

Salvatore Bazzi describes his job. "We are expert tailors in made-to-measure pre-packaged clothing." The president of the brokering company in Italy that carries his name: Bazzi & Partners, provides a romanticized and yet effective way of describing how his company sets itself apart from others in the field of insurance mediation. Although its headquarters have remained in Casale Monferrato, the birth place of Mr. Bazzi, the company has extended its activity world wide. Bazzi & Partners is currently run by a team of around 20 people who are young and highly-qualified ("70% of our human resources are graduates"). This united team works with vanguard technologies, safe in the knowledge that it is supported by the entrepreneurial business acumen of the founder- a man renowned for his "professionalism, seriousness and experience" and one of the leading brokers in Italy. This has ensured that they are the only Italian member of the C.I.A.B-the most important US broker association. This is significant on a number of levels: the company is now among the 'big' names of brokerage, and is also able to utilize international methodologies and information, guaranteeing clients a high level of competence. The company is also a founding member of Eubronet, a European network that "aggregates brokers with the aim of providing qualified assistance to multinational clients". Mr. Bazzi explains that "Bazzi & Partners mainly operates with national clients, but our potential for international growth, namely our ability to adapt to market globalization, has ensured our involvement in projects in Europe, North America, and the Far East. Companies with foreign headquarters have been paying particular attention to China". The company provides services for a vast range of sectors ranging from banking, large-scale food distribution, chemicals, graphics, precision mechanics and even carpentry. Whatever the sector, the client is always guaranteed an excellent service: "Our fundamental ethos is that actions speak louder than words: the client must receive appropriate and rapid compensation". This has remained unchanged despite recent "critical" moments, with Alessandria and Casale Monferrato being hit by two floods in the space of a few years. The brokers have pulled through, their image has been strengthened and

they are now ready to face up to the next challenge the insurance market will throw their way ("To tell you the truth we have been anxiously awaiting one"). The liberalization of February 2007 has unblocked decade long policies. Tommaso Bazzi explains that "According to the rules of competition, in order to gain a new and loyal clientele, it is not enough to wage a price war: it is also essential that adequate cover is provided. The most important thing is to offer an analysis capable of accurately, transparently and coherently measuring client risks." The 27 year old son of Mr. Bazzi is a qualified engineer eager to put into practice what he has learnt in the USA. A winning combination of transatlantic management skills and native Italian quality and skill.

## It's their job to understand risk

Bazzi&Partners,  
broker leaders in Italy



From left Salvatore and Tommaso Bazzi