

BROKERSLINK HISTORY

LEARN MORE ABOUT THE PAST OF ONE OF THE WORLD'S GREATEST EMERGING NETWORKS.



It should come as no surprise that BrokersLink, today one of the world's most active and diverse international independent broker alliances, has had a lengthy and challenging climb to the top. In a market once dominated by giants, BrokersLink has helped to redefine and revitalize value within the field of risk management and related services, thanks to the network's truly global perspective and quality-drive approach.

The very first BrokersLink meeting took place in 2004, where major founder MDS was joined by Artai, Pérouse, FirstAssur, and Lazam-MDS. Meeting in Porto and focusing on European markets, BrokersLink slowly began to expand and welcome new members throughout the continent, holding frequent meetings to refine the network's vision and reach short-term goals.

Meanwhile, two other regional networks were working towards uniting insurance professionals and offering clients a more optimal and flexible risk management experience. The PanAsian Alliance in the Asia Pacific region, along with Alinter which focused its activity in Latin America grew in size and diversity, holding important summits and conferences where BrokersLink members were able to make meaningful connections.

In 2007, partnership protocols were signed among the three networks, and a closer relationship began. In November of that year, the BrokersLink Association was formed, and collaboration between the three

networks increased. The following year, BrokersLink and Alinter attended the PanAsian Alliance's annual meeting in the Philippines, where the potential of consolidation into a single group was first discussed. This idea finally culminated in the merge into the BrokersLink global alliance in November of 2008.

With the union of these capable networks, an alliance with truly global representation and know-how was formed. The member roster experienced an incredible rise, and the very first BrokersLink Global Conference took place in Hong Kong in 2009. Significant new members such as Frank Crystal & Co. in North America helped the network achieve greater presence, while the work of prominent executives such as Hei Wong, Gregory Allard, Steve Jackson, Jamie Crystal and José Manuel Fonseca strengthened BrokersLink and helped it move forward despite difficult economic conditions and fierce competition.

At the core of this well-established yet still-growing network is the harmony between specialized local knowledge and a broad, global standard for quality. BrokersLink continues to prove its worth to members, partners, and clients, however complex their expectations and needs are. In 2011, BrokersLink re-structured its Latin American presence, adding new members. Today's BrokersLink is stronger than ever thanks to the dedicated work and vision of those who have helped it emerge from its humble beginnings.

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2004

▶ July

Creation of BrokersLink

The BrokersLink initiative starts with MDS (Portugal), Artai (Spain), Pérouse, First Assur (France) and Lazam-MDS (Brazil). The vision for BrokersLink is to provide outstanding service to clients worldwide responding to the demands of an increasingly competitive and global market.

▶ *New members:*
MDS (Portugal),
Artai (Spain),
Pérouse and
FirstAssur (France),
Lazam-MDS (Brazil)

2005

▶ October

FERMA Forum Lisbon, Portugal

First participation of BrokersLink at FERMA Forum, the bi-annual Risk Management Forum and one of the major European insurance conference.

▶ February

BrokersLink Meeting London, UK

Cooper Gay hosts the meeting confirming its support of BrokersLink. Junge (Germany) joins BrokersLink.

▶ *New members:* Junge (Germany),
Cooper Gay (UK)

▶ March

PanAsian Alliance Conference - Hong Kong, China Official formation of the PanAsian Alliance

Ten member companies from various Asian countries attend the conference. New World Insurance's Hei Wong is the main leader.

▶ *New members: Renomia (Czech Republic, Hungary, Bulgaria), Artai (Argentina), Sidarsa (Morocco), Bridge (UK), Karavias (Greece)*

2006

▶ September

PanAsian and BrokersLink meeting - Singapore

First leadership meeting between Hei Wong (PanAsian Alliance) and José Manuel Fonseca (BrokersLink) to define a cooperation and development model with new partners worldwide.

▶ December

BrokersLink Meeting Porto, Portugal

José Manuel Fonseca is elected President of the BrokersLink Executive Committee. BrokersLink expands its network to the Asian and Eastern European market.

2009

▶ June

1st BrokersLink Global Conference Hong Kong, China Theme: Linking Clients, Markets and Knowledge

BrokersLink members from around the world attend the global conference. The conference focuses on establishing a friendly relationship between all members based on mutual respect and collaboration.

