

(From the studio): We also heard the views of Generali CEO Giovanni Perissinotto on the spread trend. He was interviewed by Marco Mirabile:

(Reporter): The positive trend in government securities continues, and seems to be appreciated by the corporate world ...

(Perissinotto): “The country has shown it can take difficult measures fast, and I think the markets appreciate this more and more every day, and help has also come from the ECB which has re-injected liquidity into the system, so I think we’re on the right road. We have to stand firm, and not allow ourselves to be deceived by short-term results, we have to work every day to return to the criteria, the parameters that will allow us to look ahead to the future, above all with peace of mind.”

(Reporter): As the spread decreases, the Italian risk perceived by foreign investors is falling, but at a time of global crisis, a combination of socially useful activities and profitability is of growing strategic importance. Especially if this happens in the emerging countries: one example is the microenterprise and microinsurance project presented by Generali in India, with the aim of reaching 2 million subscribers within the next 5 years.

(Perissinotto): “This isn’t simply a charitable initiative, we are making our know-how as insurers available for the development of a product to support micro businesses as they grow. For the time being, we’ve begun with an accident policy and a health policy providing ample coverage for a premium of € 6, so we’re talking about really low premiums offering a great many benefits. Many of these microenterprises, or a good number, will move on to the next phase of growth, becoming fully fledged clients of an insurance company.”