



Year 35, No. 4

news

WISE



Amorim launches WISE.
The first sustainable PVC-free
flooring solution, with
a negative carbon footprint

A Green Lung for the world

The cork oak tree is a natural carbon sink. Its roots, leaves, trunk and bark (i.e. cork) store CO₂ throughout the tree's life, which can easily exceed 200 years, making it a valuable green lung for the world.



The fact that cork's cellular structure is very similar to the lungs' alveolar structure makes this analogy even more surprising. The on-site research conducted by a group of scientists in the Forest Research Centre of the Instituto Superior de Agronomia (ISA) in an estate in Coruche provided some interesting conclusions on how the cork oak tree helps the planet to breathe better. It was possible to quantify that a cork oak forest with a good structure and productivity can sequester 73 tons of carbon dioxide from the atmosphere, resulting in an annual sequestration capacity of 14.7 tons of CO₂ for each ton of cork extracted per hectare of cork oak forest.

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editorial

Welcome to the latest edition of Amorim News, which is celebrating 35 years of uninterrupted publication.

Over the past 35 years, this magazine – published in six languages – has reached a rising number of stakeholders around the world, while upholding and fulfilling its primary goal: to disseminate this unique material – cork. The spectrum of use of cork has gradually expanded, as we reveal new initiatives and the results of our growing R&D commitment and investments. We have been able to highlight the professionalism and enthusiasm that unite and motivate our entire Team around the mission of adding greater value to cork, in competitive, differentiated and innovative manners, in perfect harmony with Nature.

This is the mission that inspires us every year, and is particularly evident in years such as 2018, filled with challenges that we have successfully overcome. Last year we once again increased our business activity, in terms of sales and in results, in a difficult economic context, in particular in terms of evolution of the price of raw materials and the exchange rate of the US dollar, the second biggest currency of our sales turnover, after the euro.

It is precisely in these more demanding times that Corticeira Amorim's leadership is strengthened and becomes even more evident. We are strongly aligned with the needs of Planet Earth – our common home – and last year developed new flooring solutions offering superior technical performance and a negative carbon footprint (WISE). We launched expanded cork agglomerate flat roofs. We promoted independent studies that confirm that the latest generation of Neutrocork stoppers, in addition to offering unparalleled technical performance, make a very valuable contribution to carbon sequestration.

Cork is an amazing raw material and Amorim has been its champion for over a century, acting as a driving force for the development of new potential applications. We believe that this process of discovery is far from over.

In our daily work, our sense of commitment is a way to pay tribute to previous generations who upheld the same mission; and to everyone who joins us in planning, researching, innovating – to all those who contribute to our company's sustained and sustainable growth.

António Rios de Amorim



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Amorim launches WISE. A new generation flooring solution with a negative carbon footprint

After a major R&D project involving a €12 million investment, Amorim Revestimentos has launched WISE – a completely PVC-free, sustainable flooring solution, that has an innovative core (Cork Rigid Core), made of cork and recycled materials, with a negative carbon footprint.

Amorim Revestimentos has just launched its new completely PVC-free flooring solution – WISE – consisting of cork and recycled materials. WISE by Amorim is the first generation of flooring solutions bearing the Amorim brand. The company is committed to developing even more sustainable products that have an overall negative carbon footprint (because they capture more CO₂ than they emit).

The venue chosen for the market launch was inevitably Domotex in Hannover, the world's leading trade fair for floor coverings.

"Smart choice. Amazing sensations" is the tag-line of the new product, which stands out because it's waterproof and can be applied in areas up to 300m2 without transition joints. These benefits are sustained by the innovative new cork composite. Using cork – a 100% natural and sustainable raw material – we aim to present a perfect balance between well-being and respect for nature.

