



The state of digitalization in the CEE region *- A bridge to the future*

UN SAR 27
DE ANI

Alexandru CIUNCAN, General Manager
UN SAR – Romanian Insurers' Association

CEE

37,5 bn €

GROSS WRITTEN PREMIUM

Penetration degree: 2,3%

312 €

**AVERAGE DENSITY
PER CAPITA**

EU

1.254 bn €

GROSS WRITTEN PREMIUM

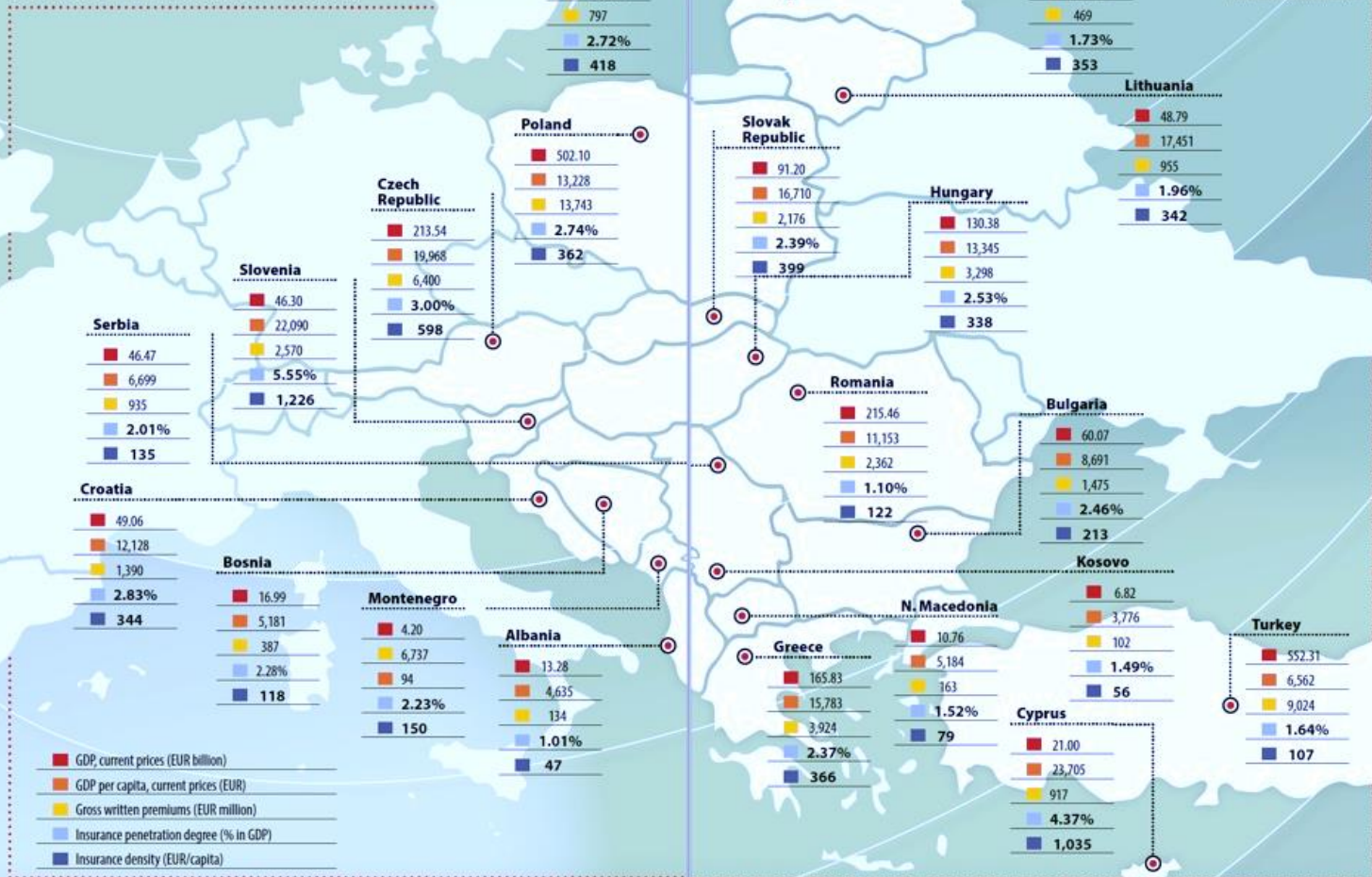
Penetration degree: 7%

2.085 €

**AVERAGE DENSITY
PER CAPITA**

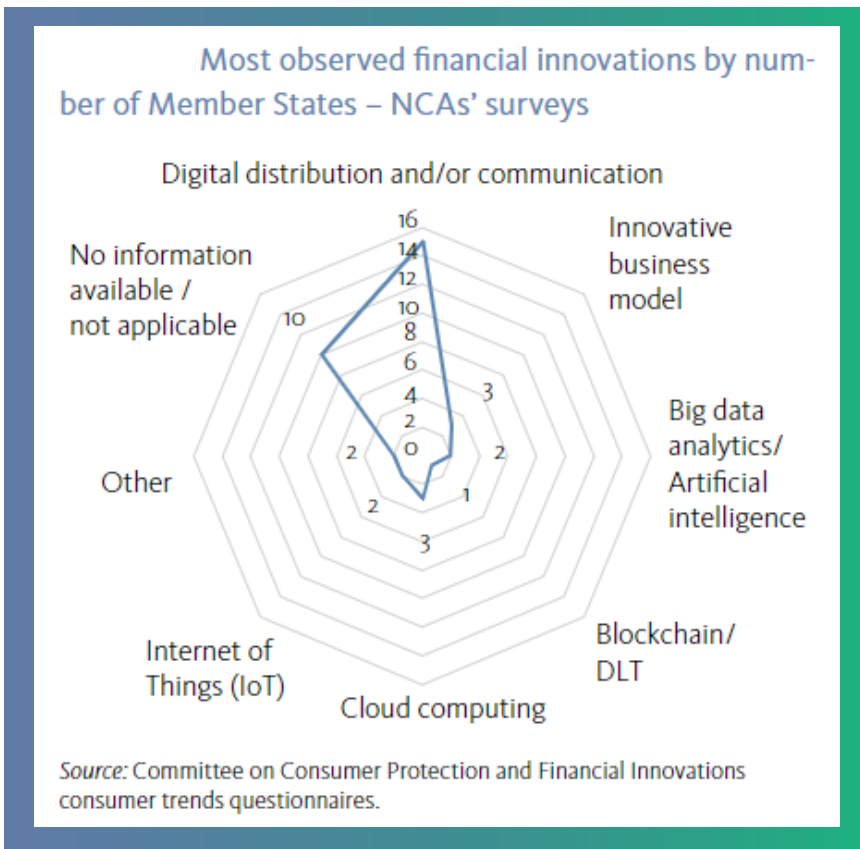
CEE & SEE MAIN INDICATORS FY2020

Sources:
You can find the sources of all presented data
to the dedicated page of each country profile.

