PRESS RELEASE /

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On 5 November Porto will host one of Portugal's major events on innovation

FINOV BRINGS TOGETHER MORE THAN 600 PEOPLE TO DEBATE INNOVATION AND GIVES AWARDS TO PROJECTS FROM SONAE COMPANIES

Portuguese and international experts will be debating how innovation can contribute to the economic and social development of Portugal and its businesses. One of the speakers will be Dan Ariely, a professor of Psychology and Behavioural Economics at Duke University who challenges economic laws with simple questions on the behaviour of people.

The city of Porto will host more than 600 people at FINOV - Fórum de Inovação das Empresas Sonae, to discuss the role of innovation in the economic growth and in the development of businesses and organisations. The conference, which will take place on 5 November at the Porto Customs House, will bring together Portuguese and international experts, including Dan Ariely, a professor of Psychology and Behavioural Economics at Duke University, and one of today's most irreverent behavioural economists.

Under the theme "Igniting the Future", the 2013 edition of FINOV will bring together business partners, representatives of universities and research groups, institutional guests and employees of Sonae companies around a common objective: innovation to create added value for all and to build a prosperous future.

Innovation is the structural solution to overcome the constraints faced by the country and many companies, enabling new pathways to be opened for economic and social development and strengthening the creation of long-term value and wealth. FINOV aims at contributing to an open, collaborative debate towards the implementation of a cross-cutting innovation policy uniting companies, universities, organisations and the State in the pursuit of a better future.

Sonae Companies have been building on their focus on innovation, which has contributed to the launch of new products and the opening of new markets, as well as to achieving efficiency gains which translate into higher competitiveness both nationally and internationally, with better prices and solutions for customers.

The work developed will be showcased at FINCO 13 through an exhibition of projects - FINOV Hub - to disclose the latest innovations developed by Sonae Companies and their partners,

IMPROVING LIFE

Sonae is a Retail company with two major partnerships in the fields of Telecommunications, Information Software & Systems and Media (Sonaecom) and Shopping Centres (Sonae Sierra).
Sonae's turnover at the end of 2012 was around 5.4 billion euros. The company's strategic aims are the internationalisation and diversification of investment style and the leveraging and strengthening of core assets and competencies. Learn more at www.sonae.pt.

For more information, contact:
RITA BARROCAS
External Press Release / Sonae
E. rfbarrocas@sonae.pt
DIOGO SIMÃO
Director / BAN Corporate & Media Relations
M. +351 93 652 86 39 // E. ds@ban.pt

which include the event's sponsors: Microsoft, Fujitsu, Huawei, Samsung, Noesis, Roff, Ericsson, CBE, Decunify, HP, Deloitte, SAP and Return on Ideas.

Rewarding innovative projects: Sonae Companies Innovation Awards

FINOV 13 will host the *Sonae Companies Innovation Awards, prizes rewarding innovative projects developed in Sonae Companies with a significant impact on the business or the organisation.*

Sonae Companies invest in an open innovation strategy, engaging in-house audiences, but also business partners, universities, other players and companies from the most diversified activity sectors. As a result of this focus and the innovative initiatives implemented over the past year, new products, solutions and services have been developed, as well as new business processes and models, contributing to stronger trade dynamics and efficiency gains that make the Sonae Companies a benchmark business in their sectors. The best projects are now competing for the *Sonae Companies Innovation Awards*, which will reward a winning project in each business area.

At the same time, the ***Chairman's Award*** will be given, a prize awarded by Eng. Belmiro de Azevedo, Chairman of Sonae, which rewards one innovation from the hundreds developed over the past year.

Dan Ariely breaks new ground in economic theory



Dan Ariely professor of Psychology and Behavioural Economics at Duke University and founder of The Center for Advanced Hindsight. An American of Israeli origin, he was born in New York in 1967 and his life was marked by an accident which gave him a different view on the world, challenging economic theories on human rationality and decision-making processes.

"Despite our intentions, why do we so often fail to act in our own best interest?" Why do we promise to skip the chocolate cake only to find ourselves drooling our way into temptation when the dessert tray rolls around? Why do we over-value things that we've worked to put together? What are the forces that influence our behaviour?"

Dan Ariely devotes himself to answering these questions and others to help individuals live more sensible - if not rational - lives. His interests cover a wide range of behaviours and his research and experimental studies consistently arouse great interest for their attractive and informative nature and their profundity of thinking which belies common sense.

The many successful books he has written include "Predictably Irrational", in which he demonstrates through a series of innovative experiences how our expectations, emotions, social standards and other unseen, seemingly illogical forces distort our ability to reason. According to Dan Ariely, not only do we make amazingly simple mistakes every day, but we make them over and over again. We do not understand the deep effects that emotions have on what we desire and we over-value what we have. This confused behaviour is not random or meaningless, but systematic and predictable.

For more information on Dan Ariely go to http://danariely.com