▶ *New members: EIB (Poland), Léons (The Netherlands), Nart (Turkey), PCA (Italy), Frank Crystal (USA), Birla Insurance (India)*

▶ April

RIMS 2009 Orlando, USA Official Launch of BrokersLink, the global insurance alliance

BrokersLink is officially launched with a new brand identity. Frank Crystal joins BrokersLink paving the way for the US market. The members of the Board of Directors are José Manuel Fonseca (MDS, Portugal), Steve Jackson (Cooper Gay, UK), Hei Wong (Nova Insurance, China), Mauricio Esquino (Alinter, Mexico) and Jamie Crystal (Frank Crystal, USA).

▶ January

Alinter Meeting - Mexico

BrokersLink meets with Alinter, a Latin American network with operations across South America, to discuss collaboration opportunities.

▶ May

PanAsian Alliance Summit Shanghai, China

BrokersLink and PanAsian Alliance sign a partnership protocol to expand the network to the Asian market.

2007

▶ *New members: SRB (Switzerland)*

▶ June

BrokersLink Meeting Athens, Greece

BrokersLinks and Alinter sign a partnership protocol to expand the network to the South American market.

▶ November

Official formation of BrokersLink

Creation of the official Associação Brokers Link (ABL) to become a key player in the global insurance market and an alternative to the large global brokers. BrokersLink gathers 40 independent brokers across 50+ countries and manages an aggregated 4+ Billion Euro in premium.

2008

▶ November

BrokersLink becomes a global network

BrokersLink, PanAsian Alliance and Alinter make the decision to operate under the single BrokersLink brand as one global network.

▶ May

PanAsian Alliance Summit - Boracay Island - Philippines

BrokersLink and Alinter attend the PanAsian Alliance Conference at Boracay Island, Philippines, and start the discussions on the opportunity of merging the three networks.

▶ April

RIMS 2008 San Diego, USA

BrokersLink, Alinter and PanAsian Alliance come together to attend the RIMS Conference.

▶ *New members: Toren (Israel)*

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2010

▶ June

**2nd BrokersLink
Global Conference
Lisbon, Portugal.
Theme: Presence,
Expertise &
Communication**

150 BrokersLink members from around the world attend the global conference along with senior executives from large clients and insurance companies.

▶ June

Launch of www.brokerslink.org

The BrokersLink website promotes the new BrokersLink brand image in the global market and offers a leading edge collaboration platform for all members to securely work on joint projects.

▶ *New members: Van Dessel (Belgium, Luxembourg), CH Toro (USA), Rainmaker Group (Mexico), Paragon (UK), RSI (USA), BDO (USA), Contacto (Peru), Orbital (Chile)*

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2011

▶ June

Re-structure of BrokersLink Latin America operations

BrokersLink reorganizes its operations in South America to strengthen its presence in the region.

▶ October

3rd BrokersLink Global Conference Miami, USA.

Theme: Global Synergy to Fuel Local Wins

200 BrokersLink members from around the world attend the global conference. The line up of keynote speakers includes US Ambassador Wisner and Dr Erwann Michel-Kerjan.

▶ October

Filhet Allard - France, joins BrokersLink

Filhet Allard is one of the largest insurance broker in France. Gregory Allard, Executive Manager at Filhet Allard, joins the BrokersLink Board of directors.

▶ *New members: Herco (Brazil), CG&B Group (Canada), Cornes & Co. (Japan), Anzen Insurance (Israel), In2Matrix (UK), Safeonline (UK), Hertz & Co. (Denmark), IBS (Indonesia), CIC (Trinidad & Tobago), Star General (Bahamas), Derek Bogle (Cayman Islands), Daewoo Ins Korea (South Korea), AIR Worldwide (USA), Filhet Allard (France), AFTA (Panama)*

2012

▶ October

4th BrokersLink Global Conference - Madrid, Spain Theme: Together yet independent

R H. Benmosche, AIG CEO, is the keynote speaker of the conference.

▶ *New members: Alpha Insurance (Morocco), Arab Commercial Enterprise (Saudi Arabia), BrokersLink Mexico (Mexico), CINCo (Russia), GIB (South Africa), Hadbrok (Egypt), HighDome (Malta), Kindlon (Ireland), MonteAlto (Chile), PSC (Australia), RSA (Ecuador), Sterling Insurance (Malaysia), Unity Group Holdings (Central America)*