WISE is launched in a collection of 62 Cork and Wood visuals, and three technical solutions that can be used in high traffic commercial environments (class 33), in the dimension 1225x190mm:

- Cork, with natural cork decoration and HRT finish
- Wood, printed with a digital wood visual and HRT finish
- Wood, PVC-free film printed with wood visual and SRT finish



Whereas sustainability is indeed the basis and key goal for this product, careful attention has also been paid to technical issues. In addition to being a product with high sustainability concerns, WISE by Amorim offers an innovative technical solution that delivers several benefits to consumers, such as its PVC-free Cork Rigid Core, made from cork and recycled materials. This revolutionary Core is a major innovation for the market and confers greater dimensional stability and minimum preparation of the subfloor with incorporated cork underlay.



WISE incorporates numerous benefits offered by cork, including:

- Noise reduction of up to 53%, since cork is an extremely efficient reducer of natural sound;
- Natural thermal insulation, with high energy efficiency and pleasant to the touch;
- Walking comfort, because cork-based flooring solutions have the ideal composition to absorb the impact of heels and respective body tensions;
- Impact resistance, due to the ability of the flooring solutions to absorb impacts more effectively, without loss of resistance;
- Indoor air quality, since all of Amorim Revestimentos' products have several certifications to this effect, and have been tested on more than 2,000 potential chemicals

Corticeira Amorim employees planted cork oak trees in Monte da Torre

In November 2018, around 100 employees from Corticeira Amorim joined representatives from Quercus and Galveias Parish Council, to plant about 2,000 cork oak trees, in the Monte da Torre estate.

Volunteers from Corticeira Amorim first began implementing reforestation initiatives in 2011 and to date have planted approximately 20,500 autochthonous trees, of which the vast majority are cork oak trees.

The plantation of cork oak trees is supported by Quercus' Green Cork project, of which Corticeira Amorim is a founding partner, via the Greek Cork Recycling Programme, whose results revert in full to the financing of the preservation of Portugal's autochthonous forest.

The cork oak tree is Portugal's main autochthonous species and is classified as the National Tree of Portugal since 2011. It is perfectly adapted to Portugal's climate and soil conditions and is a priority species in the fight against climate change.

Among many other environmental benefits, cork oak forests function as biological carbon sinks. Given their slow growth – with a life cycle that sometimes exceeds 200 years – cork oak trees play an important role in retaining carbon dioxide. This characteristic is also shared by cork products and is continued through their recycling.



Corticeira Amorim is awarded the Bartolomeu de Gusmão prize

Corticeira Amorim has been awarded the Bartolomeu de Gusmão Prize in the category “Innovation in Brands and Design”, a distinction awarded by the Ministry of Justice, in collaboration with INPI (Industrial Property Institute).

In its first edition, this award aims to pay tribute to entities for their contribution and intervention in the valorisation of Industrial Property in Portugal. It also aimed to celebrate Portuguese innovation, both in the technological and commercial fields. To this end, the Bartolomeu de Gusmão Prize was organised across four categories – Technological Innovation, Innovation in Brands and Design, Internationalization and Innovative Startups – as well as the Merit and Excellence Award.

The awards ceremony was held on 15 November in Montes Claros, Lisbon, at an event attended by the Prime Minister, António Costa, and the Minister of Justice, Francisca Van Dunen.

CCB hosted Amorim Isolamentos' 7th International Conference

Amorim Isolamentos organized its 7th International Conference, a biennial event, which this year brought together around 100 specialists from the area, from 16 countries around the world. During an intense 2-day work programme, the different partners shared their experience and know-how in relation the use of expanded cork agglomerate in various construction systems.

At the conference held at the Centro Cultural de Belém (CCB) in Lisbon, numerous case studies were presented on the use of expanded cork agglomerate, both in terms of thermal, acoustic and anti-vibration insulation, as well as new insulation concepts and innovative applications, such as green façade solutions.

The applicability of this material in interior design was also discussed, as well as the sustainability credentials of expanded cork agglomerate, a 100% green product with practically unlimited durability, that derives from the cork oak forest.



Amorim Isolamentos launches new environmentally-friendly roof coverings



Amorim Isolamentos has launched a new solution of environmentally-friendly green flat roofs, made of expanded cork agglomerate – a 100% natural product with no additives.

