



AMORIM

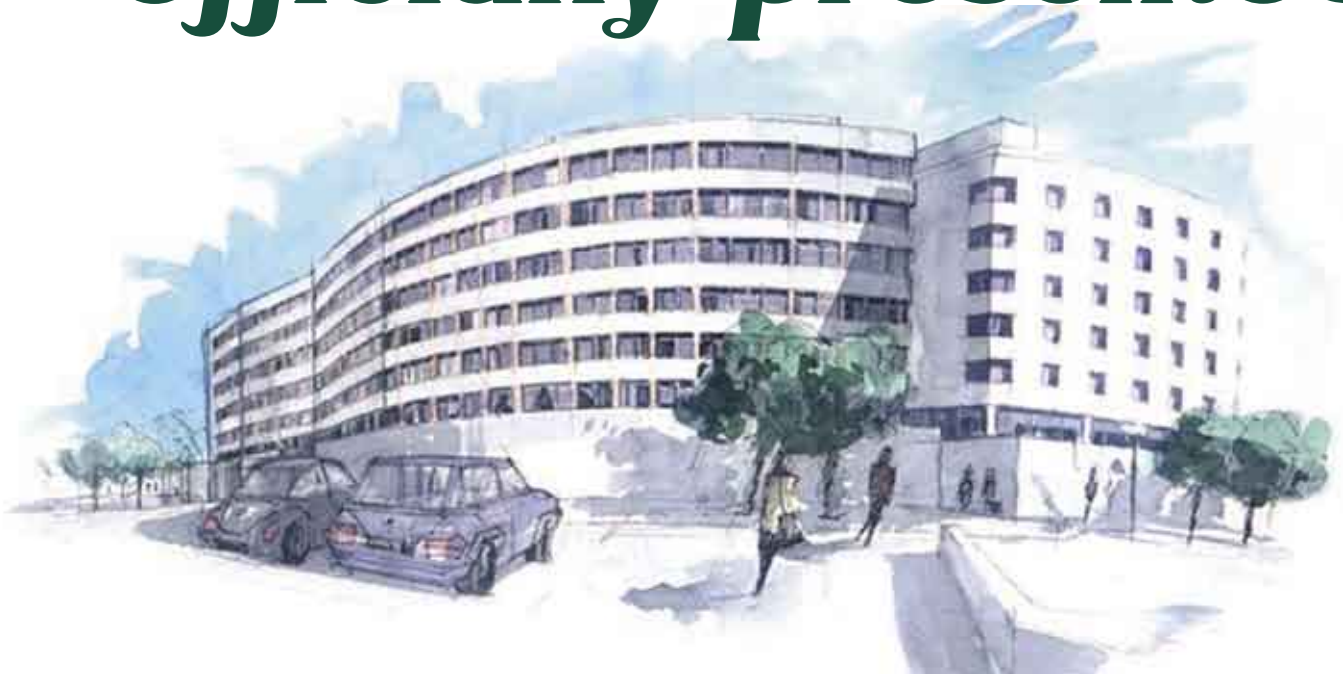
Amorim Group news

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news

“Arrábida City” officially presented



“Arrábida City” was officially presented after the completion of the final three enterprises that conclude the project organised by Amorim Imobiliária: Arrábida Studio Residence, the Arrábida Plaza private condominium and the Arrábida office building.

(page 3)

Amorim Isolamentos “EC” Marking = Quality Guarantee

Insulation Materials are now subject to European standards. The respective “EC” marking is a quality guarantee in accordance with the specific regulations, making sure the materials correspond to the one the figures declared on the label.

(page 4)

The latest news makes for an extremely positive outlook for the group, which continues to stand out in its different areas of activity.

This edition contains news of excellent growth, with *Amorim Imobiliária* officially presenting "Arrábida City", a benchmark project located on the banks of the River Douro. The company was also present at Europe's biggest furniture event – the MIPIM.

Amorim Revestimentos has illustrated its dynamism through agreements, participation in events and other actions carried out in the last quarter.

Burmester showed us a new wine produced at *Quinta Nova Nossa Senhora do Carmo*, the remarkable exhibition of the works of Dali, and the "20th Century Wine Tasting" event organised by the brand.

Imediata continues to supply successful solutions, developing multimedia kiosks for companies such as BPI, Worten and Vobis, as well as undertaking an ambitious project in Mozambique.

