



IDD, Certification, Training Silviu Sandulescu, OMNIASIG



Please briefly describe the initiative.

Our department verifies, ensures, and monitors how the Insurance Distribution Directive (IDD) is respected within the company OMNIASIG.

The IDD regulates how insurance products are designed and distributed in the EU. Its aim is to harmonize the regulation of the insurance market within the European single market and improve consumer protection standards. The IDD ensures that distributors are held accountable for consumer outcomes and that the products sold meet consumer needs.

What were the benefits?

The IDD establishes the information that must be provided to consumers before signing an insurance contract. Additionally, it:

- imposes rules of conduct and transparency on distributors
- clarifies procedures and rules for cross-border business
- sets out rules for the supervision and sanctioning of insurance distributors who do not comply with IDD

The IDD rules apply to the sale of all insurance products. It is a minimum harmonization directive, which allows member states to introduce additional provisions or include further activities within the regulatory scope. The IDD does not prevent member states from maintaining or introducing stricter provisions, as long as they are in line with the directive.

It also sets a level of adequate knowledge, gained through specific professional training for all distribution channels. This requires initial courses and an exam at the beginning of the collaboration, followed by continuous annual courses and an exam every three years throughout the period of activity of the personnel involved in distribution.



Who were the main stakeholders involved?

The DVD department verifies and enforces compliance with IDD requirements for all distributors within OMNIASIG.

The DVD provides professional, training, and technical support for the entire sales force at OMNIASIG.

Each department within the DVD, through its dedicated personnel, plays a major role in transmitting all necessary information for distribution activities among the company's staff involved in this area.

- Direct Sales Division (DVD)
- Branch Monitoring & Agents Department (DMR&A)
- Auction Department
- Training Department

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

It has been, and continues to be, a challenge for us, to which we have responded and will continue to respond promptly and professionally to create an excellent work environment in this team.

This factor has led to a very good understanding of the demands of the insurance market, for which we have developed professional solutions, primarily for our clients and also for the collaborators and partners who help us maintain our position as market leaders in Romania.

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

The ongoing challenge is to quickly identify what clients need so that we can always offer the best solutions to keep us at the top of insurers in Romania.

This is achievable when everyone involved in the process is trained, guided, responsible, and operates with integrity, becoming true professionals in the field.

Experience has taught us to establish rules and best practices to create such professionals.

Are you interested in exchanging with Silviu? Please feel free to contact him!

Silviu Sandulescu

✉ silviu.sandulescu@omniasig.ro

☎ +40 (0)7 400 421 96