risk Management Survey


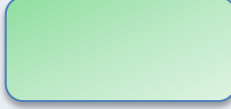
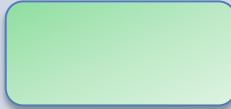

Top Ten European Risks		Top Ten Global Risks	
1	Economic slowdown/slow recovery	1	Damage to reputation/ brand
2	Damage to reputation/brand	2	Economic slowdown/ slow recovery
3	Increasing competition	3	Increasing competition
4	Regulatory/legislative changes	4	Regulatory/legislative changes
5	Failure to innovate/meet customer needs	5	Cybercrime/hacking/viruses/malicious codes
6	Cybercrime/hacking/viruses/malicious codes	6	Failure to innovate/meet customer needs
7	Commodity risk price	7	Failure to attract or retain top talent
8	Counterparty credit risk	8	Business interruption
9	Business interruption	9	Political risk / uncertainties
10	Directors and officers personal liability	10	Third party liability (Including E&O)

Participants' Profiles



Exporters' Risk Assessment Grid

Examples

Identification	Measurement (Frequency vs Severity)		Management	
Damage to Reputation	Low Frequency	High Severity		
Cyber crime/ hacking/ viruses/ malicious codes	Increasing Frequency		High Severity	
Business Interruption	Low Frequency	High Severity		
Third-party Liability (including E&O)	Low Frequency		High Severity	



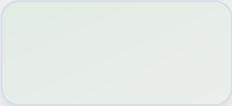
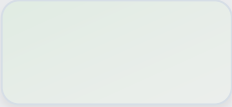
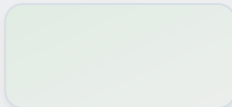
Partially insurable



Insurable

Exporters' Risk Assessment Grid

Examples

Identification	Measurement (Frequency vs Severity)		Management
Damage to Reputation	Low Frequency	High Severity	Retain Low Transfer High
Cyber crime/ hacking/ viruses/ malicious codes	Increasing Frequency	High Severity	
Business Interruption	Low Frequency	High Severity	
Third-party Liability (including E&O)	Low Frequency	High Severity	

Example A – Product Recall

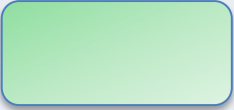
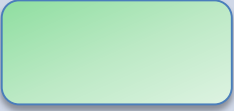
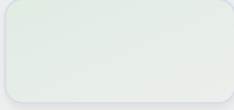


**RECALL
ALERT**



Exporters' Risk Assessment Grid

Examples

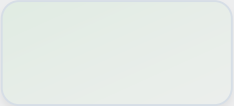
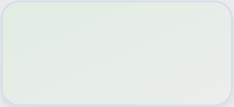
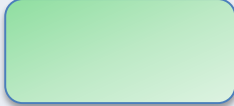
Identification	Measurement (Frequency vs Severity)		Management
Damage to Reputation	Low Frequency	High Severity	Retain Low Transfer High
Cyber crime/ hacking/ viruses/ malicious codes	Increasing Frequency	High Severity	
Business Interruption	Low Frequency	High Severity	
Third-party Liability (including E&O)	Low Frequency	High Severity	

Example B – Cyber Business Interruption



Exporters' Risk Assessment Grid

Examples

Identification	Measurement (Frequency vs Severity)		Management
Damage to Reputation	Low Frequency	High Severity	Retain Low Transfer High
Cyber crime/ hacking/ viruses/ malicious codes	Increasing Frequency	High Severity	
Business Interruption	Low Frequency	High Severity	
Third-party Liability (including E&O)	Low Frequency	High Severity	

Example C – Product Liability



AIG's Risk Transfer Solutions & Services

Crisis Management

NSF Recall
Specialists

Fleishman-
Hilliard –
Communicatio
ns Advisors

NYA – Crisis
Prevention
and Response

IT Forensic

Product Recall – Rejection

Recall due to alleged
contamination
Recall order by Authorities
Threats / Extortions

Recall Expenses
Replacement Cost
Business Interruption

Custom's Rejection
Transportation / Disposal
Costs

Product Liability

Commercial General Liability
Ww Jurisdiction
Duty to defend
Importer Distributor
Insurance

Cyber

Liability
Business Interruption
Data Recovery

What to Do and what to Avoid when considering Insurance

Do's		Dont's	
1	Consult a Specialist Insurance Distributor only	1	Leave Insurance Protection last in your Risk Management Grid
2	Openly Share all Related Information	2	Hinder Insurance Related Information
3	Accept Insurance Proposals from Specialist Insurers only	3	Duplicate Sourcing of Services already Provided with Your Insurance Program
4	Accept and Familiarize Your Organization with the Services Provided by the Insurer	4	Delay to Notify Loss / Change of Circumstances
5	Discuss at Length any Proposals for Risk Mitigation from Your Insurer	5	"Treat" Insurance Policies as an Expense Invoice
6	Familiarize and Practice in Your Organization with the necessary Notifications Provisions – Keep the Communication Line Open	6	"Renew" Automatically Insurance Policies