And there is much more news packed into this edition. Meanwhile, we are again counting on you in the next edition.

Credits

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Summary

2

"Arrábida City" officially presented	1/3
Wicanders present in a chain of DVD shops in the United Kingdom	3
Amorim Isolamentos "EC" Marking = Quality Guarantee	4
A new tavedo Now a white wine	4
Serving up a taste for cork	5
German journalists visit Amorim Revestimentos	5
Cork Nature Strong investment in the promotion of the trademark	6
New chairman at "Deutscher Kork Verband e.V."	6
Worten/Vobis – Imediata Multimedia Kiosks in shops	7
Amorim Imobiliária and Somague Imobiliária invest in "Belém Space"	7
Dolce Vita Miraflores welcomed more than 1.8 million visitors	8
Mozambique – IMEDIATA Multimedia Kiosks	8
"Mercure 2004 Great Wine List" presented by wine waiters	9
20th century wine tasting 100 years of Porto Wine	9
Amorim Revestimentos present in Bologna - Italy "Saiedue Living 2004"	10
Setúbal Novotel sponsors "Health While Playing"	10
Amorim Revestimentos Client receives prestigious award for 3 rd year running	11
Amorim Imobiliária at MIPIM	11
ACCOR Amorim and Portuguese Rail sign a partnership agreement	12
Figueira Casino presents "Sexy Lady" – a show bristling with sensuality	12
BPI - Imediata	13
Isabel Pantoja at Figueira Casino	13
Novotel 2004 Guide 51 new hotels, 400 units in 57 countries	14
Business Center at Novotel Porto-Gaia	14
Ibis Hotels launch advertising campaign	14
Amorim Revestimentos - Mercado Ibérico at Tektónica 2004	15
Amorim Imobiliária SGPS records growth of 6.44%	15
3 rd Unibroker Golf Tournament	16
Dali and Porto Burmester "A collection of sculptures gathered together for the first time in the world"	16

“Arrábida City” officially presented

“Arrábida City” was officially presented after the completion of the final three enterprises that conclude the project organised by Amorim Imobiliária: Arrábida Studio Residence, the Arrábida Plaza private condominium and the Arrábida office building.

Arrábida Studio Residence, whose clients are mostly the young at the start of their careers, students, professionals and investors, are single room and single room Duplex properties with an area of 40 m². This residential concept, also developed in other cities (Covilhã, Lisbon and Coimbra), has been extremely well received and will also be implemented in Spain in partnership with the Spanish Group Realia.

The Arrábida Plaza private condominium, drawn up by the architect Alcino Soutinho, is a luxurious enterprise consisting of 81 two-bedroom to five-bedroom apartments. From 2005 onwards keys to the apartments will start to be handed over to the clients.

The Arrábida office building – a superb business area built in less than a year – covers an area of 4 600m² and is divided into 5 floors with a magnificent view over the River Douro. This building is already fully booked up, with the last 3 floors reserved for the companies of the Amorim Group in the area of Real Estate, Tourism and Development.

Started around ten years ago and involving an overall investment of 240 million euros, “Arrábida City” provides employment for nearly 2 500 people and includes, as well as these three enterprises, Arrábida Shopping Centre, a private hospital and two hotels, in addition to other facilities.



Wicanders present in a chain of DVD shops in the United Kingdom

Throughout the next three years Amorim Flooring UK will be present in a total of 150 “Silverscreen DVD Entertainment” premises – a chain of DVD shops in the United Kingdom.

Each shop covers an area of 175 m² to 200 m² and is aimed at the upper classes of the English market.



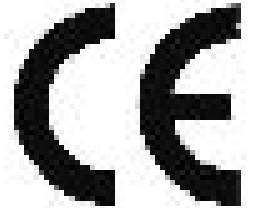
Amorim Isolamentos

“EC” Marking = Quality Guarantee

The “EC” Mark

Insulation Materials are now subject to European standards. The respective “EC” marking is a quality guarantee in accordance with the specific regulations, making sure the materials correspond to the one the figures declared on the label.

With regard to Expanded Cork Agglomerates (Insulation), the recent European standard EN 13170 has repositioned this product in the excellent thermal insulation materials range.



The process of adaptation to the European regulations

In line with the European standard, Amorim Isolamentos, SA aims to adapt to the specific demands regarding the figures obtained in the initial tests in laboratories accredited by the European Union.

