PRESS RELEASE /

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Association aims to promote Greater Porto as a centre of excellence in technology

SONAE JOINS PORTO TECH HUB TO PROMOTE A CONFERENCE WITH TECHNOLOGY GURUS, ON 20TH SEPTEMBER

Sonae, through its IT systems department, Sonae BIT, has joined Porto Tech Hub with the goal of promoting Greater Porto as an internationl centre of excellence in technology. This partnership comes as a result of Sonae BIT's strategy to create an IT community that gathers technological companies and organizations, facilitating the development of an open innovation policy.

Rui Cohen, Head of IT at Sonae BIT, says: “The creation of reference technological clusters implies the exploration of synergies among IT companies, namely attracting talent and being able to innovate. Sonae is determined to contribute towards Portugal's technological development, which means that, among other initiatives, it places its dimension, competences and knowledge at the service of the IT community, facilitating the creation of a technology centre of excellence in Greater Porto”.

Porto Tech Hub is an association of market-leading companies that seeks to bring together all technological companies within the Greater Porto area, to build the foundations that will allow the region to be globally known as a technological centre of excellence, as well as to improve the city's notoriety as an outstanding place to live and work in the IT and innovation field and encourage networking between companies and organizations in the same field.

Within the context of the established partnership, Sonae is co-organising one of the biggest technology events in Portugal, Porto Tech Hub Conference. This initiative will take place at Alfândega's Conference Centre, in Porto, where, on the 20th September, over 1,000 people are expected to attend the international conference where some of the world's most renowned experts in technology will gather to debate and present the sector's latest tendencies.

This year, the biggest technology event in Porto will present eight speakers who will discuss, for a day, various subjects that span from technical content to technological tendencies, as well as comprehensive approaches on IT.Among the confirmed speakers will be Simona Cotin, Microsoft's

Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, shopping centres and telecommunications. Present in about 80 countries, it reached a turnover of 5.4 billion euros by the end of 2016.
Find out more at www.sonae.pt.

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Cloud Developer Advocate; Benjamin Fuentes, IBM's Bluemix & Blockchain Advocate; and Simon Ritter, Deputy Chief Technology Officer at Azul Systems.

Tickets to attend the conference can be purchased from:

https://portotechhub.com/

Sonae welcomes students and IT communities

As a result of the association with Porto Tech Hub, Sonae has received students and IT communities, promoting knowledge and the exchange of experiences. Among the communities that have already participated are Net.Ponto, Girl Geek Dinner, Porto Lean Coffee Portugal or Startup Coffee.

This open door to the IT community is nowadays one of Sonae BIT's commitments, namely through the Switch program, a post-graduation that will happen at ISEP, which aims to provide digital tools to people with BAs in science, technology, engineering and mathematics, giving them new skills and allowing them to revert their careers to the IT field.

“All this work meets our strategy of coming closer to the IT community, which relied on projects like HeartBit Tours – an initiative that opened our building to higher education students – and BIT Wise, a monthly event for sharing knowledge, which has brought experts from several fields to BIT, or the various external events in which we have participated, mostly in universities”, Rui Cohen concludes.