



## COMPANY PROFILE

# TRIDENT ADVANTAGE CC

"Try not to become a man of success but rather try to become a man of value."  
[ALBERT EINSTEIN](#)

Monday, 23 January 2012



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## **TRIDENT ADVANTAGE CC – REASON FOR BEING**

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Over the past 15 years, the insurance landscape in South Africa has changed considerably. From scandals and admissions that continue to rock the credibility of leading role-players in the industry, the rise of specialist Underwriting Agencies and niche offshore markets, to the introduction of new legislation which has forever changed the way in which insurance will be transacted; policy holders have never before had so much confusion to navigate on the way to finding suitable risk transfer solutions.

Trident Advantage CC was born from the realisation that insurance buyers need a new level of expertise to help navigate these volatile waters. It is no longer sufficient to just have a broker; policy holders need to partner with a professional service provider who not only takes a personal interest, but will provide a level of expertise and service that adds tangible value to the policy holder / his business.

In the fast changing world of the 21<sup>st</sup> century, such a service provider needs to be flexible enough to respond to changes in the market and business environment. This necessitates a fluid business model that is completely focussed on providing uncompromising professional service and advice to its clients.

## **WHO ARE WE?**

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The Managing Member, Pieter Venter, has been actively operating in the insurance industry since 1994. Over the past 15 years he has built up experience in both the underwriting and broking sectors of the industry spending 5 years as underwriter and 10 years as broker. He has a Dil (Diploma in Insurance) achieved in 2008 and in the same year became an Associate to the Insurance Institute of South Africa. He has been operating mainly in the Marine sector where he has built up experience in both the local and international market. His clients have included local, parastatal and multi-national corporations as well as foreign businesses requiring specific marine expertise on the African continent.

Marlies Alberts who is the second Member is based in Walvis Bay, Namibia and has been operating in the Insurance industry since 1992. In 1999 she started her own brokerage, Neptune Risk Managers (Pty) Ltd. During the past ten years the business has grown to become one of the leading Marine and General Insurance brokerages in Namibia providing expertise to the major corporations operating in the country and across its borders.

## **SERVICES**

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The main focus of Trident Advantage will be on providing broking services to its clients. These services will consist of providing information and advice on insurance products, risk transfer mechanisms and risk management solutions. With access to local and international markets, Trident Advantage is perfectly positioned to not only provide competitive products but also products which are at the forefront of innovation. Having built up a network of contacts with various professional service providers, Trident Advantage is also able to provide access and recommendations to specialist attorneys, surveyors, loss adjusters, consultants and service providers.

Trident Advantage CC will also provide Consulting Services to other players in the industry. The unique skills to which Trident Advantage has access, allows it to provide much needed technical input to the insurance industry. These skills have been honed whilst working on a varied group of clients ranging from start-up businesses to various Blue Chip and Multi National. This allows Trident Advantage a unique perspective on not only the challenges faced by all levels of business, but also the varied methods applied in finding solutions to these challenges and exposures. This knowledge will be made available to those smaller players in the industry who may not otherwise have access to such expertise.



A further benefit of numerous years of experience in the industry is the knowledge built up in respect of Risk Management. Trident Advantage will apply this knowledge in assisting their clients to maximise the potential of their businesses and to reduce the exposures which threaten their personal and professional wealth. This will encompass the three main pillars of the discipline being risk identification, risk analysis / evaluation and risk control / transfer. Additional more in-depth advice will be available through Trident's network of dedicated service providers.

## MARKETS

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Trident Advantage CC is in the process of establishing agencies with all the major as well as niche markets active in the South African market. This includes, amongst others:-

- ACE;
- Associated Marine Underwriting Agency;
- Astra Maritime Underwriting Managers;
- Chartis South Africa
- Devereux Marine;
- Etana Insurance Company;
- First Marine Acceptances;
- International Marine Insurance Managers / KILN;
- Lion of Africa;
- Mutual & Federal;
- Regent;
- SAFA;
- Savannah Marine;
- Transit Underwriting Managers;
- Western National;
- Zurich Insurance Company.

