



**O**n Thursday 18th August 2022, Alliance hosted the 1st edition of Broker Indaba 2022, with the purpose of engaging with Insurance Brokers on matters that affect their businesses, clients, and the economy at large. The past few years have been acknowledged to be challenging for businesses including the Insurance industry due to Covid-19 pandemic. The resilience that the Brokers showed to persevere has been a true testimony of their support to Alliance and Basotho.

Speakers at this occasion included Mr. Tabo Foulo, a renowned Economist, who shared his views on the economic landscape post Covid-19, with possible directions businesses can take to ensure they thrive. He further shared his outlook on Lesotho's insurance landscape, including the SADC region.

The keynote speaker, Mr Gerry Abrahamse, who has more than 30 years of experience in the broking and insurance field, delved into navigating this industry, reiterating the important role brokers play in the growth of their businesses. He encouraged them to invest in upskilling themselves and their teams, be customer centric, and align with emerging digital trends to improve on their overall service delivery.

Closing the session on behalf of the Alliance Group, Mr. Mahlohonolo Lebina remarked that the company is indeed grateful to the brokers who have continued to support it over the years. He further added that the event is one of many that are meant to mark the company's 30 years of service excellence to the Basotho nation. He urged them to continue to work with Alliance as it's growth is of mutual benefit. He further indicated that brokers should look forward to new, more dynamic products that will diversify their offerings.

The event ended with an award ceremony for the best performing brokers in 2021.

