PRESS RELEASE /

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Event takes place in real environment, in Sonae MC's logistics hub in Maia

SONAE HOSTS '24 HOURS OF LOGISTICS'

Sonae will host the 10th edition of '24-hour Logistics', an annual event by SFORI that includes a competition with the aim of contributing towards the improvement of work teams in the areas of logistics, distribution, transportation and warehouse management. The educational event, which will bring together around 100 participants, will take place in Sonae MC's logistics hub in Maia this year, allowing for the creation of challenges in a real environment.

Sonae takes on the role of Technical Partner in organising the activities that will test the various participating teams, made up of 3 to 5 professionals. On 27 and 28 June, over 24 continuous hours, the event will test the physical and intellectual abilities of the participants, as well as their relational abilities, through challenges related to the functional logistics area and distribution chain management.

The theme of the 2015 edition of '24-hour Logistics' is 'large-scale distribution logistics' touching on the past, present and future of this activity in Sonae. Amongst the participants are logistics professionals in the industrial and distribution areas, logistics operators, students and other professionals in the sector, in a total of 20 teams, representing 14 companies and 2 higher education institutes, namely Entreposto Logística, Volkswagen Autoeuropa, ESCE – IPS, Schnellecke Portugal, Mota Engil, Garland Logística, Luís Simões, VISTEON PORTUGUESA, Unidade Local de Saúde de Matosinhos – EPE (Matosinhos local health centre), Carglass, LETA, NOS, Generix, Sakthi, EDP and ISCTE.

Luís Cruz, Head of Sonae MC's Logistics Department, states that "Logistics play a strategic role in Sonae's activity, contributing towards the leadership of our retail brands in Portugal and for their increasing internationalisation. We are focused on strengthening our efficiency through continuous improvement and we aim to share the acquired knowledge through an open innovation strategy. The hosting of '24-hour Logistics' falls under this cooperation strategy, through which, as a technical partner, we will contribute to making stimulating challenges that encourage the participants' knowledge, creativity and innovation."

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.

For more information, contact:
RITA BARROCAS
External Communication / Sonae
T. +351 22 010 4745 // E. rfbarrocas@sonae.pt
DIOGO SIMÃO
Director / BAN Corporate & Media Relations
M. +351 93 652 86 39 // E. ds@ban.pt

This experimental educational event has been taking place annually since 2005, having to date counted with the participation of more than 700 professionals and over 154 companies and institutions.

Positioning itself as an event with unique characteristics in Portugal, the '24-hour Logistics' is, year after year, gaining increasing national and international recognition, and was considered the best educational event in Portugal in 2013. The event is organised by SFORI, a consultancy in training, in partnership with the Modern Logistics magazine.