



Liberty is here for you.
**Today. Tomorrow.
Together.**

For more information, please visit:
libertyinternational.com

 [Find a Crisis Management member in Asia](#)

 [Office locations](#)

 [Connect with Liberty](#)

Our clients have access to crisis management experts, as well as pre-incident credit

Crisis Management insurance

How our consultants can protect brands and businesses

How a business reacts in the critical first hours and days following a crisis can determine how severely they will be impacted.

It is in these moments when the experience and expertise of our crisis management consultants is most valuable because they can provide timely advice and assistance to help mitigate the impact of the incident.

Protecting clients' brand and reputation

In the event of an insured incident (and as part of Liberty's Contaminated Products insurance, PRplus and Automotive Component Recall insurance policies) the client has access to crisis management experts. Additionally, we offer our clients a pre-incident credit which can be used towards the cost of any pre-approved crisis management service.

Our three key consultant services



1. On-site assessment and survey

The exact scope of the site survey can be tailored to the client's needs. Common areas of focus are supply chain risk management, operational planning and control, good manufacturing practices (GMPs), quality control and quality assurance.

We also look at quality/food safety culture, infrastructure, traceability and recall plans. This service is conducted onsite and involves a facility walkthrough. Depending on the size of the plant operations and layout, the entire site survey, including discussions and facility walkthrough, takes approximately one to two days.

Because food and beverage clients have unique needs, our consultants can provide guidance for HACCP plans, allergen management, pest control, sanitation and food defence programs.



2. Recall simulation exercise

The recall simulation exercise is useful to test the recall readiness of a client's company and staff. Often recall plans put in place have not been fully tested and this exercise simulates a real-life event, allowing the client to assess how well they can cope with a product recall situation. An example of such an exercise is testing if protocols are followed and how well the protocols deal with media pressure.

The recall exercise typically includes:

- Discovery of the incident
- Review of production and QA records and traceability of the affected products (both forward and backwards)
- Notification of affected parties
- Internal and external communications
- Evaluation and corrective actions

This exercise can be done remotely however we recommend this be carried out on-site, in conjunction with the site survey, for maximum effectiveness. The usual duration of a recall simulation exercise is half a day.



3. Supply chain management workshop/training session

In an ever-changing and uncertain world, supply chain assurance has become increasingly important. Recognising the need to equip organisations with essential skills and knowledge, our consultant has created a workshop covering the following areas:

- Essentials of supply chain management
- Managing supply chains in a changing world
- Practical implications for supply chain management
- Review of designing efficient, resilient supply chains
- Innovation and supply chain technology
- Assured supply chain management in practice.

This session is conducted online, and the usual duration is half a day.

Other pre-incident services offered

- Food defence and vulnerability training
- Recall and crisis management plan reviews
- Public relations/media training workshop, including social media focus
- Supply chain auditing (procurement process, supplier and vendor performance).

Our consultants

Liberty's panel of consultants includes HACCP International and SE24. Both consultants have offices in Asia and are more than happy to meet with clients pre or post binding.

HACCP International (HACCP)

With over twenty years in the food technology business, HACCP have years of "on the factory floor" experience. With over 15 years of involvement with the insurance industry responding to client's pre-incident and response requirements, their extensive experience and knowledge makes them one of the most experienced crisis management consultants in Asia Pacific and a significant addition to the value and expertise our clients can access.

As part of Liberty's overall risk management approach, the services provided by HACCP are not restricted to incident response. They can also be used before a crisis to help minimise the chance of a problem occurring in the first place. HACCP International is an Australian private company that also has staff in Hong Kong, UK and the USA.



More on HACCP can be found on their website <https://haccp-international.com/>

SE24

SE24 is a crisis management company dedicated to the provision of security management consultancy on a worldwide basis to clients across a broad range of risk management disciplines including product recall, kidnap and ransom, marine piracy, terrorism and cyber-crime.

For product contamination and recall, the SE24 management team have been handling pre-incident and response operations for the contaminated products insurance market since 1996. They have a proven record of client engagement and loss mitigation across the manufacturing, food and beverages, pharmaceutical and automotive sectors.



More on SE24 can be found on their website www.SE24.com



Loss control/risk engineering

Working with HACCP International and SE, Liberty's Crisis Management experts help brokers provide the specialised loss control engineering and loss mitigation services necessary to protect clients' employees, operations, and reputation before, during and after a crisis.

As a unique part of the Liberty Crisis Management offering, we can also provide clients with access to the knowledge and expertise within our in-house Risk Engineering team.

Luis Gonzalez – Senior Risk Engineer, MEngMgt, BE, SStat, DipFin

Luis joined Liberty in 2018 and works across the Asia Pacific region. He works side-by-side with underwriters providing technical support and gives us a thorough understanding of the client's business and their insurance needs, and the ability to underwrite a broader range of risks. Luis also conducts in-situ site surveys which allows him the opportunity to run 'fresh eyes' over the operation and deliver practical recommendations to help clients' improve their risk profile.

Before joining Liberty, he worked on developing quality management systems across a range of industries including automotive, medical devices, pharmaceutical, electric and consumer goods.

We're part of the global Liberty Mutual Group, a Fortune 100 company that's been in business since 1912 with a Standard and Poor's 'A' rating

Global reach. Financial strength. Local authority.

Distinct, complex and constantly evolving – every business is as unique as their insurance needs. To confidently progress in the face of risk and uncertainty requires a level of security you can only achieve through working with specialists.

Liberty offers a breadth of world-class insurance and reinsurance services to brokers and insured clients. We bring value and solutions to business and government organisations across Asia – helping protect what they earn, build and own.