This project aims to develop and validate new green roof and façade systems, using expanded cork agglomerate. These solutions have an environmental and energy profile that is superior to conventional solutions, as well as a high capacity for energy personalisation.

Green roofs have excellent thermo-acoustic performance, as well as high mechanical resistance, in addition to major durability (between 50-60 years) without losing their essential characteristics. They are considered to be a healthier natural product, as well as transmitting special comfort, with a profile that delivers high performance for the material, in terms of insulation and breathability.

Expanded cork agglomerate boards are fully recyclable, with low incorporated energy, and do not emit compounds harmful to indoor air quality. These benefits reinforce Amorim's commitment to finding innovative solutions with a negative carbon footprint.



Cork helps preserve 200-year old bottles of Madeira wine

When, in 2015, Liberty Hall Museum began a restoration project of its facilities, it never imagined that it would discover several boxes of well-preserved Madeira wine. Cork played a decisive role in preserving the characteristics that have made this product one of the most desirable wines in the USA.

Christie's auctioned one of the most extensive early collections of Madeira wine in the United States, dating to the late 18th century, that was recently rediscovered at The Liberty Hall Museum at Kean University, New Jersey. Given its historic importance it was included in the Finest Wines and Spirits auction.

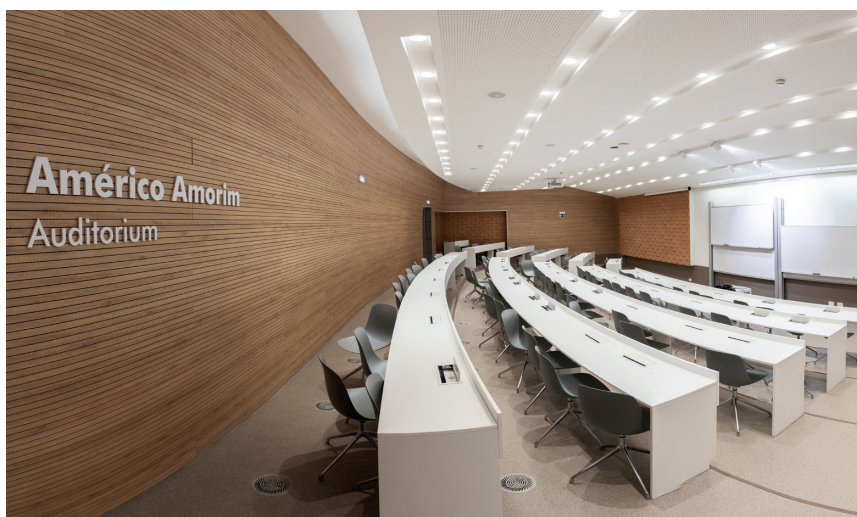
The selection – that was found in 2015 in a sealed compartment of the wine cellar of Liberty Hall Museum – is constituted by three crates of carefully-preserved 1796 vintage Madeira wine. A vital role has been played by the cork stoppers, whose intrinsic qualities prevented any contact with the environment that might distort the Madeira wine.

The discovery represents one of the largest known early collections of Madeira wine in the United States and one of the most extensive in the world. America's original 13 colonies imported about 95 percent of Madeira wine produced in Madeira. It was a popular beverage for elites in colonial and early America – George Washington and Thomas Jefferson were noted collectors.

Some of the wine included in the present collection was ordered by Robert Lenox, Esq., a banker and financier who was known to import barrels of Madeira wine, and then bottle and label it once it arrived.

Francisco Albuquerque, winemaker for Blandy's Madeira Wine Company, S.A. said, *"This is a landmark moment, as this discovery not only represents one of the largest collections of early Madeira in the United States, it also signifies the timelessness and lasting quality of Madeira wine. These vintages are approximately 200 years-old and yet they still retain their nuanced qualities. This auction offers a remarkable opportunity to not only own a piece of history, but to experience it."*

João Rui Ferreira, President, of the Portuguese Cork Association commented: *"The relationship between wine and cork is one of the oldest and longest relationships in history, and this collection of Madeira dating back to the 18th and 19th century exemplifies this. No other material has the ability to preserve the contents for 200 plus years and have it be possible to enjoy today. A single natural cork has 800 million cells which gives it its impermeability, flexibility, sealing capacity and resilience; this is why it is impossible to imitate cork in a synthetic material"*.



