

# Amorim Revestimentos International Sales Meeting 2007 at Europarque

## Press Release

On 15, 16 and 17 November, Amorim Revestimentos International Sales Meeting 2007 was held at Europarque in Santa Maria da Feira. With the participation of about 120 people from both inside and outside the company, the programme was aimed in particular at aligning people with the business strategy and value creation.



The first day kicked off with a formal reception for the participants at Amorim Revestimentos installations, followed by a series of talks mainly covering market aspects.

### **STRATEGY ALIGNMENT - ACTUAL PERFORMANCE AND AMBITION FOR 2010**

- Amorim Revestimentos: Results and Strategy 2008-2010
- Amorim Revestimentos: Strategy 2008/10 (cont.) - Growth Strategy & Investment Plan
- Corticeira Amorim SGPS & Sustainability

# Amorim Revestimentos International Sales Meeting 2007 at Europarque

## Press Release

### **VALUE FOR CUSTOMERS - WHAT WE WILL SELL AND HOW WE SHALL APPROACH THE MARKET**

- Value Based Pricing - Disseminating Value
- Acrodur Resin project & BASF Co-branding Amorim
- Presentation BASF - Acrodur Resin & Open questions
- Update Product Innovation Time-Table 2008/09/10 and Update R&D activities
- Product Presentation: 2009 new Cork and Wood-on-Cork designs & collections
- ARs new sales approach: The Wow-factor, changing consumers perception
- Wood Parquet flooring (Sales update, future Brands & Portfolio strategy)
- Development of new flooring product categories in Amorims portfolio
- Contract Business Model + Segmentation Project
- ARs Cork underlayment and brand strategy (Corticeira Amorim Value Chain)
- Marketing (Brand webpages, Wicanders webpage-statistical hits, CRM update + Case Study-Live presentation, Portal photo/image bank, Wicanders Webpage case study - USA - using internet as a powerful tool,...)
- Marketing (Brands refreshment, Brand manual, 2009 available Marketing & communication tools, International stand concept)
- Bio Mechanical Comfort (features/attributes and Consumer Benefits) + Training Sessions Project
- Critical events/activities + Time table 2008-2009
- Product Presentation: 2008 wood parquet collections, CLB-concept, other product categories

The main objective of the event was to increase the support for and motivation of Amorim Revestimentos sales force through providing information and recounting experiences which help, as far as possible, to meet sales staffs day-to-day requirements for dealing with clients. This objective is in line with Amorim Revestimentos commitment to continually strengthening our sales activities and improving the value that we provide to our clients.



**WICANDERS**  
CORK FLOORING SINCE 1868