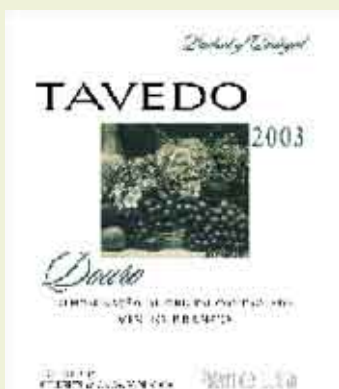
Hence, quality control systems, procedures, equipment for laboratory control and training have been introduced. This has allowed Amorim Isolamentos to guarantee the quality declared (EC), namely with regard to the following figures: dimension of the plaques; tolerance of thickness; thermal conductivity: 0.040 W/kw; compression at 10%: 90 Kpa; humidity; content: less than 8%; water absorption: less than 0.5 kgs/m²; behaviour in fire: Euroclass “E”

Advantages

As well as these excellent figures and quality guarantee, the Expanded Cork Agglomerates stand out from the rest of the materials with regard to the environment/ecology: natural and renewable raw material; 100% natural industrial process (without additives); limitless durability, without loss of characteristics; excellent thermal/acoustic insulation; completely recyclable; insulation that breathes (healthy insulation); optimum behaviour in situations of wide thermal amplitudes.

As such, the following features illustrate the advantages of using Expanded Cork Agglomerate produced by Amorim Isolamentos, SA: good thermal characteristics; quality guarantee (EC standard); natural and ecological; acoustic insulation; maintains efficacy throughout the whole lifespan of the building.

A new Tavedo Now a white wine



The novelty is the launch of white Tavedo, the first Douro white wine. Made from two grape varieties - Malvasia Fina and Gouveio - this new Tavedo 2003 is produced at Quinta Nova Nossa Senhora do Carmo. The method used for making this wine is the fermentation off skins, with the wine being fermented at low temperature. The resulting lemon-coloured wine has a fine and exuberant aroma and intense exotic, citrine and mineral flavours.

An excellent acidity and a sweet fruit finish put the final touch to this white Tavedo that is great when it is drunk young and fresh.

You can't miss tasting this wine!

Serving up a taste for cork



Carlos de Jesus, drinking a toast with some of the participants after the event.

In February Amorim organised a tutorial for fifty of London's top sommeliers - all members of the Academy of Food & Wine Service - to present the unique ROSA treatment for cork.

Amorim's marketing director Carlos de Jesus led the tutorial together with executive vice president Antonio de Barros. Special guest, Richard Halstead of Wine Intelligence, started proceedings by outlining the results of Wine Intelligence's recent findings on attitudes to wine closures with particular emphasis on the on-trade sector.

The audience then heard about the latest developments at Amorim including those relating to quality control and the revolutionary ROSA treatment.

"Since ROSA has been in place at our production plants, the incidence of TCA has registered an enormous decline. To the point where, today, we can say that the defeat of TCA is a goal that will be achieved in the short term." Mr de Jesus said.

Many of the sommeliers in attendance admitted that their customers wanted the reassurance and 'glamour' of cork, particularly with wines at the higher end of the restaurant lists.

Given the success of the event, a second Seminar for London's Sommeliers was held on 14th June 2004, with a third edition already scheduled for September. In total over 150 UK sommeliers are expected to attend these Amorim & Irmãos seminars.

German journalists visit Amorim Revestimentos

From 6 to 8 May Amorim Revestimentos was visited by a group of nine Journalists representing some of the most prestigious German magazines in the fields of flooring, design and interior decoration.

The committee members visited the production units of São Paio Oleiros and were given a press kit detailing the singular characteristics of cork lining, as well as the Amorim Revestimentos business in general.

Besides the visit to Amorim Revestimentos, the committee were shown round the Amorim & Irmãos and Corticeira Amorim premises for a general visit.

During the second day of the stay a Management Round Table was held, which was attended by Mr José Araújo Silva and Mr Jorge Santos, President of the Board of Directors of Amorim Revestimentos and General Manager respectively, who responded to questions put by journalists and satisfied their natural curiosity.

The development of new products, the strategy for the German market and the marketing strategy implemented to satisfy customer needs were some of the most important subjects discussed during this meeting.

At the end of the 3-day stay in Portugal the guests had the opportunity to undertake a series of leisure visits in the city of Oporto, which included a visit to the Estádio do Dragão as well as a visit to the Burmester caves which culminated with a wine tasting session.





