

COVER ME IF YOU CAN

In a price-competitive liability market, confidence and consistency are the new currency

Where economic volatility and political uncertainty have shaped the status quo, risk in the region has long been managed with a sense of pragmatism and, often, optimism. Our part of the world holds on to the belief that things will eventually work out, even when they go wrong. And for better or worse, this mindset has been good for the liability business.

The market has rapidly evolved in recent years, but not always in ways that serve fair competition, profitability, or sustainable growth. What was once a highly specialized, solid line of business has become one of the most crowded and price-competitive segments. Players are entering in droves with massive – sometimes excessive – capacities and absorbing tighter margins, all the while facing higher client expectations. It is a recipe to lose both their weight and their way in an increasingly uneven playing field. When the rules of the game change, our bet should be on game-changing value, insight, and support.

Capacity can no longer go it alone. The inconvenient truth is that today's liability products often look the same on paper. With standard wordings and similar structures across markets, the pressure to compete on price is higher than ever. But the risks our clients face, especially in sectors like construction, logistics, professional services, and retail, are far more complex and less predictable than surface-level, price-led underwriting would have it.

Beyond policy, clients in these sectors are looking for partners who understand their exposures and bear the risk accordingly. Our focus at Chedid Re has been on close collaboration with our insurance partners to extend our role across the (re)insurance value chain, from placement to technical underwriting, industry-specific insights, and responsive claims guidance – all of which help turn a traditional capacity relationship into a long-term strategic partnership. When there is a need, a loss, and a claim, the first question that cedants and clients really want answered is: "Am I really covered?" The second is: "Where does my liability policy stop and personal liability start?"

While it helps to be price-competitive, the bottom line for reinsurers playing the long game lies in the balancing act between exposure appetite, cedant relationships, deductibles, and in-depth understanding of their clients' risk profiles. Adjusting these levers in a way that delivers on both client trust and cover technicalities is no easy feat. And it is one that can only be mastered with insight. Today, the best underwriters and brokers aren't only risk experts, but proactive educators – simplifying complex risks, explaining the nuances of coverage, and offering practical advice for loss prevention, not just coverage. As reinsurance brokers, weit as our job to bring this level of clarity and expertise to every client conversation. Whether through market briefings, training sessions, or simply being available for a second opinion, technical depth is one of the most valuable



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services we can offer. Success in the liability market also requires a shift in perspective on reinsurance, from a behind-the-scenes function to a leading role. It allows primary insurers to take on larger risks and offer broader coverage without overexposing their balance sheets. At Chedid Re, we view reinsurance as not just protection, but as growth potential. We help our partners structure flexible risk-sharing programs, support facultative placements for specialized risks, and collaborate with them to scale their appetite for risk in step with, not in excess of, their capabilities.

While it is built on technical foundations, trust is retained just as much through how we work with clients as through what we deliver. Responsiveness, clarity, and consistency are what set professionals apart in high-pressure moments, especially when risks escalate and claims become contentious. Clients remember who helped them make sense of a policy before it was tested. And they most definitely remember who jumped ship when it was.

Knowing the risk is only part of it. Being available and proactive when it counts is what turns knowledge into value. This approach has proven its strength for Chedid Re in the GCC, and we're now bringing it to high-growth markets across the Indian Subcontinent, Pakistan, and Asia. In these regions, we see rising demand for reinsurance-backed liability solutions, particularly in sectors like construction, energy, logistics, and manufacturing, where risks are layered and claims can become operationally disruptive.

Beyond capacity, we're exporting the same client-first, expertise-led model that has helped us grow across our core markets: prioritizing technical accuracy, local engagement, and a long-term advisory mindset.

The liability market is only going to grow more complex, competitive, and commoditized. What ultimately stands out is how well we equip our partners to respond, adapt, and grow. Competing is just as much about sharing expertise as it is about having it.