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2011: FOCUS ON STABILITY!

2010 ended with a decline. But another decrease was essential for the market, one that was registered in premiere for the last years by the Romanian profile industry: reduced claims on the general insurance segment.

Last year brought us two premieres: ASTRA Asigurari has become the market leader since the first quarter, maintaining its position until the end of 2010. Another premiere is the entrance of one more specialized life insurance company in TOP 10 most important Romanian insurers: BCR Asigurari de Viata.

Looking back at 2010, it seems that the figures become less important when a minus sign is in front. Looking ahead at 2011, the optimistic scenarios announcing decreases of only 5% or the pessimistic ones, indicating 15% decreases, fall in the background, making room for another scenario, where the key word is stability!

In conclusion, the year 2011 announces itself as being the toughest one for the insurance market and, under these circumstances, the absolutely necessary scenario for the overall market must include the idea of stability at any cost. Stability with the price of losing customers, and therefore losing market share, of falling down in the hierarchies, which must be viewed differently when the stakes change.

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