The Américo Amorim Auditorium of Nova SBE is designed by Jasper Morrison, assisted by Corticeira Amorim

The new Américo Amorim auditorium of the Nova School of Business & Economics (NOVA SBE) – one of Europe's most prestigious business and economics schools – is lined with cork, in an unexpected project by British designer Jasper Morrison, with the collaboration of Corticeira Amorim.

Since September 2018, Nova SBE has a new, larger campus, located by the sea in Carcavelos. Amongst the building's various minimalist design spaces and classrooms, cork is highlighted in the Américo Amorim auditorium.

The agglomerated cork modules, designated *cork tiles*, have a sloped surface, which allows them to create different patterns, depending on the position in which they are placed on the wall or floor. In addition to being visually striking and innovative, the cork tiles help improve the thermal and acoustic insulation of the spaces where they are used, adapting in a unique and perfect manner to the classrooms.

"Cork is a material that certainly deserves attention in the world of design. Its interest derives from the fact that it combines traditional characteristics with innovative technical properties."

Jasper Morrison, Product Designer

"More than new products, we aspire to an unusual and challenging reflection on the raw material, as a catalyst for new directions for cork."

António Rios de Amorim, Chairman and CEO of Corticeira Amorim



New APCOR space pays tribute to Américo Amorim

APCOR (Portuguese Cork Association) opened the Cork Welcome Center to the general public – a space that aims to be an information centre dedicated to cork. It also aims to be a showcase for the sector, and introduce people to the cork oak tree, cork and its properties. To this end, it will be open to anyone interested in learning more about this valuable and unique raw material.

The facilities of the Cork Welcome Center will include the Américo Amorim Room, which pays tribute to the great businessman connected to the cork sector, whose legacy includes the activities of the APCOR association. It is also hoped that the new centre will boost tourism to the sector.

This space will ultimately support companies and will serve APCOR's network of 270 members, who, besides being represented in the association's wall mural, can use the new structure to hold events with their clients and employees.

Until now over 3,000 Portuguese and foreign tourists have made visits to the manufacturing processes and multiple and varied cork products.



Study confirms the negative carbon footprint of Amorim's Neutrocork®

At a time when protecting the environment is more important than ever, consumers increasingly prefer cork stoppers because of their impeccable sustainability credentials, in addition to their superior technical capacities in terms of safeguarding the quality of wines.

The results of a study produced by PricewaterhouseCoopers for Amorim & Irmãos confirmed Corticeira Amorim's strong and consistent commitment to the circular economy, proving that its rigorous production control system guarantees excellent quality and a negative carbon footprint for its Neutrocork stoppers.

