



INSURANCE BROKERS ASSOCIATION OF CANADA
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

Attention: Insurance Industry Media

HSB Canada remains a Full Partner of the Broker Identity Program for 2021

Toronto, March 2, 2021 The Insurance Brokers Association of Canada (IBAC) is pleased to announce that HSB Canada, part of Munich Re, has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

HSB Canada's sponsorship will support IBAC's Broker Identity Program (BIP), a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy.

In addition, their investment will contribute to important IBAC initiatives including IBAC's technology leadership, professional development of the broker workforce, and our strong and effective federal advocacy to maintain the separation of banking and insurance, which protects consumers and promotes a fair and competitive marketplace.

"HSB Canada is committed to the health and future strength of our broker stakeholders. We're pleased to continue supporting IBAC's work on behalf of brokers and our policyholders", said Tammy Parris, Director Regional Offices and Insurance Operations for HSB Canada.

IBAC Chief Executive Officer Peter Braid added: "We greatly appreciate HSB Canada's on-going partnership and their continued support for IBAC. Their renewed investment demonstrates a strong commitment to insurance brokers and the important role they play in serving insurance consumers."

About HSB Canada

HSB Canada, part of Munich Re, is a multi-line specialty insurer and provider of inspection, risk management and IoT technology services. HSB Canada's insurance offerings include equipment breakdown, cyber risk and other coverages. HSB blends its engineering expertise, technology and data to craft inventive insurance and service solutions for existing and emerging risks posed by technological change. Throughout its 150-year history HSB's mission has been to help clients prevent loss, advance sustainable use of energy and build deeper relationships that benefit business, public institutions and consumers. HSB holds A.M. Best Company's highest financial rating, A++ (Superior). Connect with HSB Canada on [LinkedIn](#), [Twitter](#) and [Facebook](#).

About IBAC:

Founded in 1921, the Insurance Brokers Association of Canada is the national voice of over 38,000 property and casualty insurance brokers, advocating for the interests of both insurance brokers and consumers to the Government of Canada. The Broker Identity Program (BIP) was launched in 1988 to promote the value and professionalism of the insurance broker to consumers, insurers and governments.

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