

Paris, March 4, 2025

France Assureurs announces the creation of a "Communications and Public Affairs" department

- In 2021, the Federation launched a large-scale transformation project with the goal of actively promoting the insurance sector.
- Four years later, France Assureurs takes a new step by creating a new "Communications and Public Affairs" department, uniting the Communications, Public Affairs France and European & International Public Affairs departments.
- This new structure will enhance the effectiveness of the Federation's lobbying activities and confirm its growing role in public debate.

In 2021, the Federation launched a large-scale transformation project with the goal of actively promoting the insurance sector through three approaches:

- The implementation of a positive communication by renewing its communication strategy to sustain its influence and boost the image of the insurance sector.
- The reassessment of its operation to stimulate its lobbying potential through the structure of a new operating model and the consolidation of its ecosystem.
- The revamping of the Federation's territorial presence to increase its sphere of influence.

Four years after this successful transformation, France Assureurs now aims to take things further by maximising the coordination—and thus the impact—of its lobbying activities across the entire insurance sector ecosystem, the general public, and public decision-makers in France and Europe.

For this reason, France Assureurs is announcing today the creation of a new "Communications and Public Affairs" department, uniting the Communications, Public Affairs France and European & International Public Affairs departments.

From March 1, 2025, Émilie Netter will head the newly created "Communications and Public Affairs" department and Cécile Martin will become the Head of Communications at France Assureurs. The Public Affairs France and European & International Public Affairs departments will remain under the respective leadership of Viviana Mitrache and Christian Pierotti.

This new structure will foster greater cooperation among the three departments, creating a joint dynamic where their expertise can complement and mutually reinforce one another. The goal is therefore to strengthen the cross-cutting approach of the Federation's lobbying activities to ensure that the strategic positions of the insurance sector are clearly visible, especially within the European regulatory and legislative ecosystem.

Press contact

Jean-Baptiste Mounier
j.mounier@franceassureurs.fr
+33 (0) 6 76 52 26 55

Camille Bouchat
c.bouchat@franceassureurs.fr
+ 33 (0) 6 82 37 26 69

Fédération Française de l'Assurance

26 boulevard Haussmann, 75009 Paris
Tel.: +33 1 42 47 90 00 | franceassureurs.fr

X: [@FranceAssureurs](https://twitter.com/FranceAssureurs) | LinkedIn: [FranceAssureurs](https://www.linkedin.com/company/franceassureurs)

Mrs Florence Lustman, President of France Assureurs: *"For several years now, we have launched a structured and ambitious lobbying strategy to strengthen our ability to speak on behalf of the sector. Today, we are taking a new step, in line with goal we stated four years ago: to actively promote the role of insurance in society and reinforce our position as a key player in public debate across France, Europe, and internationally. This evolution in our governance will enable us to strengthen our influence amid numerous European initiatives currently under discussion in Brussels—such as FIDA, RIS, and the Savings and Investments Union—that may extensively impact the insurance sector. I firmly believe that our teams will address these challenges for the benefit of the entire insurance sector. ».*

About France Assureurs

France Assureurs is the used name of the Fédération Française de l'Assurance, that gathers 254 insurance and reinsurance companies representing 99% of the market for companies regulated under the French Insurance Code. Insurance is central to many societal challenges. For this reason, France Assureurs is committed to playing an active role in public debates. It is the preferred interlocutor of public authorities, administrations and media on insurance-related matters both in France and abroad, encompassing prevention, protection, investment or employment issues. The statistical data it centralises and its expertise enable France Assureurs to assist its members in navigating changes within the sector. France Assureurs relies on a network of correspondents throughout the entire French territory to assist local leaders during major events, to promote careers in insurance or to relay the sector's positions.

"Mobilising all the resources of insurance to move society forward confidently" is the purpose of France Assureurs.

France Assureurs—Move society forward confidently—is a brand of the Fédération Française de l'Assurance.

Press contact

Jean-Baptiste Mounier
jb.mounier@franceassureurs.fr
+33 (0) 6 76 52 26 55

Camille Bouchat
c.bouchat@franceassureurs.fr
+ 33 (0) 6 82 37 26 69

Fédération Française de l'Assurance
26 boulevard Haussmann, 75009 Paris
Tel.: +33 1 42 47 90 00 | franceassureurs.fr

X: [@FranceAssureurs](#) | LinkedIn: [FranceAssureurs](#)