

# IBAU Unveil CSR Activities Ahead of the Annual Conference in Mbarara



The Insurance Brokers Association of Uganda has unveiled a Corporate Social Responsibility (CSR) initiative as part of activities leading to its 2026 Annual Conference in Mbarara.

The initiative, held at Kiswa Primary School on Wednesday with a series of other

events, saw the donation of scholastic materials to pupils, highlighting the Association's commitment to community development and social impact while setting the tone for the upcoming conference.

Speaking at the event, Joseph Nsubuga, Chief Executive Officer of Mirai General

Insurance Uganda Limited, described the conference as a critical platform for driving collaboration within the insurance sector.

"On behalf of Mirai General Insurance Uganda Limited, we are excited to be part of this journey—the 8th Annual IBAU Conference taking place in Mbarara from

April 22 to 24. We recognize the critical role brokers play in the insurance value chain and the value they bring to the industry," Nsubuga said.

He emphasized that stronger collaboration between insurers and brokers is key to addressing Uganda's low

# MIRAI, ICEA Lion Uganda Commit Back Strongly IBAU's Upcoming Conference



Mirai General Insurance Uganda, Platinum Sponsor of the 8th IBAU Conference 2026

insurance penetration, estimated at about one percent.

"At Mirai, we believe collaboration is the way to go if we are to increase policy uptake. Without working together, we risk remaining at the same penetration level. That is why we have partnered with brokers to help bridge this gap," he noted.

Nsubuga described brokers as custodians of trust, linking insurers to clients and ensuring that promises made translate into real value for policyholders.

"They bridge the gap between the promise we give and the peace of mind clients are looking for. That is why collaboration with brokers is not optional—it is necessary if

we are to grow the industry and increase uptake," he added.

He said the conference theme, "Trust Reimagined: Delivering on the Promise," aligns with Mirai's commitment to timely claims settlement.

"We believe in trust and in delivering on our promise. When clients bring claims, we ensure they are processed within 24 hours. But we cannot achieve this alone—we need strong partnerships with brokers," he said.

Also speaking at the event, Paul Muhame, Chairman of IBAU, underscored the importance of brokers in enhancing transparency and improving customer experience in the insurance sector.

"As intermediaries, insurance brokers bridge the gap between insurers and clients, ensuring that the customer is at the center of attention. They help facilitate faster claims payments and promote transparency, ultimately making the entire insurance experience smoother," Muhame said.

He noted that insurance products span both life and non-life segments, with life insurance playing a crucial role in long-term savings and financial protection.

"Life insurance products are designed to support long-term savings and protection. They enable individuals to plan for the future while also providing



ICEA LION Uganda as the Gold Sponsor of the 8th IBAU Conference 2026

compensation in the event of unexpected losses," he explained. Muhame highlighted the growing role of technology in expanding access to insurance services and improving efficiency.

"Technology allows us to reach more people beyond traditional channels, improves decision-making through data, and enhances transparency and speed, especially in claims processing," he said.

However, he pointed out that low awareness remains a major barrier to trust in the sector.

"The biggest challenge we face is awareness. As an industry, we must do more to help people understand the importance of insurance, especially during times of need," he added.

Muhame acknowledged improvements in claims settlement under the guidance of the Insurance Regulatory Authority of Uganda, noting that policyholders

today are more likely to be compensated if they meet policy conditions.

"Our responsibility as stakeholders is to work together to increase awareness and ensure that every policyholder has confidence that insurance will restore them in the event of a loss," he said.

Meanwhile, Daniel Kairu, Head of Business Development and Marketing at ICEA LION Uganda, reaffirmed the company's commitment to supporting brokers and industry initiatives.

Kairu said ICEA LION has committed sh100m as gold sponsors of the 2026 conference, reflecting the value it places on the brokering fraternity.

"Today is an exciting day because we are going to walk the walk. Brokers are very important to us, and that is why we have once again come on board as gold sponsors. This was an easy decision because we understand

the critical role brokers have played in our growth journey," he said.

He added that the company, alongside its life and asset management arms, is participating as a group to strengthen collaboration across the insurance ecosystem.

"These engagements are exactly what the industry needs—not just conversations, but connections and action; not just ideas, but impact. At ICEA LION, we believe that we are better together," Kairu noted.

On the conference theme, he said trust remains central to insurance, given the intangible nature of the product. "Insurance is built on trust. What we sell is intangible—you only truly experience it at the point of a claim. Our promise is that when something goes wrong, you will not stand alone. We will stand with you," he said.

Kairu said the CSR outreach at Kiswa Primary School demonstrates the industry's commitment to building trust within communities.

"If we want people to trust insurance, we must first show that we are worthy of that trust—not just through words, but through action," he emphasized.

He called on stakeholders to use the Mbarara conference as an opportunity to strengthen partnerships and redefine trust within the industry.

"Let us move together, engage meaningfully, and set the tone for what promises to be an impactful conference. The journey starts now," Kairu concluded.