In addition, Trident Advantage is registered as a Lloyd's Open Market Correspondent. This allows Trident Advantage to place risks into the local market through their London Placing Brokers. Trident Advantage also has access to markets in Europe, Far East, Australasia and the Americas.

Whilst Trident Advantage continue to search out new markets, only those meeting its stringent requirements of integrity and good business practice will be used to provide protection to Trident clients.

## PRODUCTS

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Trident Advantage CC has its roots in the Maritime and related industries and its Members have established reputations for providing only the best products and services to its customers. These include, amongst others:-

- Marine Cargo Covers;
- Marine Transit Covers;
- Stock Throughput Insurance;
- Perishable and Refrigerated Covers;



- Consequential and Trade Disruption Insurance;
- Liability Products including Warehouseman's Liability, Shiprepairers' Legal Liabilities etc.;
- Hull & Machinery Covers;
- Fishermans' Personal Accident Insurance;
- Builder's Risks Insurance;
- Professional Indemnity Products;
- Integrated Transport Liability Products;
- Port Terminal Liabilities;
- Bunker Insurance;
- Charterer's Liabilities;
- "Over side" Insurances;
- Maritime Product Liabilities;
- Maritime Employers' Liabilities (EML) etc.

Trident Advantage is however now also branching out into more conventional non-marine covers which include, amongst others:-

- Corporate & Commercial Short Terms products, including Business Interruption, Business All Risks, General and Tenants Liabilities etc.;
- Construction Risks;
- Engineering Covers;
- Credit Guarantee Insurance;
- Crop Covers;
- Commercial Motor Insurance etc.;
- SASRIA.

Trident Advantage also has access to expertise in:-

- Project Management Insurances;
- Group Risk Management Insurances;
- Medical Aids;
- Pension and Retirement Funding;
- Aviation Insurance etc.

## **PAST AND PRESENT CLIENTS**

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Our experience is founded in all levels of business - from start-up operations / ventures to parastatals and multi-national corporations. Some notable past and present clients include:-

- Transnet National Ports Authority;
- Maersk Africa;
- The Department of Environmental Affairs and Tourism;
- Smit Amandla;
- Sea Harvest;
- Premier Fishing;
- Parmalat South Africa;
- James Finlay (Uganda);
- Webasto South Africa;



- Vital Health Foods;
- BASF Coatings Services South Africa;
- Swartland Group;
- Eagle Ink Systems;
- Namsov Fishing;
- Manica Namibia;
- Namco / Sakawi Mining;
- Offshore Maritime Services;
- Clipper Marine Services;
- Kenya Ports Authority;
- Cargill South Africa;
- Goedehoop Fruit;
- Mouton Citrus;
- Dole South Africa;
- Belmet Marine



## CONTACT DETAILS

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If you are interested in providing Trident Advantage CC an opportunity to show you how their expertise can benefit your business, please feel free to contact them on the following contact details:-

### TRIDENT ADVANTAGE CC

CONTACT : Pieter Venter

#### PHYSICAL ADDRESS

2<sup>ND</sup> FLOOR  
AON HOUSE  
109 HERTZOG BOULEVARD  
CAPE TOWN  
8001

#### POSTAL ADDRESS

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ROGGEBAAI  
8012

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e-mail : [info@3dent.co.za](mailto:info@3dent.co.za)

WORLD WIDE WEB : [www.3dent.co.za](http://www.3dent.co.za)

Trident Advantage CC has an associated office in Walvis Bay, Namibia which can be contacted at the following contact details:-

### NEPTUNE RISK MANAGERS (PTY) LTD.

CONTACT : Lili Alberts

#### PHYSICAL ADDRESS

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A PROUD MEMBER OF THE

