

Vanbreda International launches UAE office
Mohamed Elaaidi appointed Senior Executive Officer Vanbreda International (Dubai) Ltd

Dubai, UAE, 28 January 2009 – As part of its strategy to further support its global growth, Vanbreda International, a market-leading provider and administrator of international health and employee benefits insurance plans, has opened an office in the United Arab Emirates.

Vanbreda International (Dubai) Ltd, Vanbreda International's UAE subsidiary, is regulated by the Dubai Financial Services Authority. The company's office, located in the Dubai International Financial Centre (DIFC), will be headed by Mohamed Elaaidi, Senior Executive Officer of Vanbreda International (Dubai) Ltd. He will be responsible for developing business and establishing partnerships in the Middle East and North African regions. Mohamed Elaaidi joined Vanbreda International from BUPA International.

Priding itself on a track record of over 50 years in international health insurance, Vanbreda International is looking to partner with local and regional insurance companies and brokers to co-develop international health insurance products and to provide claims administration and customer service support for existing plans and products. Vanbreda International has the resources, knowledge, processes and systems in place to support insurers and brokers in offering international health insurance coverage to existing and new client bases.

Vanbreda International has extensive product development expertise which can help local players to set up international health insurance cover for an expatriate population that complies with applicable regulations and that is complementary to local health insurance. In addition, its ISO certified claims processing and administration are designed to serve an international clientele and to handle high volumes. The company already helped several insurance companies to launch and administer products from Morocco to Malaysia."

Wouter Reggers, Chief Operating Officer, comments: "I am delighted that we now have a footprint in this important and growing region. Vanbreda International had already built an extensive medical service provider network in this region to support and serve existing clients. We are convinced that opening a regional office will help us further roll out our service proposition to existing and new partners in the insurers and brokers community."

Mohamed Elaaidi, Senior Executive Officer, adds: "I am very excited about starting up the Vanbreda International business in the UAE. I see various opportunities as Vanbreda International has a lot to offer to insurers and brokers in the region. With our presence in the UAE and especially in the DIFC as a strategic platform, our company is well-positioned to serve the MENA region and meet the requirements of existing and new clients and partners."

About Vanbreda International

Vanbreda International has over 50 years of experience in designing, implementing, managing and administering cross-border health insurance programmes and products for international organisations, multinational corporations and their international workforce. With 350 employees, the company has offices and sales representations in Belgium, the Netherlands, Germany, Switzerland, the UK, the US, Malaysia, China and the UAE. Vanbreda International serves over 310,000 plan members on a 24/7/365 basis across 192 countries. In 2008 the company processed 3.6 million medical bills for a total volume of 410 million EUR.

Press enquiries

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