

Testimonials

Strengthening broker's 'one-stop shop' strategy

Insurance broker Miller wants to be a 'one-stop shop' for insurance needs throughout the global commodity supply chain, from cargo and marine cover to political risk insurance. Long-standing partner Credendo is playing a key role in supporting the broker's ambitions through the provision of various products including single-risk and short-term whole turnover cover.

Miller Insurance is an independent specialist broking firm founded in 1902, and is headquartered in Lloyd's of London with operations around the world. It employs more than 650 staff and supports more than 4,500 clients, placing USD 3 billion worth of premium every year.

In 2021, the broker was acquired by Singapore's sovereign wealth fund GIC and global private-equity firm Cinven. The acquisition signalled a new phase of growth in the company's history that already spans more than 115 years.

Part of this growth strategy is to enhance its specialist offerings in the commodity supply chain, with the broker aiming to be a 'one-stop shop' for clients including financial institutions, commodity traders, exporters and investors.

"If you want cargo insurance, you want transit insurance, or you want political risk insurance – come to see us and we can insure the whole supply chain," says Arnaud de Froideval, Head of Credit and Political Risks in Europe.

With that goal in mind, the broker opened a branch in Geneva in 2020. The new Swiss branch is initially focusing on credit and political risk cover before expanding to other products.

In March 2022, the broker expanded its cargo insurance capabilities with the creation of a new French team based in Marseille, further reflecting the company's commitment to supporting commodity supply chains.

Miller has had a long-standing relationship with Credendo spanning more than 15 years. It initially worked with the insurer on Single Risk cover before expanding into short-term non-EU whole turnover cover. It values the close partnership it has developed as the broker enters its new phase of growth.

"Credendo as a group has always been able to serve our clients. It is a one-stop shop for different types of exposure. Whether you have a loan, need financing of receivables or coverage of assets, long term or short term – you always get a response from Credendo's team and that is what makes them so unique," he says.



“Where we see added value from Miller is in its ability to match, translate and communicate expectations of the underwriters to the clients – whether they are banks, traders or corporates. This is not always an easy thing to do.

Michael Conio,
Head of Underwriting Switzerland at Credendo



Credendo is one of the best and most reliable supporters of our business.

Arnaud de Froideval,
Head of Credit and Political Risks in Europe
at Miller Insurance

Credendo's merger of its excess-of-loss and surety business with its Single Risk insurance last year was welcomed by Miller.

De Froideval appreciates working with a "more robust" underwriter with a larger equity base that will enable the insurer to potentially increase coverage lines for Miller's banking clients.

Before the merger, Credendo had already proven to be a reliable partner for Miller, with de Froideval noting how when the insurer promises to deliver a 'non-binding indication' – which sets out an anticipated premium on some particular risk exposure – it would take a very significant adverse event to make them retract their offer.

He adds that while recent political and economic events, such as the Covid-19 pandemic and more recently the invasion of Ukraine by Russia, have unsettled the insurance market, Credendo has remained a resolute and strong partner for Miller.

"During this current period, Credendo is one of the best and most reliable supporters of our business," he says, adding how the insurer often has better "capacity to absorb shocks" than its competitors.

"Yet the current Russia-Ukraine conflict will inevitably cause negative ramifications throughout commodity supply chains given the importance of both countries in the provision of wheat, nickel, oil and other key commodities," he adds.

"There will be a material effect on the supply chain and there is no doubt that overall risks will surge from where they were. But we are here to help manage our clients and their risks," he says.

Given such risks and uncertainties, de Froideval expects Miller's partners – including Credendo – to be able to adapt to changing circumstances and continue to deliver a high level of service for the broker and its clients. "Adaptability is going to be key," he says.

Effective and clear communication between Miller and Credendo will also play a vital role in maintaining this successful partnership as the broker expands its business.

De Froideval says he tries to provide Credendo's underwriting team with as much information as possible to help the insurer build a successful case for its internal credit committees.

"This is where our role as a broker is so important. We must convey the right message and create a win-win situation for the insured parties and the underwriters," he says.

Echoing that sentiment, Michael Conio, Head of Underwriting at Credendo in Switzerland, says: "Where we see added value from Miller is in its ability to match, translate and communicate expectations of the underwriters to the clients – whether they are banks, traders or corporates. This is not always an easy thing to do."