

KEU, the specialist entertainment industry short-term insurance provider, has announced a move to Centriq as its underwriter with effect from July 2011.

KEU offers niche products to the film, television, events and entertainment industries and has established itself as an innovative company with a flexible approach. Denise Hattingh, CEO of KEU, says that the move to Centriq presents a number of benefits to the company and its broker clients.

“Centriq is a progressive underwriter and shares our single-minded focus on innovation and flexibility. It deals exclusively with underwriting managers, which means that it is tightly focused on our needs,” she says.

As an independent insurance provider, Centriq was founded on the principles of valued relationships, customer service and empowerment. “We appreciate that that each client is unique and this enables us to offer added value,” says Martin Le Roux, Business Head Underwriting Managers, Centriq.

According to Le Roux, “we see the acquisition of KEU to our underwriting management stable as a significant addition to Centriq and are very pleased with the new partnership. Entertainment and allied insurance is an incredibly specialised sector of the insurance market requiring very specialised skills, expertise and capacities which the KEU team have built up over a number of years. As a specialised underwriter, KEU also fits into our preferred strategy of backing niche players in the underwriting management market, who are also run by the right people who buy into Centriq’s core partnership mentality and share values alignment with ourselves. KEU, and its core team, perfectly fit those preferred Centriq requirements”.

“An added feature of the new partnership is that this is also a branch of insurance in which we are currently not represented, so it adds another dimension to Centriq’s specialised market offering whilst at the same time exposing us to new and different customer markets and skill sets”, says Le Roux.

KEU provides its focused products exclusively through brokers. The product range includes a film and commercial producers’ package that covers nominated cast and crew, negative or video, faulty stock, miscellaneous equipment, extra expenses, third party property damage and both public and employers liability.

Hattingh says that KEU has provided this cover for well known films and TV shows including *Survivor*, *The Wild* and the popular movie *Spud*. “The ability to be flexible is such an important aspect of this product. Certain films require cover for the value of an animal featuring in the production, whereas others need comprehensive cover for props or costumes. Years of experience have built our reputation for tailoring our product to match the needs of this industry,” she comments.

Events pose different risks, but they can result in financial disaster if they are not anticipated. KEU’s product covers cancellation, postponement or abandonment of events due to reasons outside of the event organiser’s control. “We have also developed a product to cover event liability and equipment all risks linked to events and exhibitions,” explains Hattingh.

High profile events with which the company has been involved include the opening and closing ceremonies of the 2010 FIFA Soccer World Cup tournament.