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## Market trend makers discuss their strategies

Welcome to the first part of *Business Insurance's* annual survey of risk and insurance managers with Europe's 100 largest companies.

Part 1 is an analysis of risk and insurance management methodology based on 2007 company revenue, and is not a subjective ranking of the individuals who work at these companies.



It is important to make this point because several readers contacted us to ask how the individuals had been ranked last year.

As in 2008, we decided to focus on our key strengths to deliver something that will be of genuine use to our readers in Europe and elsewhere.

Therefore, we made an effort to interview each of the individuals in charge of risk and insurance management in these 100 companies in face-to-face and telephone discussions. We used our in-house reporting team to carry out the interviews rather than outsource the project to a research company.

This method was used to give the project a depth and color that is lacking in many corporate surveys of this nature.

This will be particularly evident in Part 2 of the survey of risk and insurance managers, in which we analyze opinions and forecasts about key market trends and issues. Part 2 of the survey will be published in June.

Thanks to all those busy risk and insurance managers who gave us their valuable time to help collate this survey. We wish them all the best for the coming challenging year.

As ever, please send any feedback, positive or negative, or ideas about how this project can be improved.

ADRIAN LABBURY  
International Editor  
*Business Insurance*