MO AT THE SONAE COMPANIES INNOVATION FORUM

MO was at FINOV - the Sonae Companies Innovation Forum, which brought together about 900 people to discuss the role of innovation in economic growth and in the development of businesses and organizations. MO was participating in FINOV Hub, a space for demonstration of innovative solutions, where it presented its autumn/winter fashion collection, with fashion advice, on a stand that recreated the new MO shop concept. "My home is yours to enjoy", was the claim used to entice those present go into the MO shop and get to know the collection.

FINOV'13 was held at the Porto Customs and brought together national and international experts, including Dan Ariely, Professor of Psychology and Behavioural Economics at Duke University, founder of the Center for Advanced Hindsight at MIT and one of the most irreverent behavioural economists around today, with several published books, including "*Predictably Irrational*".

Under the theme "Igniting the Future", the meeting brought together business partners, representatives of universities and research groups, corporate guests and employees from all Sonae Companies business areas, for further debate and exchange of ideas. The experts discussed the role of innovation in economic growth and in the development of businesses and organizations.

Luís Reis, president of the Sonae Companies Innovation Forum, emphasizes that "The presence of MO at FINOV'13 shows our ability to develop, in Portugal and in over 60 countries in which we operate, solutions that create competitive advantage and make Sonae Companies the benchmark in their business sectors at national and international level. Innovation is something that today is part of the DNA of Sonae Companies employees. It creates long-term competitive advantages and contributes to stronger market positions in various businesses and industries".