

**Seminario de Seguros Sostenibles**  
**Bogota, 20 de octubre de 2015**

Good morning my dear friends from the Colombia Insurance Market.

It is indeed a true pleasure to be here with you today.

On behalf of Marco Antonio Rossi, President of Brazilian Insurance Confederation, CNseg, let me express both our appreciation and gratitude to Fasecolda for their invitation to partake in this historical event. Thank you, Jorge Botero and Alejandra Diaz from Fasecolda, and Butch Bacani from the UN.

This is an event which is jointly sponsored by the United Nations and Fasecolda. Here the valuable role of the UN in bringing countries together to respond in unison to unfolding global challenges is exemplified.

For CNseg it is an honor to partake of this event. As the representative of CNseg, I very much welcome and value this opportunity to address you.

We are confident that via our interaction and exchange of ideas, between Fasescolda and CNseg, which events such as this facilitate, the bonds of cooperation between our industry associations will grow stronger generating a healthy and rich interaction that will be of great benefit to our respective insurance markets.

The timing for our two associations to work together is propitious; for our two nations are more and more embracing the benefit of strong economic interaction.



Earlier this month, President Juan Manuel Santos and President Dilma Rousseff met to explore and

maximize avenues of cooperation to harvest the economic benefit for our respective nations. Our economic ties in the sectors of banking, petroleum, steel, and construction grew by over 80% between 2010 and 2014.




But of paramount importance when it comes to the principles for sustainable insurance is that both Colombia's and

Brazil's biodiversity wealth is unprecedented in the global arena.

As can see in this global ranking of biodiversity:

Countries with more biodiversity in the world		
1.	Brazil	59.851
2.	Colombia	54.649
3.	China	34.687
4.	Indonesia	32.680
5.	Mexico	28.836
6.	South Africa	25.052
7.	Venezuela	23.429
8.	Ecquador	22.065
9.	United States	21.474
10.	India	21.020
11.	Peru	20.081
12.	Bolivia	19.561
13.	Australia	17.974
14.	Malasya	17.171
15.	Costa Rica	13.630

Source: [http://rainforests.mongabay.com/03highest\\_biodiversity.htm](http://rainforests.mongabay.com/03highest_biodiversity.htm)

 CNseg  
Comissão Nacional das Empresas de Seguros Gerais, Previdência Privada e Vida, Saúde Suplementar e Capitalização

In view of this biodiversity richness, our two nations, Colombia and Brazil, have a clear

responsibility in confronting and responding to one of the most critical and immediate challenges facing mankind: the protection of our global environment; our two countries can and should assume a

---

## Countries with more biodiversity in the world

The loss and degradation of biodiversity negatively affects every level of the planet, especially the poor and vulnerable: women, children and indigenous people, therefore, biological diversity is indispensable for the well-being of mankind.

**America** is the continent that has the most countries rich in biodiversity: **Brazil, Colombia, Mexico, Venezuela, Ecuador, United States, Peru, Bolivia and Costa Rica.**

For its part, in **Asia**, the countries with the greatest bio-diversity are **China, Indonesia, India, Philippines and Malaysia.**

In **Africa**, **Madagascar, Democratic Republic of Congo and South Africa.** And, lastly,

**Oceania** has **Australia and Papua New Guinea.**

These countries, together are home to more than 70% of the planet's bio-diversity! and their territory is only 10% of the earth's surface

Source: <http://www.adivesustainability.com/top-10-countries-in-biodiversity#1>



leadership role in

protecting

biodiversity not

only in the region

but also globally.

At first glance we cannot discern the true cost of not protecting our biodiversity.

For example, Deforestation which at first brings immediate economic growth by ncreasing agricultural land and cattle grazing land, has a formidable cost to a nation's well being. For it is precisely this deforestation which is the principal suspect as a key contributor to the drought impacting today both the state of Sao Paulo and the State Rio de Janeiro. Not only are crops not coming to harvest but the cities of Sao Paulo and Rio de Janeiro have to ration water for its citizens. In addition, a key energy contributor,

Hydroelectric power, is also suffering. In sum, the economic impact can be devastating.

Here, I believe that our insurance industry has a very important role to play in responding to this challenge and that we should explore via our associations, Fasesolda and CNseg, the most effective avenues for meeting this challenge.

It goes without saying that in our Region, in our countries, we also face very serious and deep social challenges for which the PSI can also give us guidance for addressing these issues.

The first step ,a very important one, towards meeting this challenge is our industry's implementation of the PSI.

Let me now share with you the path that the Brazilian insurance industry travelled, in essence, our time line in implementing the PSI.

We have started the journey some years ago and I must say we continue to learn and we welcome Colombia to travel this road together.

[http://prezi.com/wf8yhmhhrpij/?utm\\_campaign=share&utm\\_medium=copy&rc=ex0share](http://prezi.com/wf8yhmhhrpij/?utm_campaign=share&utm_medium=copy&rc=ex0share)