Cork Nature Strong investment in the promotion of the trademark

As part of the strategy to strengthen the Cork Nature trademark, the Memoboards segment of Corticeira Amorim Indústria, SA has created new communication pamphlets for the products.

Four families were established corresponding to the four lines of existing products, which were assigned four different colours:

Table line – Orange

Arts & Crafts line – Red

Memos line – Green

Secretarial Accessories line – Petrol blue

Following the strategy of internationalisation of Cork Nature products, the pamphlets are available in six languages (English, Portuguese, French, German, Spanish and Italian).

The creation of these pamphlets, which will replace the old ones by the middle of this year, will be added to the design of specific packaging and display cabinets, which will contribute to improved promotion of products at points of sale, and consequently to an increase in sales.

From the middle of June onwards, Cork Nature will also begin selling a line of accessories for boards (markers, erasers, pins and magnets), which will perfectly complement the line of Memo products.

New chairman at “Deutscher Kork Verband e.V.”



Tomas Cordes, sales manager of Amorim Deutschland, was unanimously elected as chairman of the flooring section of the German cork association during the last general meeting. Cordes succeeds Joachim Peer, who has embarked on a new professional career.

Founded in 1985 and based in Mainz, “Deutscher Kork Verband e.V.” is made up of 22 companies and is a member of the “International Cork Association, CE Liege”. Its main field of action involves supporting and defending the common interests of the associate companies. Among its main concerns are quality control of finished cork products, stimulation of production and finishing methods. In tandem with these issues, the association also sponsors research projects with regard to natural products, namely in cork or cork finishes.

The 12 companies that represent the flooring and interior decoration segment get together on a regular basis to analyse and discuss common subjects (quality control, marketing and product information) and also to develop principles of competitive respect that help to enrich and promote cork.

The registered “Kork Logo” also reinforces the union between the associate companies of “Deutscher Kork Verband e.V.”, at the same time as proving a successful tool in promoting quality control and sales.

Worten/Vobis – Imediata Multimedia Kiosks in shops

Following the pilot project that began in 2003, the Sonae Group decided to continue with the placement of Multimedia Kiosks in all its Worten and Vobis shops.

The Multimedia Kiosks (35 Worten and 10 Vobis) allow customers and employees to browse the whole range of products available in each shop.

The solution is based on stock and price list management, backed up by controlled access to an independent URL for each shop.

The navigation control is achieved through specific Imediata software (I-Browser), linked to a set of procedures that guarantee the solution cannot be violated (SafeShell).

Aware of the physical limitations of each shop, the managers see the Kiosks as a working tool that allows them to aid their customers in the selection of the best product, even if it is not on display.

Likewise, customers can use the Kiosks to browse through the products on offer, compare prices and see promotions, among other functions.



Amorim Imobiliária and Somague Imobiliária invest in “Belém Space”

The two real estate companies, in partnership with Belenenses Football Club, recently signed an agreement to develop “Belém Space” – a real estate project that will combine business, residential and service components on land adjacent to the club. With an area of 33 000 square metres available for construction, the enterprise will consist of 4 buildings and will involve a total investment of approximately 70 million euros.

During the ceremony to sign the agreement, Rui Alegre, chairman of Amorim Imobiliária, stated that this partnership was “an excellent strategic option” for Belenenses, given that it avoided selling the club’s land and allowed the development of a profitable alternative. Diogo Vaz Guedes, delegated director of Somague, underlined the importance of this project as a continuation of the projects undertaken for Euro 2004.

The start-up of the project is forecast for 2005 and will be overseen by the architect Leopoldo Criner.



Dolce Vita Miraflores welcomed more than 1.8 million visitors



Dolce Vita Coimbra



Dolce Vita Porto



Dolce Vita Vila Real

The commercial success of Dolce Vita Miraflores shopping centre seems to be unbounded since it was refurbished and reopened in October 2002.

As well as having more than doubled its sales volume, the Dolce Vita Miraflores has exceeded all visitor number expectations, having welcomed more than 1.8 million people in this time.

The success of what is to be the first in a chain of branded shopping centres is down to its attractive and diversified commercial and leisure offer, which has bred the loyalty of an increasing number of customers.

