
QBE Wholesale Markets Asia CEO: Talent and local expertise key to building a sustainable wholesale business



By Sarah Si (/Authors/AuthorsDetails/id/48183) | 01 Dec 2025



Talent is a critical factor in building a sustainable wholesale business, according to the CEO of Wholesale Markets Asia at QBE, Mr Ronak Shah.

“We need strong local expertise combined with a regional mindset. That is why we’ve invested in leadership roles that give us on-the-ground insight while keeping the business connected.

“For example, we recently appointed Chie Yamamura as Head of our Japan Desk, Cynthia Huang as Head of Taiwan and Greater China Desk, and Young Jun Lee as Head of Wholesale Asia, Construction & Engineering. These roles are designed to drive technical leadership, deepen broker engagement, and ensure we stay close to market developments.”

He was commenting on the challenge of navigating the diversity in Asia’s insurance markets while maintaining consistency in underwriting, managing risk and engaging with brokers and clients. Each market operates at a different level of maturity. The needs of a cedant in Japan, for instance, can be quite different from those in Indonesia or India.

In a nutshell, he indicated, it is all about balance—building scale without losing underwriting discipline, and growing fast enough to capture opportunity while still being prudent about capacity and governance.

Mr Shah added, “But overall, we see these as manageable challenges. We are addressing them by empowering local leaders, fostering collaboration across markets and ensuring our governance and capital frameworks support smart, sustainable growth. That is how we will continue to build a more connected and future-focused wholesale business for QBE in Asia.”

<https://www.asiainsurancereview.com/News/View-NewsLetter-Article?id=93727&Type=AIRPlus>