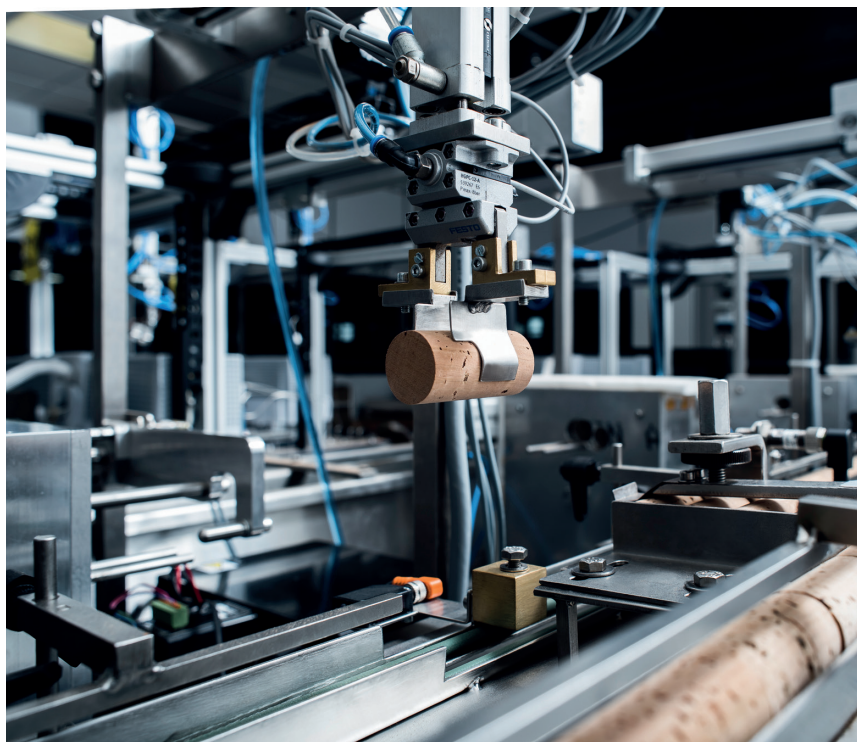
The study's main conclusions indicate that the Neutrocork stopper has a positive carbon footprint – -342 kg CO₂ per ton of product, corresponding to -1.8 kg CO₂ per 1000 stoppers. Furthermore, since production of Neutrocork stoppers is integrated within the overall cork production chain, the PwC study also considered the carbon sequestration of the cork oak forest associated to cork production, thereby delivering an even higher result.



The Neutrocork stopper is a latest generation technical stopper from Corticeira Amorim, which guarantees great structural stability. It is recommended for wines with a certain complexity and has been embraced by thousands of winemakers around the world.

To produce these stoppers, natural cork is sourced from cork oak forests and then sorted, boiled, ground, and treated using Amorim's proprietary ROSA® system. The uniform-sized micro cork granule composition is pressed into individual moulds.

The negative carbon footprint of Neutrocork is aligned with Amorim's wider strategy to promote cork as one of the world's most amazing and sustainable natural products. Corticeira Amorim has been committed to a Circular Economy strategy since 1963 when an industrial unit for the production of cork grains and agglomerates was formed with the objective of transforming 70% of the waste generated from the manufacture of Cork stoppers.



NDtech stopper chosen to seal prestigious new wine

Amorim's pioneering NDtech screening technology – which individually tests each wine cork to guarantee the elimination of the presence of TCA – has been adopted by a prestigious new wine, that aims to celebrate the 121-year old winemaking history of the Coonawarra region and one of its founding fathers, William Wilson.

The 2500-bottle exclusive release of 2016 William Wilson Shiraz Cabernet, is designed to celebrate the 200th anniversary of the birth of William Wilson, a Scottish horticulturist who settled in Penola, Australia in 1860.

The launch of this delicious nectar, produced using some of the oldest vines from the vineyards of the Redman and Balnaves estates in Australia, is sealed with Amorim NDtech stoppers. It is the most expensive wine ever to come out of the Coonawarra region, priced at AUD\$300 bottle.

Wine critic James Halliday reviewed the wine and gave it a rating of 97 points, noting in his review that "No expense has been spared with the packaging, the Amorim NDtech corks individually tested for taint."



APCOR launches world's first televised cork advertising campaign

In a 4-week period, the Portuguese Cork Association (APCOR) launched a series of trade-targeted television advertisements in Napa, Sonoma and Santa Rosa – three cities located in California, with a high reputation as poles of wine production and quality wine tourism.

The 30-second ads ran six times per day on each local TV channel in the targeted cities, as well as the network channels CNN, MSNBC, Fox News, Food Network and HGTV.

Leading American winemakers provided testimonials in the campaign, including Francis Ford Coppola Winery, Jordan Winery, St. Francis Winery, Rombauer Vineyards Dry Creek Vineyard.

The campaign focused on the quality and sustainability benefits of cork and aimed to show to winemakers and consumers the benefits delivered by natural cork in terms of protecting and conserving wines. Naturally, this first TV ad campaign in the world's biggest wine market highlighted the importance of cork oak forests for absorbing greenhouse gases and the resulting environmental gains.

