



International Association for the
Study of Insurance Economics

**Geneva
Association
Information
Newsletter**

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Press Release

Information on Geneva Association activities and publications

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Geneva Association Appoints Head of Communications

International insurance industry think tank, The Geneva Association, has appointed Anthony Kennaway as its Head of Communications.

The role, based in Geneva, has been newly established to increase the profile of the organisation and its activities on behalf of its members. Kennaway joined The Geneva Association from financial services company Babcock & Brown where he spent three years establishing and developing their communications in EMEA as Head of European Communications. Prior to Babcock & Brown, Kennaway spent five years with leading financial PR consultants Citigate Dewe Rogerson and started his career as an Army Officer, culminating in a role working as a Captain on U.K. and NATO communications during the 1999 Kosovo conflict.

The Geneva Association is a non-profit organisation that identifies worldwide fundamental trends and strategic issues in insurance or that influence the insurance sector, such as the credit crisis, climate change and regulatory legislation.

Patrick Liedtke, Secretary General of The Geneva Association said, *"We are delighted to be welcoming Anthony to the team. It is clear that the issues we are looking at on behalf of the insurance industry are of ever increasing importance and are of societal as well as industry interest. With an established communications function, we can now engage with the media and carry forward the crucial international debates on global issues such as the credit crisis and climate change in addition to our broad dissemination of research and hosting of meetings for the leaders of the world's top insurance companies."*

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About The Geneva Association

The International Association for the Study of Insurance Economics (“The Geneva Association”) is a unique global organisation formed by a maximum of 80 chief executive officers (CEOs) from the world’s most important insurance companies. The Geneva Association’s main goal is to research the growing importance of worldwide insurance activities for economic growth and societal progress.

The Geneva Association also acts as a forum for its members, providing a unique worldwide platform for the top insurance CEOs to exchange ideas and discuss key strategic issues. It also organises platforms for member companies’ chief financial officers, chief risk officers, chief economists and chief communication officers. It is a non-profit organisation based in Geneva, Switzerland.