The continuing growth and progressive consolidation of Dolce Vita Miraflores is highly encouraging for the instigation of new projects, among which three are ongoing, in Vila Real, Oporto and Coimbra, with inauguration dates planned in 2004 and 2005.

Mozambique – IMEDIATA Multimedia Kiosks



In partnership with the Portuguese Postal Service and Fujitsu Services, Imediata has taken part in another foreign project.

As part of the business and technological business cooperation projects that marked the start of the programme to fight against infoexclusion and the building of the information and knowledge society for Mozambique, two Multimedia Kiosks were inaugurated that make it possible for Mozambique nationals to access the Internet and E-mail.

Inauguration and demonstration of the public Internet service took place on 29 March this year in Maputo Central Post Office and in the International Airport of the Mozambique capital. The Portuguese Prime Minister, José Manuel Durão Barroso, together with the Post Office Chairman, Carlos Horta e Costa, were present at the event.

Plans are in place for the installation of more Internet posts at the Beira, Quelimane, Nampula and Pemba Post Offices.

This is, without doubt, an important contribution towards enabling more Mozambique citizens to gain access to the Internet and E-mail, showing the capacity of the country's Post Offices to adapt to today's needs.

“Mercure 2004 Great Wine List” presented by wine waiters



As part of the “Mercure 2004 Great Wine List”, which has just been launched in Portugal, the Mercure chain will have wine waiters at all its branded hotels.

Coming from the main producing regions of the country, the 22 wines on the 2004 list have been chosen after a strict selection process among 220 samples of wines, carried out in a blind tasting session by a panel of professionals.

Training of Mercure Wine Waiters

The Mercure brand has invested in the training of its wine waiters, awarding them Gold, Silver and Bronze Wine Waiter labels. During the courses the Mercure wine waiters learn to taste and comment on the wines on the wine list, as well as learning about the wine regions, the main vine varieties, production methods, and storage and transport techniques, among other aspects.

Under the guidance of Corinne Lefort, a Wine and Culture specialist and oenological consultant for the Accor group, and João Araújo, delegated director of Mercure hotels in Portugal, the training is carried out by Rui Cruz – management assistant of the Mercure hotel in Póvoa de Varzim – nominated Wine Waiter trainer by the Accor Academy in France, and supervisor of the “Great Mercure Wines” project in Portugal.

20th century wine tasting 100 years of Porto Wine

It was a rare privilege to take part in a wine tasting session like the one held on the morning of April 7th for specialist journalists, organised by Casa Burmester in its premises in Vila Nova de Gaia.

The company called it the “20th-century Wine Tasting - 100 Years of Porto Wine” and 42 wines of the denominated “special categories”, i.e. the “LBV” [Late Bottled Vintage], were tested, “Vintage” and “Colheita”. The oldest wine was the “Vintage” of 1890. As for the younger wines, these were the “cask samples” of the “LBV” of 2000 and the “Colheita” of 2002 - the latter has still to receive the final appraisal by the *Instituto do Douro e do Porto*. The three categories have in common the fact that they are composed of wines of the same year and of the single harvest. Otherwise, they are in all aspects different, although the “LBV” and the “Vintage” may be considered close relatives. Yet, as they age, these two lose the red colour of their youth and become blonder, in such a way that they are sometimes taken for the “Colheita”.

Burmester, which was founded in 1750, is famous in the Porto wine sector, and is especially renowned for its excellent “Colheita”. The wine tasting which took place on April 7th confirmed this, although the “LBV” and the “Vintage” tasted also revealed high quality in these types of wine; a premonition of great potential and a very promising future.

GREAT MERCURE WINES 2003-2004

WHITE

NAME OF WINE	REGION	COMPANY
Companhia das Lezírias - Reserva DOC	Ribatejo	Companhia das Lezírias
Duque Viseu	Dão	Sogrape
Mural	Douro	Quinta do Portal
Quinta do Ameal	Vinho Verde	Vinhos e Coisas
Alvarinho - Dorado Seleção DOC	Alvarinho	Vinko