Cork will mark the difference in the Four Seasons Hotel in Bangkok

High-performance thermal and acoustic insulation will make a decisive contribution to ensuring guests' well-being and comfort in the world-famous hotel unit.



To meet the high acoustic performance standards planned for the new Four Seasons Hotel Bangkok, scheduled to open in 2019, a cork underscreed with recycled rubber has been applied to the entire area of the hotel.

Designed to reduce propagation of impact noise and improve thermal and acoustic insulation of buildings, the underscreed is a resilient sublayer applied to the floor, between the structural slab and the screed, during the construction process.

The underscreed from the Acousticork range chosen for the Four Seasons Hotel combines agglomerated cork with recycled rubber, making it a product that is 100% recycled and sustainable. In addition to its high performance in reducing the propagation of impact noise and thermal insulation, it stands out for its durability and ecological profile and for being extremely light and floating, which allows excellent compressibility and recovery of its shape.

The Hotel is part of a vast renovation project of one of the last large plots of land available on the Chao Phraya river front, one of the main rivers of Thailand – which flows through the capital.

In addition to the hotel, which will have nine floors and 312 rooms, the planned development for the Chao Phraya river front also includes a 73-storey residential tower and several commercial and leisure areas, extending over 5 hectares.



Claus Porto opens a store in New York – its first outside Portugal

Claus Porto, the renowned Portuguese beauty and fragrance shop (founded 131 years ago), has gone international with the opening of its first store in New York, located in the Nolita neighbourhood (an abbreviation for the “North of Little Italy”).

This “classically Portuguese” brand inevitably makes numerous references to the best of Portugal and the design of the store pays an important tribute to Portuguese architecture and tradition, including a due prominence for cork. Inspired by the arches of the São Bento train station in Porto, the store’s walls resemble a tunnel carved in cork, thus highlighting the nobility of Portugal’s most representative natural material.

The store in the “Big Apple” has 1,500 diamond-shaped pieces, cut from Portuguese cork – in reference to the azulejo tile façade of the historic Casa dos Bicos, in Lisbon. It also has a vaulted interior, reminiscent of the arched portals of São Bento train station, in Porto.

The decorative packaging of Claus Porto’s luxury products, many of which date back to the brand’s early years, are produced in carved cork niches and reflect the timeless spirit of craftsmanship and ingenuity that has always defined the brand.

The new store was designed by Tacklebox Architecture, overseen by Jeremy Barbour. The design pays tribute to Portuguese architecture and craftsmanship. An independent 13-metre long arch has been inserted in the ground floor façade of the early 19th century building occupied by Claus Porto – just one block from the Bowery.





A wonderful end to the year for Quinta Nova

In November 2018, Quinta Nova of Nossa Senhora do Carmo held the last wine tasting of the year for its Grande Reserva wines. Quinta Nova's director, Luísa Amorim, explains that "This has been a year of consolidation. After nearly two decades we felt that the resilience of our older vines supports longer and more balanced maturations, resulting in profound, complex and dense wines "

The fame of Portuguese wine is growing and consolidating. Quinta Nova's brand strategy reflects a growing international positioning, in addition to enjoying Portugal's unique conditions, as summed up by Luísa Amorim: *"with climate change and the immense demand for Portuguese and Douro wines from around the world, we are increasingly focused on the quality and preservation of the region's entire genetic and cultural heritage. We will also be conducting this work in the Dão. Following our recent acquisition of the Taboadella estate, we will be exclusively dedicated to recommended and ancestral wine castes, for a premium market, enabling us to highlight the characteristics of each terroir."*

The Quinta Nova estate

The Amorim family has a long-standing connection with the Port Wine trade, through its relationship with the export houses in Vila Nova de Gaia. In 1999, this connection resulted in the acquisition of the Quinta Nova Nossa Senhora do Carmo estate, located in the Douro demarcated wine region.

