Representatives and service providers of Germany’s public insurers
Germany’s public insurers have been active in the insurance business for over 300 years. Today, they have a nationwide presence in every German federal state. The particular strength of the public insurers’ business model lies in their concentration on their respective regional business areas. Proximity to customers, mutual trust and responsible thought and action have always been the constants of their sustainable business philosophy. From an economic standpoint, these core values are reflected in long-term, steady premium growth, very good cost positions and extremely stable earnings. This benefits not only the people in the region, but also the owners of the public insurers.

Responsibility for the region
Concentrating on your own region also means taking responsibility for the people who live there. Public insurers are highly committed to the social and cultural common good. They promote youth sports, universities and museums, and actively work to improve public safety, for instance by outfitting fire brigades with technical equipment or participating in fire safety education in kindergartens and schools. In addition, the public insurers cooperate closely with traffic safety centers and the police to ensure greater safety in road traffic or to educate citizens about burglary prevention, for example. The public insurers also regularly work together as a group for the common good, for instance in the development of innovative loss prevention techniques such as disaster warning systems for the general public.

As part of their inter-company cooperation, the public insurers have pooled their strengths to form the Association of German Public Insurers (VöV). The VöV is in demand for its expertise and services: such as a trend and market analyst, project coordinator, knowledge transfer centre, decision-making forum for common interests or as a dialogue leader with the association partners in the Savings Banks Finance Group.

Political advocacy
In addition, the VöV represents the Group’s political interests at national and European level with a view to sustainably strengthening the unique regional business model of the public insurers. For this reason, the VöV advocates for a powerful European Union based on the pillars of regionality,
Regional primary insurance groups

Adequate sales landscape In the interests of policyholders and their individual requirements, there is a need for diverse and comprehensive sales structures. These include a fair co-existence of different remuneration models, such as commission- and fee-based advisory services in the insurance business.

Sustainable pension provision Particularly in view of the challenges of demographic change, the three-pillar model consisting of statutory pension insurance, occupational pension provision and individual provision must be strengthened.

Targeted regulation Solvency regulations (Solvency II) ensure financial stability and need to take into account the special features of low-risk, regional business models. The same applies to the greening of financial markets or the implementation of new technologies, such as artificial intelligence, blockchain, etc., which can be achieved without excessive bureaucracy.