

Confie Adopts Santa Fe Park in Tijuana

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Tijuana, México – June 26, 2024 — Confie, the largest personal lines insurance distributor in the U.S., announced its Shared Service Center in Tijuana, Confie, has adopted Santa Fe Park. This initiative underscores Confie’s commitment to supporting and improving the communities where its employees live and work.

As part of this community collaboration, VP and General Manager Santiago Cordero visited the Santa Fe Cultural Center and met with Magdalena Borbolla, Director.

The event included a comprehensive tour of Santa Fe Park, where attendees learned about the park’s offerings and its critical needs. Santa Fe Park hosts around 300-400 people weekly, providing boxing, Zumba, and basketball classes, and organizing various community events.



“At Confie, we are committed to actively participating in the wellbeing of the communities where we live and work,” said Cordero. “By adopting Santa Fe Park, we aim to support and enhance this valuable community resource, ensuring it continues to provide essential services and activities to local residents.”

This initiative is part of Confie's broader Social Responsibility program, which aims to make a positive impact in the communities it serves.

The adoption of Santa Fe Park highlights Confie's dedication to fostering community engagement and providing support where it is most needed. During the event, Magdalena Borbolla shared that a Confie employee reached out to her and expressed pride in working for a company that actively supports community projects.

If you are interested in learning more about Confie's community initiatives and how you can get involved, visit www.confiemx.com.

About Confie

Confie started its operations in Tijuana, Baja California, México, in 2011, when Confie, the largest independent personal lines agency and broker in the U.S, acquired Seguros Sin Barreras and transitioned support operations and administration to Tijuana. Over the ensuing years, the company moved to a brand-new facility in the financial zone of Tijuana in 2016. Today, Confie has more than 1,500+ employees. Confie serves all 50 states in the U.S. For more information please visit www.confiemx.com.



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