RED

NAME OF WINE	YEAR	REGION	COMPANY
Farizoa	2001	Alentejo	Malheiro Dias e Cia Lda.
Vinha d'Ervideir	2002		Fim de Boca
Reserva Sogrape	2000		Sogrape
Quinta do Encontro - Merlot/Baga	2001	Beiras	Dão Sul
Quinta do Valdeiro - DOC	2001		Sociedade Vinhos Messias
Cardeal - DOC	1999	Dão	Caves D. Teodósio
Quinta da Fonte do Ouro DOC	2000		Malheiro Dias e Cia Lda.
Quinta da Fonte do Ouro - Touriga Nacional	2001		Malheiro Dias e Cia Lda.
Cistus Reserva DOC	2001	Douro	Vinko
Poças - Reserva	1997		Manoel D. Poças Júnior
Colleja - Reserva DOC	2001		Vinhos Douro Superior
Quinta do Ventozelo DOC	2000		Quinta do Ventozelo
Quinta do Vale da Raposa Tinta Barroca - DOC	2001		Quinta da Gaivosa
Quinta da Mimoso DOC	2001	Palmela	Vinko
Companhia das Lezírias DOC	2001	Ribatejo	Companhia das Lezírias
Catapereiro Colheita Seleccionada	2000		Companhia das Lezírias
Serradayres Garrafeira DOC	2000		Caves D. Teodósio



José Teles, Managing Director of Burmester



Amorim Revestimentos present in Bologna - Italy “Saiedue Living 2004”



From 17 to 21 March 2004 the “Saiedue Living 2004” fair was held in Bologna, Italy. With a total of 112 116 visitors, of which 8 944 were not Italian, this event shows the importance of the “Saiedue” in the sectors of architecture, interior design, renewal of buildings and new technologies at European level.

Cork Vogue represented *Amorim Revestimentos* with a stand of 64 m², focussing on the presentation and introduction of the new NCC collection and respective ‘CORK’ look.

The main attraction of the event, in an area of 3 000 m² dedicated to “INNOVATIVE FLOORINGS”, upon invitation from Studio Original Designers 6R5 in association with Mapei, was the challenge launched to come up with a new style and artistic interpretation for flooring materials. This event gave several professionals the opportunity to let loose their creativity in 3 different sections, called “100% CALPES-TABILE”: NATURE with natural materials, both traditional and modern; TECHNOLOGIES with digital and liquid crystal floors; ORIGINS telling the story of the most interesting materials used in flooring.

Wicanders, in collaboration with the Architect Francesco Roggero, was selected and invited to take part with 2 panels in the NATURE and ORIGINS sections.

Given that Italy is the world centre of fashion and design and a country traditionally focusing on ceramics and marble, and with the Wicanders trademark only visible through the Wood-O-Cork and Wood-O-Floor products, the huge number of visitors and enormous interest shown in the new collections was extremely significant, creating a new perception and resuscitating cork as an alternative in an extremely competitive and demanding market.



Setúbal Novotel

sponsors “Health While Playing”



For the second successive year the Setúbal Novotel is sponsoring the “Health While Playing” project, in collaboration with Setúbal Rotary Club and Lisbon Pharmacy.

On the last Wednesday of each month, the female clown Yolanda and the clowns “Vasourinha and Company” go to the São Bernardo Hospital in Setúbal, to bring cheer to the children in hospital.

The “Health While Playing” project was launched by Oporto Rotary Club in 1994. It has been running in Setúbal for five years.

Amorim Revestimentos Client receives prestigious award for 3rd year running

The Belgian company Santana, a client of Amorim Revestimentos and the world's biggest retail chain specialised in cork linings has received the "Trends Gazellen Award" for the third year running, attributed by the most important Belgian economic newspaper – "TRENDS".

The "Trends Gazellen Award" is attributed to the 300 best Belgian companies and is based on the following criteria: growth in sales, evolution of the cash flow and increase in workforce.

Santana was founded in 1987 by Jean Claeys and remains a family company until today. It has more than 100 employees, among which a team of specialists in installation of its products, therefore offering a complete service with a total guarantee of quality.

Enjoying rapid and solid growth throughout its 15 years of experience, research and development, Santana acquires its raw materials from Amorim Revestimentos and produces a large range of products with exclusive forms, colours and textures at its production unit of Asse-Mollem. It has a total of 14 shops, including a showroom with approximately 550 m², to display and promote cork not only as an alternative product, but also as a lifestyle concept.

According to company sources the excellent results obtained in the last three years are to a large extent due to the excellent cooperation and technical support provided by Amorim Revestimentos, without forgetting the involvement, creativity, marketing attitude and team spirit of the staff.

The "Trends Gazellen Award" bodes well for an excellent future for this company specialised in cork, in an increasingly competitive worldwide linings market.



