



## Ziarul Financiar & OMNIASIG Regional Conference

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### Please briefly describe the initiative.

Ziarul Financiar (ZF) is the most prestigious, well-known, recognized and with the best reputation financial newspaper in Romania. OMNIASIG, together with Ziarul Financiar started again this year the organization of the series of regional conferences, which we had also organized together in the previous years, during 2015-2017, aiming at discussing about and promoting insurances among the business community in all regions of Romania, thus increasing awareness about risks and insurance coverages.

This new ZF & OMNIASIG conference took place in Iasi city on October 15, targeting the entire Moldova region (North East region of Romania). This conference and the previous ones are regional conferences, which target all the respective region, which includes several counties.

These conferences aim to bring together top representatives of the local business environment, academics, local and central authorities to discuss the insurance situation in the respective region, correlated with the role and impact that this industry has in the development of the economy, infrastructure and the local social environment.

The conference is structured in two discussion panels, both moderated by the editor in chief of the newspaper and all Board Members of OMNIASIG are speakers in these panels.

[www.zf.ro](http://www.zf.ro)

[www.zfenglish.com](http://www.zfenglish.com)

### What were the benefits?

- By organizing this conference, OMNIASIG benefits from increased exposure in the media and
- in the local business environment, positioning us in the market as a strong, solid, transparent and reliable company
- Regarding the business perspective, by organizing this event, we demonstrate to the local business community that we have a strong interest in the development of the economic environment and that we have strong professional employees with high-level expertise who can offer them quality insurance services
- This event also contributes to strengthening the reputation and image of OMNIASIG



## Who were the main stakeholders involved?

- The Financial Supervisory Authority (represented by its Vice-president, present as speaker both at this edition in Iasi, and also at the previous one we organized in May 2024, in Timisoara city, for the entire West region of Romania)
- Executives of local universities
- Large clients from various industries
- Large and local brokers
- City Hall representatives and Mayor / Vice-Mayor
- Medical clinics
- Different partners
- Local entrepreneurs
- OMNIASIG branch managers from the respective region
- Chamber of Commerce Executives
- In Iasi, we also had as special guest and speaker, Dinu Gherasim, CEO of Donaris, as we wanted to also have a CO<sup>3</sup> approach on organizing this conference

## What were the major learnings and challenges you had to overcome?

Regarding the guest structure and the conference's concept: it's a challenge, for each such regional conference, to configure, together with the editor in chief of the newspaper, the optimal mix of speakers in panels, that include representatives at the highest level from each entity listed above under Stakeholders, so that we can cover the entire economic, financial, entrepreneurial, academic local spectrum, in order to be able to provide discussions and analyses of the highest quality, applied and concrete, both to the conference's audience, and also to the entire audience who later reads all the press articles from ZF related to the conference.

## Going forward, what are your plans to further develop the project?

- Planning new editions of the conference for 2025, targeting other regions of the country and adapting the structure of the conference to the respective business environment
- Increasing visibility in the local business community
- Involving more experts as speakers
- Expanding the topics covered

*Are you interested in exchanging with Madalina? Please feel free to contact her!*

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