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FOCUS OLEA SENEGAL



In 2011, Cédric de Zélicourt began working for Marsh in Paris as a Junior Account Manager for the Key Accounts division for 2.5 years. From 2013 to 2015, he served as as a Volunteer for International Experience (VIE) in Gras

Savoye Ghana as an Account Manager and later as a Business Development Manager.

Before joining the OLEA holding company in Paris in 2017, he continued his career as an Account Executive for French companies with large operations in Africa. Cédric has been OLEA Senegal's Managing Director since the end of 2019.

What is the history of OLEA Senegal?

It is appropriate to introduce 3CA, the brokerage in which OLEA holds a majority stake, before I get into the history of OLEA Senegal.

Cheikh SY's initiative led to the creation of 3CA in 1999. This brokage was one of the most well-known companies in the Senegalese industries. The various representation agreements

made with international brokers are evidence of this. In addition to a portfolio of loyal clients, 3CA clients were supported by a capable and technical team

2017 saw OLEA acquiring majority share in 3CA after the two OLEA founders and Cheikh SY met at the FANAF in Marrakech.

In early 2020 the company rebranded to OLEA Senegal. Since then, the entire team has been working to add a new chapter to the history of the Senegalese insurance industry, which also happens to be the day I arrived in Senegal.

With almost three years of experience under our belts, we can confidently declare that the establishment of OLEA Senegal has been a success. Many new clients who have since asked us to manage their risks and insurance coverage have joined the existing clients of 3CA in continuing to place their trust in us. To summarize these three years of great journey here is an illustration with some figures:

- **250 new clients**, ranging in size from very small to very large businesses
- An increase in premium volume **from 6,000 K Euros in 2020 to 17,000 K Euros** in 2023
- **100,000 kilometres** travelled to meet clients
- **25 new team members**
- **3 relocations** of our office

Tell us about your team.

OLEA Senegal has expanded significantly over the past few years, and the best is yet to come.

I was fortunate enough to have a closeknit and knowledgeable team in Dakar when I arrived, and they were able to welcome and train the new collaborators.

The foundation of our service offering is our staff. The key contributors to OLEA Senegal's outstanding success are our collaborators, who place a high premium on meeting the needs of our clients. I owe them a great debt of gratitude.

The average age of the 35 members of OLEA Senegal is 35. In Senegal, the insurance industry is still not sufficiently gendered, hence OLEA encourages women to pursue

careers in the insurance industry. As a result of this, we now have 10 female co-workers.

Can you give us information about the insurance brokerage market in Senegal?

It is an extremely competitive market, as with other markets in the region. There are about 90 licenced brokers in Senegal. The broker penetration rate is very high and continues to increase.

It was approximately 49% in 2021, an increase of 6 points from 2021. The insurance industry is also expanding rapidly. According to preliminary data for 2022, growth will be almost 10.5%, twice the growth of GDP. These numbers demonstrate that Senegal is a vibrant market with many opportunities.

What are OLEA Senegal's main sectors of focus?

We do not focus on a specific field of expertise. Our objective is to be able to meet the needs of our clients, whatever their size or sector of activity.

However, we do have innovative digital tools that enable us to assist our clients with more specialized needs, for example those with fleets of vehicles or employee health.

For instance, our health extranet gives our clients the ability to track and manage their employees' health insurance contracts in real time, from any location in the world. It also enables businesses to track and assess the development of their employees; health plans in real time.

Our customers may declare and manage claims, as well as control the entry and exit of vehicles from the fleet, with only a few clicks thanks to our vehicle extranet.

What are the CSR actions implemented within OLEA Senegal ?

With the Association Village Pilote, an organisation that deals with the education and reintegration of young talibé children (Muslim youngsters forced to beg), we have a very positive relationship. OLEA has been funding one student's education for the past year. Taking into account the outcomes of our organizational structure, we hope to expand our sponsorship to 5 students in 2023.

Additionally, we intend to travel to the village where these children are staying in order to educate the OLEA Senegal staff about the issue.