Amorim Imobiliária at MIPIM in the presence of the minister Carmona Rodrigues and the Mayor of Lisbon Municipal Council, Santana Lopes

Amorim Imobiliária took part in Europe's biggest real estate event – the MIPIM – which took place in Cannes, between 10 and 12 March.

This year there was a considerable Portuguese presence at Europe's top real estate event, in addition to Amorim Imobiliária, with several entities spread over well-organised spaces displaying their property. Especially noteworthy was the LIFT (Future Lisbon) organisation, the model of the city, and the Portuguese real estate dealers who set up their display in an excellent location right at the entrance of the fair.

Also attending the event were the Minister, Carmona Rodrigues, the Secretary of State for Housing, Rosário Águas, the Mayor of Lisbon Council, Santana Lopes, the Councillor of Urbanism, Eduarda Napoleão, and the Chairman of the Portuguese Municipalities Association.

Attracting international partners and clients is one of the main aims of the MIPIM, which this year celebrated its 15th anniversary. This year the presence of more than 15 000 participants coming from 67 countries and more than 1 000 exhibitors confirmed that this continues to be one of the most important European meeting points for the real estate business.



ACCOR Amorim and Portuguese Rail sign a partnership agreement



From left to right: Jacques Beaucamps, Manuel Aguiar de Carvalho, Otilia Queiroz e Sousa and Henrique Veiga

Accor Amorim and Portuguese Rail signed an agreement on 7 May which is geared exclusively to commuters on long journeys using the Alfa Pendular and Intercity services, providing special accommodation rates for Mercure, Novotel and Ibis hotels in Portugal.

The ceremony took place in the Mercure Porto Gaia Hotel, in the presence of Jacques Beaucamps, Director-General of Accor Operations in Portugal; Henrique Veiga, Director of Amorim Turismo; Otilia Maria Queiroz e Sousa, Chairman of the Executive Commission of Interurban and Regional Journeys, and Manuel Aguiar de Carvalho, Director of Portuguese Rail.

The collaboration between Accor Amorim and Portuguese Rail takes advantage of the synergies between the two companies, through the geographical proximity between the hotels and the train stations. Located in the main urban centres, the hotels

of the Ibis, Novotel and Mercure chains cover Portugal from north to south offering a vast array of accommodation options from 2 to 4 stars. Portuguese Rail also covers the whole country with its Alfa Pendular and Intercity services. Currently the Alfa Pendular links the cities of Lisbon and Oporto, and from the start of June it will also serve Faro and Braga. The intercity service links 60 of Portugal's most important cities.

Figueira Casino presents "Sexy Lady" – a show bristling with sensuality



Twelve ballerinas present this show in true Las Vegas style. Sexy Lady is a show of rare artistic beauty, paying homage to the Woman, in performances full of rhythm, colour and fantasy, combined with ingenious and seductive boldness. Christophe Rossignol presents some tricks in the art of illusionism and Melina Stylianos performs an aerial exhibition, highlighting the picturesque beauty of the Ballroom ceilings. Before the final applause, the Portuguese aspiration in this special year of 2004 is exalted.

This show, produced by Jeff Moss and Patrice Marques, is full of other surprises. It runs until the end of June in the Ballroom of Figueira Casino.

BPI - Imediata

The BPI Bank has owned a new BPINet kiosk model developed by Imediata since last March.

This new model is a big leap forward in relation to previous equipment installed by the bank, given the new resistance and anti-vandalism features. The equipment is characterised by a highly resistant stainless steel structure, able to be decorated and integrated into the new layout of the bank branches. The solution was designed to make it easy to replace the previous equipment (without the need for extra works), as well as installation in new branches.

In technical terms, the kiosk is made up of, among other items, a LCD TFT 15" monitor, a thermal A4 printer (with cutter and presenter), a keyboard and trackball and also a speaker for access to the customer care line.

The convenience and security provided by this new equipment, the increased reliability and reduction in downtime (which occurred occasionally with the previous model), the faster printing, as well as the quality of the innovative image translates into a better service offered by the bank, as a pioneer in the Portuguese market.

Having already installed some models, plans are in place for the purchase of more units to install in the new branches when they open, as well as the remodelling of the existing branches.



Isabel Pantoja at Figueira Casino

Isabel Pantoja took her show to the Ballroom of Figueira Casino last April.

