

CRISIS: COLDIRETTI/CATTOLICA AGREEMENT FOR 180 NEW BRANCHES

The largest new network of insurance services ever established in Italian rural areas, with the opening of 180 new branches, agencies and sub-agencies located throughout the Peninsula. This is what is foreseen by the ten-year agreement signed in Verona between Cattolica Assicurazioni and Coldiretti for the distribution of “accident” insurance products under the Fata trademark and of “life and pension” products under the Cattolica trademark.

An investment that offers significant development opportunities to support Italy’s rural areas, which are inhabited by over ten million people. It is a significant opportunity for rural business owners, on the eve of the entry into force of the common agricultural policy (PAC, for its acronym in Italian) which intervenes in risk management, with respect to both atmospheric adversities, plant and animal diseases, as well as in terms of protecting the company's income from recurring market crises.

“It thus completes and strengthens our network of services to companies and people, which ranges from credit to insurance, from tax to pensions, from technical advisory to relations with the Public Administration, with the aim of making Coldiretti a place of simplicity and efficiency”, stated the President of Coldiretti, Roberto Moncalvo.

“It is an important investment”, said the President of Cattolica, Paolo Bedoni, “this is a strategic sector which provides excellent products and professionalism excellence for the Italian economy. He agreement with Coldiretti, consistent with the acquisition of Fata, consolidates Cattolica's leading position in the industry, giving even more strength to one of the qualifying points of the recently approved Business Plan.”