



P&C Broker of the Year



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Goh Chye Huat



Paul O'Neill

A strong emphasis on sustainability, analytics and regional innovation helped Howden secure the award for P&C Broker of the Year.

With the demand for ever more granular data growing across the (re)insurance value chain, the establishment of HX Asia was a key development for the market this year. HX is the data, digital and analytics division of Howden Group Holdings, comprising of HX Data, HX Markets, HX Analytics, and xTrade Digital Marketplace. The company’s multi-faceted offering, coupled with Howden’s specialist broking and underwriting expertise, is unique in the Asian market and aims to provide best-in-class insights and advice to clients and insurers.

Howden Philippines used these capabilities to offer one of the country’s largest business process outsourcing companies a new employee benefits proposition that included an improved analytics capability and a medical dashboard.

Another local initiative saw a collaboration between IPG Howden, its high-net worth life insurance broker, and Howden Hong Kong. Together, they worked on a post-vaccination insurance coverage initiative complementary to all IPG clients and selected partners.

Howden’s commitment to ESG & sustainability saw a plastic neutrality initiative in partnership with Seven Clean Seas, while the broker is seeking to mitigate its own carbon footprint across every part of its business. The firm also launched a group corporate social responsibility (CSR) platform — where employees can organise, volunteer and donate to their preferred charity partners.

Goh Chye Huat, CEO of Howden Asia, said: “We have experienced transformational growth in Asia over recent years. This growth has been made possible through acquisitions, increasing the breadth and depth of specialisms and by hiring the right specialist brokers. We’ve also really embraced our people-first culture, which is the cornerstone of our strategy. People are your most valuable asset.”

Paul O’Neill, CEO of Howden Specialty, APAC & Singapore, said: “As a group we are now at US\$13 billion GWP combined international broking business and our commitment to investing in technology and driving market transformation means that we are well placed to service clients looking for a real alternative in a market where choice is diminishing.”

“We continue to work hard to earn our position as the international challenger broker, with a relentless focus on providing clients with our combined specialty and retail expertise, service, and choice that they want and need to face the risks of today and tomorrow,” O’Neill added.