

Passionate about success

Behind the establishment of **Chedid Re** and **SEIB Insurance & Reinsurance** is Lebanese entrepreneur **Farid Chedid**. In our latest installment of MENA Insurance CEO Club (MICC) members, we find out what drives the Chairman and CEO of Chedid Re, and the changes he has seen in the broking sector.

Leading Chedid Re to become one of the largest reinsurance brokers in the MENA region is Mr Farid Chedid's proudest achievement to date, as he relates to *Middle East Insurance Review*.

He achieved this with a team "committed to see Chedid Re grow in a record time", he said. "In 15 years, Chedid Re grew from a two-person operation to an institution that has over 130 talented team members." Today, Chedid Re handles business out of 22 countries and operates out of four offices – in Beirut, Dubai, Limassol and Riyadh.

Building on its 24% growth rate in 2012, Chedid Re plans to expand in new territories. "We are currently studying the opportunities before putting (the plan) into execution," he disclosed.

He also takes pride in founding SEIB Insurance & Reinsurance in 2010, a national Qatari company regulated by the Qatar Financial Centre (QFC) Regulatory Authority, which enjoys "the credibility it now possesses in the Qatari market within a short period of time". Despite certain market constraints, SEIB managed to meet its QAR120 million (US\$33 million) premium target in a period of two years, he added.

Changes in the broking industry

Several changes have taken place in the broking industry since Chedid Re was founded in 1998. "There are many players now and competition is very severe," he observed. Also, "client

About Mr Farid Chedid

Mr Farid Chedid founded Chedid & Associates (Chedid Re) in 1998 in Cyprus, where he applied an aggressive strategic plan for growth and development, thereby leading his group to become among the largest reinsurance brokers in the MENA region, with offices in Beirut, Riyadh, Limassol and Dubai. He subsequently founded SEIB Insurance & Reinsurance Company in 2010, a Qatari National Company authorised and regulated by the QFCRA.

Mr Chedid is a Fellow of the Chartered Insurance Institute of the UK. He holds a degree in Economics, a Masters in Finance, a Masters in Management Science and a postgraduate diploma in Maritime Law.

expectations have evolved over the years. They are becoming more sophisticated by the day. They are expecting added value services on many different aspects of the business. You have to offer a complete solution."

In addition, the deterioration of rate and premium in many classes of business has led to "very thin margins for the reinsurance broker. Therefore, a proper cost control tool is required".

Finally, "regulations and regulatory supervision authorities are implemented in number of countries, which oblige the reinsurance brokers to comply with strict control measures. This is helping the industry to evolve in the right direction."

A people business

Describing himself as ambitious, determined and passionate about success, Mr Chedid relishes his work in the insurance industry. "It is a people business where relationships are very important; at the same time, you always have to remain accountable and credible."

Mr Chedid hopes to be remembered for creating "a successful group of companies operating in the MENA region and beyond". Borrowing a quote from Warren Buffet, he said: "It takes years to build a reputation and five minutes to lose it. This equation keeps you on your toes permanently. On the other hand, the industry is very dynamic and you are constantly challenged, you cannot be complacent."

He feels that the best way for the industry to deal with various challenges in the region, ranging from political and security issues to managing growth and competition, is to build local talent and know how. "The insurance industry is competing with other industries to attract the best talent. We have to create a vision and a future for the next generations to encourage them to join our industry." ■



Mr Farid Chedid