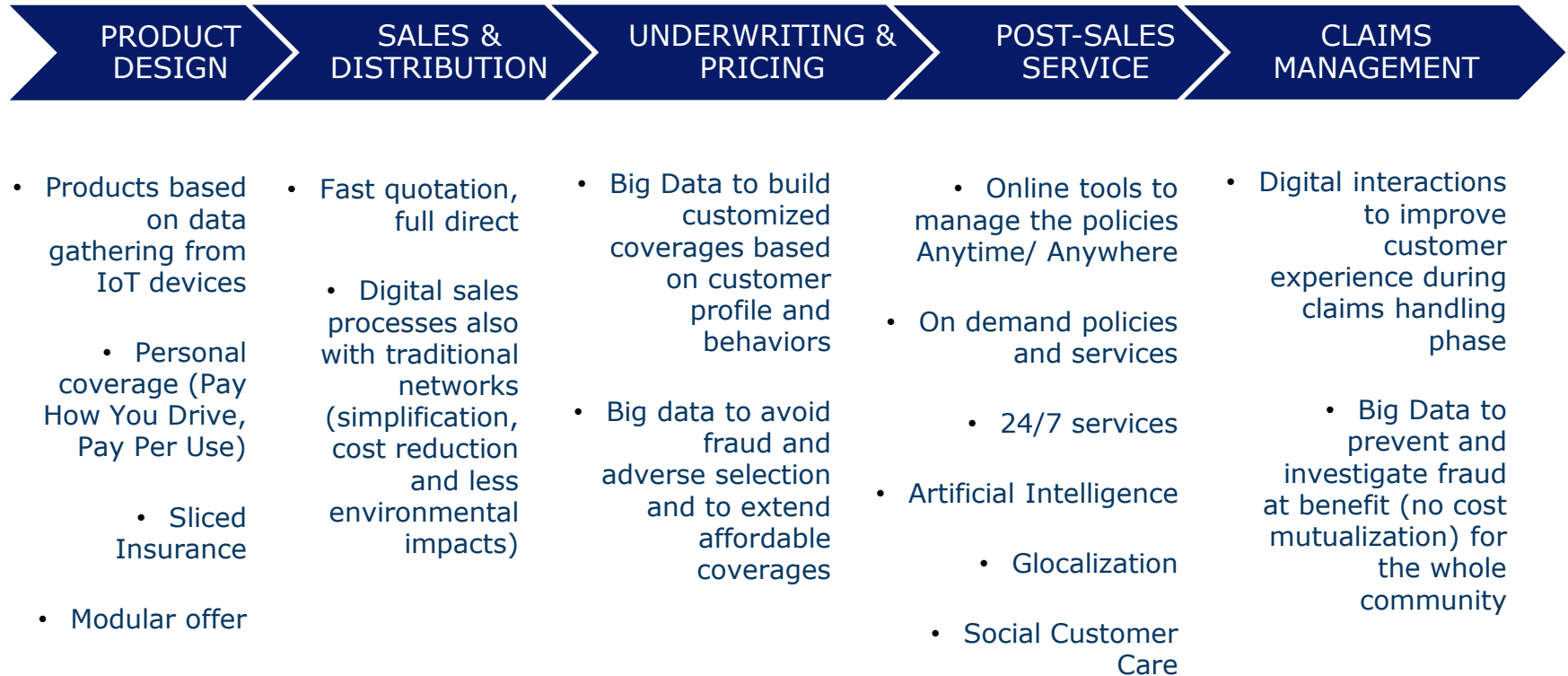


■ GDP, current prices (EUR billion)
■ GDP per capita, current prices (EUR)
■ Gross written premiums (EUR million)
■ Insurance penetration degree (% in GDP)
■ Insurance density (EUR/capita)

NEW CHALLENGES. THE PANDEMIC FACTOR



DIGITALISATION



IMPACT OF DIGITALISATION

Transformation and digitalization
on three main pillars



1.

Pillar 1 –
Distribution



2.

Pillar 2 –
**Claims
assessment**



3.

Pillar 3 –
**Customer
support**



THE FUTURE

New products and services to market much faster, that better meet consumers' emerging needs.

The consumer/insurer relationship in the digital age is more of a day-to-day experience, rather than annual.

Regulation and supervision should therefore be activity-based to ensure that consumers are effectively and equally protected.



Alternative communication channels, such as social media, make choosing or buying insurance more efficient.

It is crucial that the EU regulatory framework remains conducive to innovation.

OPPORTUNITIES

1. **Digital tools can strengthen distribution**
2. **Market development can be enhanced, including new products**
3. **Costs optimization**

CHALLENGES

1. **Some digital tools might not be used in different markets**
2. **Structural changes needed**
3. **Digital-friendly regulation is paramount**
4. **Cyber risks.**

FINANCIAL EDUCATION IN A DIGITAL WORLD

#antighinion - o inițiativă a OAMENILOR din asigurări

ASIGUROPEDIA
Asigura-te că ești!

UN SAR 24-

POȚI SĂ-ȚI
PUI O
POTCOAVĂ
LA UȘĂ,
PENTRU
NOROC.

ȚAR POȚI
SĂ-ȚI FACI ȘI
ASIGURARE
DE LOCUINȚĂ.
CA SĂ FII
SIGUR.



#insuranta

#antighinion - o inițiativă a OAMENILOR din asigurări

ASIGUROPEDIA
Asigura-te că ești!

UN SAR 24-



POȚI SĂ
PRÉSARI SARE
PE PRAG, CA SĂ
ȚII NECAZURILE
DEPARTE.

ȚAR POȚI
SĂ-ȚI ASIGURI
ȘI CASA. CA
SĂ FII SIGUR.



#insuranta

#antighinion - o inițiativă a OAMENILOR din asigurări

ASIGUROPEDIA
Asigura-te că ești!

UN SAR 24-

POȚI SĂ
ȚII DEGETELE
ÎNCRUCIȘATE.

ȚAR POȚI
SĂ-ȚI
FACI ȘI O
ASIGURARE.
Ca să fii sigur.



#insuranta

KEY QUESTIONS

1. What truly lies “behind” digitalization? How to overcome challenges?

2. Digital transformation needs a comprehensive approach. How prepared are we?

3. Do we have the right products in place?

4. Is regulation digital-friendly?

5. Are we *really* ready for this change?

A top-down view of a wooden desk with a laptop, papers, a cactus, and a person's hands working. The scene is overlaid with a dark blue semi-transparent rectangle. The text 'THANK YOU!' is centered in white, bold, sans-serif font. Below it, the email address 'alexandru.ciuncan@unsar.ro' is displayed in a smaller white font. The background shows a person's hands writing on a document, a laptop, a cactus, and various papers.

**THANK
YOU!**

alexandru.ciuncan@unsar.ro