OLEA COTE D'IVOIRE AND SUCAF CI

SUCAF Côte d'Ivoire, a subsidiary of the SOMDIAA Group (a specialist in agribusiness in Africa) was founded in 1997. It is an agro-industrial company that produces sugar from its sugarcane plantations.

Since 2018, OLEA has had the pleasure of working with this iconic group to manage its risks in Côte d'Ivoire, Gabon, Chad, Congo, and Cameroon.

Each year, the Ivorian branch of OLEA travels to the production sites with the insurers to assess the risks that must be covered



and improve their management, from the cultivation of sugar cane to its refinement into sugar that is sold under the «Princesse Tatïe» name.

From March 29 to March 31, 2023, the commercial team from OLEA Côte d'Ivoire visited Ferkessédougou (city in the north of Côte d'Ivoire), the location of SUCAF CI's manufacturing.

The OLEA Côte d'Ivoire team was warmly welcomed by Guillaume Ranson, MD of SUCAF CI, and other collaborators (technical director, plant manager, material manager, HSE manager, etc.).

NETWORK NEWS

APPOINTMENTS

**Louis Groenewald, MD AIBA / OLEA
Angola**



In 2005, Louis began his insurance career in South Africa with a local broker in Cape Town. He joined AIBA in 2011 as Commercial Director for 8 years, focusing on the Oil & Gas Sector and retail broking.

He relocated back to South Africa in 2018 and began working as the Group Technical Director, concentrating on expanding South African business into Africa and locating reinsurance capacity. He was appointed MD of AIBA/OLEA Angola in April 2023.

Anthony Wachira, MD OLEA Kenya



Anthony holds a Bachelor of Science Degree in Actuarial Science as well as local and international insurance certifications.

He has a wealth of experience in insurance broking, reinsurance and placement of specialty risks for local corporates and multinationals. He joined OLEA Kenya in 2021 to focus on distribution and channel development with a bias on Employee Benefits. Prior to that he has worked for Alexander Forbes Risk & Insurance Brokers and Aon Kenya.

He was appointed as the new MD of OLEA Kenya on April 1st 2023.

**Aderito Mazive, MD AIBM / OLEA
Mozambique**



Adérito began his employment as a field supervisor for Research International Zimbabwe's polling and market research initiatives after serving as a translator for the organization.

He later worked for Sondagem Publicidade e Pesquisas and Fieldpolls Pesquisas e Sondagens as a consultant market researcher and national representative for Mozambique and Angola, respectively. Additionally, he served as a Junior Legal Consultant for the German Technical Cooperation Agency (now GIZ), attached to the Ministry of Industry and Commerce.

After finishing this NGO initiative, he began working with Tranquilidade Moçambique Companhia de Seguros as a claims manager and salesperson.

He went to Tempus Corretores de Seguros as a Client Relationship Manager dealing also with sales and later worked as Regional Sales Client for this Employee Benefit focused Broker.

In 2023 Adérito was appointed as Managing Director of AIBM / OLEA Mozambique.

OLEA TO RIMS



Olivier Canuel, Group CEO, Ayoub Seydou, Group Placement and Reinsurance Director and Rupert Weterings, Group Commercial Director will represent OLEA at the RIMS (Risk and Insurance Management Society) in Atlanta, Georgia World Congress Centre from April 30 to May 3, 2023.

They will have an opportunity to speak about the brokerage and insurance markets in Africa as well as the various coverages available to cover the expanding investments on the Continent with our broker partners and global insurance companies. Additionally it is also an opportunity to attend and participate in enriching conferences on risk management.

THE OLEA GROUP AND ITS 24 SUBSIDIARIES IN AFRICA



South Africa | Algeria | Angola | Benin | Burkina Faso | Cameroon | Central African Republic | Congo | Côte d'Ivoire | Gabon | Ghana | Guinea | Kenya | Morocco | Mozambique | Niger | Rwanda | Senegal | Sierra Leone | Tanzania | Chad | Togo | Tunisia | Zambia

