

Our goal is to find solutions for the risks out of treaty

Cenk Babadogan, President for Board of Directors of CNK Insurance & Reassurance Brokers which started its facility in Izmir in the mid of 2005 said that their goal is to produce reinsurance solutions for "single risks" called risks for the works out of treaty in Turkey.



CNK Insurance and Reassurance Brokers is going on its studies to produce solutions for risks that are not covered in treaty in Turkey. Cenk Babadogan, President for the board of directors of the company which established in July 2005, obtaining license for life and matters out of life and reinsurance brokers told the following reasons for starting brokers. CNK is a new broker company obtained licenses for life and matters out of life in July 2005. The reason for starting broker is ; the demands out of treaty confronted during individual and associational marketing, my desire to supply such demands as a reinsurance broker forced me and my company CNK to become a reinsurance broker. The risks called as "single risks" can be found in abroad via CNK and can be presented to relevant insurance companies and this will increase the creativity ability of me and CNK.

The Role of European Union Period

Implying affect of importance regarding attendance period to European Union while starting broker business Babadogan told that: "It is necessary to accept that reinsurance is a sector which requires time, effort and experience. While starting our broker business the attendance period of Turkey to European Union has been affective. In this new interval, our purpose is to represent this sector as a broker and to provide a comfortable work environment with interested foreigner reinsurance brokers in our country with developing and quickly growing economy and to become a company having an active role in this interval in Europe. Of course here it is important to develop infrastructure and look forward."

CNK SUPPORTS CUSTOMERS

Cenk Babadogan, President for the board of directors of CNK Insurance & Reassurance Brokers briefly described as following regarding their working principles and their approach to the customers:

" CNK Brokers show itself that they are supporting customers during offer stage for the individual and associational customers authorizing CNK. CNK makes suggestions regarding relevant insurance companies working terms and advises the necessary information. CNK quickly arranges the damage files and follows the procedures and helps customers about damage payments.

The purpose is to protect the risks

As we have mentioned in our slogan protecting the risks well is extremely important for us. Of course insurance companies have great importance for CNK brokers as we have been completing the procedures among ourselves. Customer profile and the company profile must complete each other regarding demand and supply balance."

Generally the brokers are settled in Istanbul, Turkey, CNK brokers is settled in Izmir. Cenk Babadogan comments this situation as in following:

HUMAN RELATIONS ARE IMPORTANT

"Our existence as a broker in Izmir is not indicator of different position when compared to colloquies in Istanbul on in London. Today, flight easiness and e-mails provide the necessary easiness. It is also possible to communicate via e-mails and computers. Aegean Region Insurance companies can easily present the required care and service via e-mails. Besides sending offer forms in computers via e-mails, if necessary, it is possible to send forms to customers via e-mails. Of course this is the procedure part of the work. In fact the business here depends on the human relations. You can never leave your customer alone with paper pieces including your offer.

Representation is on the way

Babadogan telling that CNK Brokers is going on studies with a broker company centered in A.S.A. and told the following for year 2006 and long term targets of the company:

"CNK brokers will go on its way with insurance companies having protocol by adding new companies to them. Our contacts are going on with reinsurance broker in London which has headquarters in the U.S.A. When this event is legalized, I will declare the name of the company which has an important place of rating on the World reinsurance brokers. Moreover we and a large company of our sector did a meeting with this company and in December 2005 for the treaty sales of 2006 in Istanbul. However we had some distress as we have been established in 2005 and had less time but we are aiming to realize our applicable projects in 2006. We would like to become a branch office f this reinsurance company in Turkey in 2006. Meanwhile we will go on our single risks studies for abroad. We believe that we will be able to bring the demanded different risk securities into Turkey."

A DEVELOPING SECTOR

Cenk Babadogan, President for the board of directors of CNK Brokers has made his evaluation regarding the development of insurance sector in Turkey as in following: "I foresee Turkey as a developing country in this subject. As it is known that Turkey is quite at the background regarding premium production when compared to European countries. When we compare this with population, it shows that Turkey has a developing sector within Europe. Distribution of the sector for all population depends on the demand and supply balance. I believe that the development of this sector will be supported by increasing economical wealth and product variation. However I need to say that catastrophic risks will have side affects in economic vividness of the sector."