PRESS RELEASE /

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Sonae supports initiative by young talent

SONAE OPENS THE DOORS OF THE WORLD RETAIL CONGRESS TO STUDENTS OF THE UNIVERSITY OF PORTO

Portuguese students who developed innovative retail project were present at the World Retail Congress, in Dubai.

Sonae gave a 4-student team from the Faculty of Economics of the University of Porto (FEP) the opportunity to participate in the World Retail Congress, the world's most important event dedicated to the retail sector. The initiative is part of Sonae's policies to promote young talent, looking to foster knowledge and strengthen the cooperation between the academic community and the corporate world, thus demonstrating a greater openness to the world around it and a closer relationship with universities.

The World Retail Congress took place in Dubai, between 12 and 14 April and, this year, it included a competition about the future of retail, open to teams of students in higher education. Participants were challenged to create a new concept of retail, innovative and disruptive. The Portuguese team gathered students attending the 2nd and 3rd years of the Management and Economics Course at the Faculty of Economics of the University of Porto.

David Ferreira Alves, CIO of Sonae, says, 'Sonae, as a supporter of this initiative, is growing closer to universities, promoting a spirit of cooperation between the academic and corporate worlds, which has been quite relevant in our process of identifying and attracting young talent".

Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, shopping centres and telecommunications. Present in over 70 countries, it reached a turnover of more than 5 billion euros by the end of 2015.
Find out more at www.sonae.pt

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