

About

Associated Alliance Incorporated (AAI) was established in Beirut, Lebanon in May 2001

AAI is a holding company operating in the Middle East and North Africa region. AAI is present in 6 different countries and more than 12 different cities serving a portfolio of 1000+ companies.

AAI core business is Insurance Brokerage and Consultancy; thus, providing solutions to all commercial and retail segments.

AAI shares are not negotiable and cannot be transferred to third parties without the prior approval of shareholders representing at least 75 percent of the capital.



Countries of Operations

LEBANON | BAHRAIN | JORDAN | KUWAIT | EGYPT | QATAR | OMAN | KSA | UAE

Mission

Our mission is to deliver top-tier risk transfer solutions—through leadership, expertise, and teamwork—that ensure customer safety, nurture strong industry partnerships, maximize shareholder value, and foster an enjoyable work environment.

Vision

AAI's Vision is to be a leader in providing comprehensive risk management solutions to the global market with human capital being the core of our strategy.

Business Principles

Credibility

Accuracy

Efficiency

Commitment

Innovation

Services



Insurance Services

We offer a comprehensive range of insurance advisory services, starting from sourcing the best quotes and providing expert advice to facilitating claims processing. Our client-centric approach places your needs at the forefront of our services.



Risk Management

Our consultancy services encompass the entire spectrum of risk management. We assist in identifying, evaluating, controlling, and monitoring risks while developing tailored strategies to mitigate hazards that your business or enterprise may encounter.



Reinsurance Solutions

We provide top-tier reinsurance solutions to insurers, offering exceptional support and capacity. Our expertise includes strategic, operational, and administrative consulting services for insurance companies and captives, ensuring they receive world-class support.



Employee Benefits

Our advisory services extend to compensation, retirement planning, employee benefits, workplace health, wellness, and other HR-related solutions. We help you create comprehensive and employee-centric programs to attract and retain top talents.

PROPERTY

- Property
- Property all risks
- Business interruption
- Fire (named perils)
- Natural perils
- Fidelity
- Money

CASUALTY

- Workers compensation
- Employer liability
- Professional Indemnity
- Product recall and liability
- Motor
- GTPL
- D & O

MARINE

- Hull
- Cargo
- Liability
- Energy
- Aviation

ENGINEERING

- Project insurance
- Equipment insurance
- Machinery breakdown
- Electronic equipment
- Advanced loss of profits

SPECIAL RISKS

- Agricultural insurance
- Contingencies
- Bloodstock / Livestock
- Cyber risks
- Political risks

EMPLOYEE BENEFITS

- Personal Accidents
- Group life
- Critical Illness
- Pension – retirement plans
- Health & Medical insurance
- Travel insurance
- Key person insurance
- Kidnap & ransom
- Evacuation / repatriation

PERSONAL LINES

- Life – Term
- Universal / Whole life
- Saving Plans
- Personal Lines – non-life
- Pet insurance
- Householder
- Yachts
- Motor
- Travel insurance
- Personal Accidents
- Medical Insurance

COMPREHENSIVE / BUNDLED COVERS

- Householder
- Jeweler Block
- Hotel Block
- Stockbroker
- Art dealer
- Industrial All Risks
- Bankers blanket

AEROSPACE

- Construction & Engineering
- Education
- Embassies & Organizations
- Energy
- Entertainment
- Farming
- Fine art, jewelry, and specie
- Financial institutions
- Food and Beverage
- Healthcare
- Hospitality & Leisure
- Pharmaceuticals and chemicals
- Private clients
- Real estate
- Retail
- Sports & Entertainment
- Telecommunications
- (Communications, Media & Technology)
- Transportation
- Utilities and Power