



The European Federation of Insurance Intermediaries
La Fédération européenne des intermédiaires d'assurances

PRESS RELEASE

IDD: BIPAR welcomes improved consumer protection measures creating a level playing field in insurance distribution

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On 30 June 2015, a political agreement was reached on the proposal for a revised Directive on insurance mediation, now called Insurance Distribution Directive (IDD), following final trilogue negotiations between the Council of the EU, the European Parliament and the European Commission.

BIPAR, the European Federation representing insurance agents, brokers and financial intermediaries, welcomes progress made to improve consumer protection.

"The IDD strengthens the existing high standards of professionalism from insurance and financial intermediaries", Nic De Maesschalck, BIPAR Director, said. "This was expected but the real impact of these new rules will depend upon the way this text is going to be implemented".

BIPAR welcomes the new Directive's much wider scope. It applies to direct writers, aggregators, ancillary intermediaries such as service providers and distributors of goods who conduct insurance mediation on an ancillary basis. In this respect, Paul Carty, Chairman of the BIPAR EU Affairs Committee said: *"BIPAR believes in a level playing field for policyholders, ensuring they are afforded comparable information and protection wherever they buy their insurance".* He added: *"From a consumer protection perspective, exemptions from the IDD scope could have been further limited. The real impact of the exemptions will need to be checked once the details of the text are public".*

The IDD will allow customers to receive, on a contract by contract basis, clear and meaningful information, so that they can take an informed decision about their insurance products.

BIPAR is the European Federation of Insurance Intermediaries. It groups 52 national associations in 30 countries. Through its national associations, BIPAR represents the interests of insurance agents and brokers and financial intermediaries in Europe.

Apart from some large multinationals, the insurance intermediation sector consists of hundreds of thousands of SMEs and micro-type operators. It accounts for 0.7% of European GDP, and over one million people are active in the sector. Insurance and financial intermediaries facilitate the insurance and financial process for several hundreds of millions of customers. The variety of business models, the high level of competition and the geographical spread in the sector ensure that everyone in Europe has easy access to tailor-made insurance and financial services.

BIPAR is a member of the World Federation of Insurance Intermediaries (WFII). Founded in Paris in 1937, BIPAR has been established in Brussels since 1989.