

MASO Strategic Announces Strategic Partnership with Oneglobal Broking



MASO Strategic is entering into a strategic partnership with Oneglobal Broking, one of the fastest growing international insurance brokers, with a presence in 15 countries and specialization in 22 specialized insurance lines.

The partnership focuses on strengthening Oneglobal's presence in the Cypriot market, with a focus on Financial Lines and D&O (Directors & Officers) insurance, through a multi-level plan that includes:

- Strategic entry and business development actions with selected insurance providers.
- Targeted public relations and institutional promotion actions.
- High-level networking and lobbying with insurance market bodies.
- Develop contact management and collaboration tracking tools.

The cooperation will be implemented in gradually announced stages, with the first milestone being the visit of Oneglobal's CEO for Cyprus, Mr. Manos Sofronis.

"Oneglobal Broking combines the expertise of an international organization with the flexibility of a customer-focused boutique company. Their entry into Cyprus finds us fully aligned as strategic partners. We are here to create solid bridges between the international insurance markets and the Cypriot business community," emphasizes MASO Strategic CEO Maria Athanasiou

On his part, Oneglobal's CEO for Greece and Cyprus, Mr. Manos Sofronis, said that "Cyprus is for us an emerging hub of entrepreneurship with dynamics that go beyond local borders. Our partnership with MASO Strategic is a strategic step for Oneglobal, aiming to offer highly specialized insurance solutions, tailored to the needs of local and international clients. We believe that the synergy of MASO Strategic's experience and network with our global know-how will shape new prospects for the Cypriot insurance market."

The collaboration is part of MASO Strategic's overall strategy for the development and attraction of international entities in Eastern Mediterranean markets, with an emphasis on lobbying, strategic communication and mediation in critical institutional sectors.