PRESS RELEASE /

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SONAE WELCOMES EUROPEAN INNOVATION COMMISSIONER

Sonae's Retail businesses' open innovation strategy involves partnerships with 58 institutions, universities and enterprises in Europe

Carlos Moedas, European commissioner for Investigation, Science and Innovation, visited Sonae to learn about the work carried out on an innovation level by its retail and product brands, as well as the results obtained. Some of the many innovations developed by the Sonae team and presented during the visit included: the Zipperless Suit by Deeply, the first surf suit without zip; Berg's Panther trainers, used by ultra-marathoner Carlos Sá; Continente's mobile apps, such as the digital shopping list, the password system for in-store services or the dematerialisation of the Continente card; Zippy with the application of new textile technologies to its collections; Shopview, a unique and innovative solution in the market to validate the implementation of planograms in store; The battery room, which solves several technical challenges at the same time, in a process that required applied R&D and resulted in an innovation for the company and for the market.

Nuno Lopes Gama, Emergent Technologies and Innovation director, stated that "Sonae focuses on innovation as a way of differentiating and creating long lasting competitive advantages, looking to provide products, services and consumption and shopping experiences that meet the needs of customers and contribute to improve their quality of life. We wanted to show Carlos Moedas the work we have been doing over the past decades that makes Sonae a reference in the sector on a worldwide level".

Every year, Sonae receives dozens of visits from international retailers, universities and other bodies in the sector, which come to learn about the best practices and innovations implemented by Sonae in its activities. These visits fit under Sonae's open innovation strategy, which involves the internal public, universities, investigation labs, technology transference units, suppliers, clients, other retailers and start-ups. Through this, Sonae aims to encourage knowledge exchange and the development of initiatives through network cooperation.

Presently, Sonae's retail businesses have more than 70 innovation partnerships worldwide, including universities, institutes, and businesses from 17 countries over four continents, 58 of which are located within Europe.

Sonae is a Retail company with two major partnerships in the areas of Shopping Centres (Sonae Sierra) and Software & Information Systems Media and Telecommunications (Sonaecom).
By the end of 2014, Sonae achieved a turnover of over 5 thousand million Euros. The company defined as its strategic objectives: the internationalisation and diversification of investment style and the leveraging and strengthening of core assets and competencies. Find out more at www.sonae.pt.

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