



## MAPFRE RE towards the future

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MAPFRE RE

**MAPFRE RE firmly believes in reinsurance and despite traditions and consolidated methods of doing business, it continues to be an area open to innovation. The needs of insured, insurers and reinsurers change with time. Thus, it is essential to maintain the flame of creativity, innovation and service.**

MAPFRE RE was born into the MAPFRE System in a very natural manner, as a result of the congruence of the System with its own principles. The mandate to produce information and services had to include reinsurance. Thus, after a necessarily slow and arduous process, MAPFRE RE and the Reinsurance Unit were created.

Consequently, MAPFRE RE bears from its very beginnings MAPFRE's own character and principles of conduct, shared likewise by the reinsurance entities associated with the Reinsurance Unit.

In its technical-administrative business practices, MAPFRE RE complies with the professional principles of good faith, solidarity, compliance and integrity which inspire the reinsurance activity in general. In this sense, it has been integrated into the international reinsurance community for many years.

Regarding its relations with insurance companies and the market in general, it tries to demonstrate in its dealings those principles which inspired its own creation.

In order to attain this, MAPFRE RE must achieve a high level of integration in the market place, so that its commercial activity as well as the approach in relation to cooperation with the insurance companies, associations and authorities, respond to criteria based on the realities, the needs and the particular idiosyncrasies of each market, before considering general criteria, which are more or less standardized.

All this has led to MAPFRE RE operating on the basis of direct contacts with insurance companies, institutions and associations in the various markets, regardless of whether business deals materialize directly or not. In this aspect, MAPFRE RE maintains an open door policy to all sources of business, with no political or strategic conditions «a priori».

Because of this, MAPFRE RE has not only been able to construct a consistent relationship and cooperation with companies, official bodies, universities, etc., but also with reinsurance brokers in all markets, a satisfying achievement of which we are very proud.

It is this special emphasis on cooperation with companies and institutions to achieve improvements and advances in the market place which must characterize MAPFRE RE and the associated companies of the Reinsurance Unit.

Attaining this objective presents difficulties in proportion to our ambition. Nonetheless, persistence bears fruit, and in various European and Latin American markets agreements on cooperation have been reached with public and private companies and brokers, some directly and others through the offices of the Unit operating in these markets, which has produced considerable results, widely acknowledged in these regions.

In this sense, the endorsement given to MAPFRE RE by the entities within the MAPFRE System, whose mission is to produce insurance education, information and services, in particular the MAPFRE STUDIES Foundation, constitute a guarantee of quality and continuity of this policy.

Another example of this persistence must be indicated, the acquisition in late 1995 of the companies forming ITSEMAP, Servicios Tecnológicos MAPFRE. This enterprise promulgates the creation and application of Technical Services.

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Creativity is not only a commercial tool, but an irrevocable objective that cannot be achieved without cooperation, mutual understanding and solidarity of interest.

TREBOL has been created precisely to promote these values. This publication constitutes a new communications commitment, an opportunity and a challenge that we of MAPFRE RE hope to face up to with success, improving with time and adapting contents in order to maintain your interest with each new issue.