

Best General Insurer



‘With unwavering vision, PVI Insurance leads Vietnam’s non-life insurance sector and is charting a bold course for regional growth—fueled by innovation, outstanding service, and lasting value.’



Mr. Pham Anh Duc,
PVI Insurance’s CEO

The success of PVI Insurance at the InsuranceAsia News Country Awards for Excellence 2025 once again affirms its pioneering position, comprehensive operational capabilities, and strong digital vision as Vietnam’s leading insurer. This is a testament to sustainable growth, continuous innovation, and commitment to elevating service quality to international standards.

Guided by a customer-centric strategy and a steadfast pursuit of sustainable values, PVI Insurance has significantly improved and optimized its operational processes, integrated advanced technology, and enhanced customer experiences.

PVI Insurance is highly regarded for both scale and quality, with a nationwide service network, specialized product offerings, the capability to serve a diverse customer base, and outstanding business performance. Despite challenges in Vietnam’s insurance market—such as economic volatility, market restructuring, and changing in consumer’s behavior—PVI Insurance has maintained stable growth, reinforcing its position as a market leader in the industry.

Not only excelling in business performance, PVI Insurance also stands out for its ability to adapt swiftly to change. The company has implemented comprehensive digital transformation strategies, notably in technology-integrated governance and risk management, enabling swift, accurate, and proactive decision-making. These advancements have allowed PVI Insurance to continuously expand its domestic market share and gradually establish its presence in the regional market.

The “Best General Insurer” award recognizes not only the exceptional achievements of PVI Insurance but also validates its strategic development, clear vision, and strong market positioning.

Mr. Pham Anh Duc, CEO of PVI Insurance, stated: “ *This award stands as a testament to PVI Insurance’s pioneering spirit and exceptional capabilities across all dimensions, embodying the image of a robust, modern Vietnamese insurer poised to expand its reach across the region.*”