With a history spanning over 250 years, Quinta Nova only uses Portuguese grape varieties in its 42 plots. Renovated in 2003, the space retains the original architectural design and buildings of 1764.

The estate's traditional processes have been complemented by inevitable technological sophistication, through two fully mechanized wineries, vinification vats with different systems and the design of an atelier in the old granite wineries. 2017 marked a new milestone for Quinta Nova, with the opening of the Wine Museum Centre Fernanda Ramos Amorim, fruit of the estate's dream of preserving the cultural memory of the Douro region and sharing it with all wine lovers who visit the region.

Novelties from Quinta Nova

Various wines from Quinta Nova's vintages deserve to be highlighted,

starting with the Grande Reserva Mirabilis Branco 2017, made from grapes from a very old vine (80 years old). Based on grapes grown at a high altitude, the wine has a bright appearance, with a beautiful citrus colour with greenish reflections. With an aroma of unusual complexity based on white seeded grapes, Reineta apple and white flowers. It leaves sensations of fresh and intense acidity in the mouth and has a very focused and transparent finish.



The Rosé Reserva 2017 is based on Tinta Roriz and Touriga Franca grapes, from the Cima Corgo sub-region, from vineyards with an average age of 40 years. After 3 years on the market, this small production of 6,000 bottles, retailing at €20 euros to the general public, has helped change the paradigm of rosé wines in Portugal.



Among the Grande Reserva red wines of 2016, the Grande Reserva has received special attention. Originally from a very old vineyard and a Touriga Nacional grapes planted in the 1970s, it has a deep red-violet colour. It has a complex aroma on the nose, with notes of black fruits, a light floral note of violet, bergamot, clove and white pepper, which surprises due to its balance between alcohol, structure and acidity. It has great potential for maturation in the bottle.

The Referência Grande Reserva 2016 was developed from a section of very old vine and Tinta Roriz grapes in a small part of the vineyard with solar exposure to the west. It has a red-violet colour with bluish reflections. It also has great potential for maturation in the bottle.

Quinta Nova's 2016 vintage receives a high score from Mark Squires

Quinta Nova de Nossa Senhora do Carmo has once again been highlighted by the North American wine critic, Mark Squires (and Robert Parker), who attributed extraordinary scores to two wines of the 2016 vintage. For the well-known wine expert, the Quinta Nova Grande Reserva Reference 2016 deserves the high score, with tasting notes of 95-97 / 100 points. The Quinta Nova Grande Reserva 2016 received an excellent result of 94-96 / 100 points.

In the opinion of Quinta Nova's director, Luísa Amorim, *"these scores from the North American critic confirm the brand's consistency and reinforce our commitment to ensure excellent quality and our keen desire to go even further."*





Corticeira Amorim wins the 2018 National Agriculture Prize

António Rios de Amorim received the National Agricultural Award 2018, in the Large Companies category, that was presented to Corticeira Amorim by the Secretary of State for Agriculture and Food, Luís Medeiros Vieira, at the Ritz Hotel in Lisbon.

The National Agricultural Prize aims to promote, encourage and reward successful initiatives in Portuguese agriculture, in particular in the sectors of Agriculture and Agroindustry, Forestry and Livestock. The 7th edition of this prize received 1,179 applications.

The Large Companies category distinguishes the company that has excelled in relevant aspects – such as sustained growth, vision, innovation, job creation, social responsibility, exports and the enhancement of Portugal's public image. Corticeira Amorim recognizes that this prize values the company's commitment to increasing the competitiveness, innovation and internationalization of Portuguese products, with special emphasis on cork and, as a consequence, conservation of cork oak forests.

The Prize is a joint initiative of BPI and the COFINA Group, sponsored by the Ministry of Agriculture, Forestry and Rural Development, with support from PwC.

“I’m extremely proud to receive the 2018 National Agriculture Award on behalf of Corticeira Amorim. We have a truly unique product and we believe that development of this sector makes a decisive contribution to growth of the Portuguese economy”
– António Rios de Amorim, CEO of Corticeira Amorim.