

THE CELL NEWS

A CELL INSURANCE NEWS BULLETIN



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THIS EDITION

+ Cover Story

The Cell Captive: A strategic Insurance & Risk Management alternative

+ Plus!

The Mechanical Engineer who revolutionised the insurance industry in Zimbabwe

www.cellinsurance.co.zw





Make the Cell Captive a part of your 2025 Insurance and Risk Management Strategy

In today's volatile, complex, and often unpredictable business landscape, effective risk management ceases to be a luxury, but a strategic must. When running a business in such brutal operating environments, having a risk management partner who can offer more than just the conventional insurance and risk management models becomes a panacea every business leader requires to steer their business to a sustainable success trajectory. Without a solid risk management plan many businesses are exposed to emerging and evolving threats to their existence. Enter, the Cell Captive Insurance product, a revolutionary insurance and risk management philosophy that gives organizations control of their risk financing programs, and enhances their risk management.

Cell Insurance has been at the forefront of innovation from its inception. The company offers a range of Alternative Risk Transfer strategies that cater to diverse corporate needs. The Cell Captive is one of these groundbreaking innovations that have transformed the fortunes of some of our clients. **But what is the Cell Captive Concept?** Think of it as building your own customized insurance compartment within a larger, secure framework.

The Cell Captive Structure

There are two broad classes or structures of the Cell Captive. First party cells and Third-party cells.



What are First-Party Cells?



With a first-party cell, you gain direct control over risk mitigation and enjoy the financial benefits of effective risk management. Imagine having a dedicated insurance cell within a larger insurance company, designed specifically to manage your organization's unique risks.

What are Third-Party Cells?



A third-party cell allows you to create a separate insurance entity within Cell Insurance, offering tailored solutions to your customer base while maintaining operational independence.

Available Financing Options

Financing options can also be classified into rented and or capitalised options and this adds to the ingenuity and efficacy of the Cell captive concept.





Rented Cells



With rent-a-cell, businesses can leverage Cell Insurance's capital to meet regulatory requirements and ensure compliance. This option is perfect for businesses seeking the advantages of a cell captive structure without high initial investment costs.

Capitalized Cells



For organizations with the capacity and desire to invest in their own risk management, capitalized cells offer greater control and potential returns. Businesses can provide the capital, and Cell Insurance provides the expertise to manage and administer it effectively.

Advantages of the Cell Captive



Cost Savings: Reduce insurance premiums and gain access to reinsurance markets.



Increased Control: Tailor coverage to your specific needs and actively participate in risk management decisions.



Enhanced Flexibility: Adapt to changing risk landscapes with customized solutions.



Improved Claims Management: Experience faster and more efficient claims processing.



Investment Income Potential: Earn returns on invested capital in capitalized cells.

CELL INSURANCE: YOUR PARTNER IN RISK MANAGEMENT

Cell Insurance is committed to providing flexible and innovative solutions that empower businesses to thrive. Whether you choose a first-party or third-party cell, rented or capitalized, our team of experts will work closely with you to design a cell

captive strategy that aligns with your specific risk management objectives.

Take control of your risk management program. Explore the power of Cell Captive Insurance with Cell Insurance today.

The Mechanical Engineer who Revolutionised The Insurance Industry in Zimbabwe



Dr. Isheunesu Makuzwa is an accomplished Insurance Practitioner with over 20 years of experience in the Zimbabwean insurance industry. Coming from a strong Engineering background, specializing in the Zimbabwean energy sector, he brings a unique perspective to the industry. As the founding Managing Director of Cell Insurance, an entity that was created with the sole purposes of providing Risk Management solutions for the Power Utility, he has overseen the transformation of the entity becoming one of Zimbabwe's top five insurance companies.

Dr. Makuzwa is a seasoned Mechanical Engineer, the education and training that has shaped his approach to business as well as equipping him with a solid technical foundation and critical thinking skills.

His engineering background has also had a strong influence on his understanding of complex risk profiles and the ability to develop innovative insurance solutions tailored to the specific needs of clients in the Mining and energy sectors of the economy. Dr. Makuzwa is also a Fellow of the Insurance Institute of South Africa (By qualification) and an Associate of the Institute of Risk Management in South Africa among many other qualifications. This background is confirmation that Dr. Makuzwa is a seasoned insurance practitioner.

The combination of technical and insurance knowledge has been instrumental in shaping his successful insurance career which started in 1992. Throughout this career, he has held senior management roles at the then CGU Insurance Company, Standard Fire Insurance Company, and AON Zimbabwe, now Minerva. He was also the Pioneering CEO of Lidwala Insurance in Swaziland where he remains a Director and Chair of the Strategy and Technical Committee. His leadership abilities and business acumen have also been recognized through his appointment to the various boards. His experience in the insurance industry, coupled with his strategic vision, has enabled him to provide valuable insights and guidance to these organizations.

Dr. Makuzwa pursued a Master of Business Administration degree from Mancosa South Africa. He is also a holder of a Doctorate degree in Business Administration with the Atlantic International University (United States).

These qualifications helped him refine his understanding of business principles, strategic management, and leadership, enabling him to drive the Cell Insurance Group through a high growth trajectory. As the pioneering Managing Director of Cell Insurance Company, Dr. Makuzwa has been instrumental in shaping the company's direction and establishing it as a prominent player in the insurance market. Under his leadership, the company has experienced significant growth that has seen it expand into the medical aid and medical services space where it is represented by two strong Bands, CellMed and Nectacare.

Dr. Makuzwa's passion for the insurance industry, coupled with his technical expertise, business acumen, and leadership skills, positions him as a respected figure in the field. His ability to navigate complex challenges, build strong teams, and drive organizational success has earned him a reputation as a trusted leader in the insurance industry in Zimbabwe.

The establishment of Cell Insurance in 2003 is one of Dr. Makuzwa's accomplishments, and by 2004 the Company had opened its doors to the members of the Public. Within the first five years the Company had grown to open branches in all the majors Cities and towns. In 2009 CellMed Heath Medical Fund was established and again within the same year focus was placed on regional expansion. This resulted in the birth of Lidwala Insurance Companies a Cell Insurance associated entity, in Eswatini then Swaziland.

The growth trajectory was sustained and in 2013 Nectacare, another Cell Insurance subsidiary was also started. The Hospital and retail pharmacy chain has experienced significant growth and now owns Shabani Mine Hospital in Zvishavane, clinics in both Harare and Zvishavane, as well as pharmacies in Harare, Bulawayo, Mutare, and Ngezi. These additions have bolstered the groups presence in the healthcare sector and enhanced its ability to provide comprehensive medical services.

This expansion and growth have allowed the Cell Group to extend its reach and services to a wider customer base. Furthermore, the group has recently unveiled its impressive Head Office in Harare, a testament to its success and progress. Notably, Cell Insurance and Cellmed

have emerged as top players, ranking among the top four insurance and medical aid companies in the market.

The group now employs over 180 people. This achievement reflects Dr. Makuzwa' s commitment to delivering high-quality services and maintaining a strong market position.

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*Dr. Makuzwa enjoys hanging out with his peers of course partaking in some of the fine beverages the world can offer. When he is around his acquaintances, look for Dr. Makuzwa then be rest assured you won't find him because in those circles he is affectionately known as **Blah Ish!***



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