

No. 14/2023
09 November 2023

VIG: New “CO³” department strengthens collaboration within the Group

Vienna Insurance Group (VIG) is strengthening exchange between its Group companies with the newly created department “CO³” – communication, collaboration & cooperation. The focus is on boosting cross-border know-how sharing as well as on intensifying cooperation between VIG companies located in the same country, thereby enhancing the local multi-brand strategy.

Comprising more than 50 insurance companies and pension funds, VIG is the leading insurance group in Central and Eastern Europe. Around 29,000 employees in 30 countries contribute in-depth expertise from their respective areas to the Group. VIG’s strategy is geared towards growth, sustainability, customer proximity and local entrepreneurship. The know-how sharing within the Group is thus pivotal to VIG’s success. CO³ lends structure and visibility to the knowledge transfer and creates new ways of networking. VIG CEO Hartwig Löger on the name of the new department and the tasks it covers: *“CO³ is based on three key pillars: ‘Collaboration’ and ‘cooperation’ describe the way we work together within the Group, while ‘communication’ summarises all our internal and external communication and marketing activities. The superscript ‘3’ symbolises the forces that we mobilise with these pillars.”*

Karin Kafesie (51) will be heading the new department, which falls under the responsibility of CEO Hartwig Löger. She is a business economist with over 20 years of experience in the insurance sector and contributes extensive management experience and international project expertise to her new role.

“Communication is the be-all and end-all for any kind of collaboration. I am delighted that Karin Kafesie, a proven communications expert, joins us in this exciting position. She also brings in deep expertise in business development. Working together with her team and with colleagues from the Group’s numerous countries, she will make best practices visible and establish new ways of collaborating, utilising the swarm intelligence of our Group”, says Hartwig Löger.

Prior to joining VIG Holding, Karin Kafesie was responsible for strategic marketing, customer communication and innovation management at the Austrian VIG company Wiener Städtische Versicherung. In a double hatting, she also established the corporate startup “viesure”, which she managed during the past five years.

Vienna Insurance Group (VIG) forms a Group with a long-standing tradition, strong brands and close customer relations. Its employees take care of the day-to-day needs of around 28 million customers. VIG shares have been listed on the Vienna Stock Exchange since 1994, on the Prague Stock Exchange since 2008 and on the Budapest Stock Exchange since 2022. The VIG Group has an A+ rating with stable outlook by the internationally recognised rating agency Standard & Poor’s. VIG cooperates closely with the Erste Group, the largest retail bank in Central and Eastern Europe.

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