Accompanied by her orchestra, the singer shared her most recent work and some memorable numbers with the Portuguese public.

An artist who has achieved true international stardom, Isabel Pantoja has enjoyed an enormously successful career, including numerous successes and has given hundreds of concerts, some of which conducted by the maestro Luís Cobos, with the Royal Philharmonic Orchestra. Alongside José Coronado, Pantoja was also a cinema star.

But this was just one of the many shows planned in the special 2004 Figueira Casino programme, following restoration works. Many others promise to offer unique moments!



Novotel 2004 Guide

51 new hotels, 400 units in 57 countries



The Novotel 2004 Guide was recently launched, including information about the 51 new hotels of the brand that opened this year, almost all in Europe.

Practical and functional, the Novotel 2004 Guide lists the hotels per continent, country or city, and contains all the information potential guests require about the hotels such as location maps, services offered and full-page and half-page photographs.

Also see www.novotel.com and www.accorhotels.com

Business Center at Novotel Porto-Gaia

Novotel Porto-Gaia now has a new facility to offer business travellers or businessmen who would like to work in completely private and convenient conditions.

The Business Centre is a completely innovative concept in Portugal which consists of offering the customer the opportunity of taking advantage of three offices and a meeting room in the hotel itself. Each office is equipped with all the facilities required for any secretarial task.

Ibis Hotels launch advertising campaign



“You’ll never stay anywhere else” – that was the slogan for the press advertising campaign recently launched by the Ibis hotel chain.

Four advertisements invited potential customers to discover the comfort (room, breakfast), services (bar available 24 hours a day, satisfaction contract in 15 minutes) and prices charged at the 17 hotels in the chain (economy, modern and quality categories).

The four advertisements appeared in newspapers and magazines between 15 March and 25 April, promoting and reinforcing the strong points of the brand geared towards the business segment and the male public aged between 25 and 45 years, belonging to the social classes C1 and C2.

Amorim Revestimentos

- Mercado Ibérico at Tektónica 2004

From 19 to 23 May *Amorim Revestimentos - Mercado Ibérico* took part for the first time in the Tektónica International Construction and Public Works Fair.

With a total area of 69 049 m², Tektónica received a total of 1 000 exhibitors that presented their new products and services in these sectors to approximately 70 000 professional visitors.

Amorim Revestimentos - Mercado Ibérico was represented in two stands. The Wicanders stand covered an area of 54 m², including a showroom to display all the new Wicanders products, especially the NCC which captured the attention of a large number of visitors. With an area of 27 m², the stand of outdoor wood products was one of the focal points within its range of products, especially the outdoor wood products already used in Spain.

The presence of *Amorim Revestimentos - Mercado Ibérico* at this fair strengthens its position as market leader in the promotion and distribution of cork in the Portuguese market, as well as playing an important role in the distribution of other linings.



Amorim Imobiliária

SGPS records growth of 6.44%

Amorim Imobiliária closed the year 2003 with net results of 26.8 million euros, which is 6.44% up in relation to the previous year, and Own Capital totalling 172 million euros.

In its three business areas the assets under management reached 670 million euros, broken down into 18% for Residential Buildings, 60% for Office Buildings and 22% for Retail, which is 36% more than the previous year.

Company policy has focussed on promotional and investment activities, sustained by a strategy that articulates diversification of the activity, differentiation in the market, innovation of products and a culture of getting close to the clients. These parameters have ensured a good performance and have contributed towards attaining goals.

But the management tools implemented have also played a big role in the growth achieved, namely the Six Sigma (for quality management) and the Balanced Scorecard (to match the strategic aims and individual performances). Among the success stories of Amorim Imobiliária, particularly noteworthy at the moment is the Dolce Vita Miraflores, which has surpassed all expectations since it reopened more than one and a half years ago, as well as the Dolce Vita complexes currently being built in Vila Real, Oporto and Coimbra. Other projects that merit mention are the Studio Residence apartments, which have carved out an increasingly solid and distinctive niche in the residential market, as well as the Lake Apartments project in Vialmoura, which will establish new quality standards in tourism enterprises in the Algarve.

3rd Unibroker Golf Tournament



For the third year running, and this year as part of the “Amorim Cup,” Unibroker organised a Golf Tournament held at the Clube da Estela, in Póvoa de Varzim.

The event, which took place on 17 April, brought together some well-known personalities from the Portuguese business sector, which in addition to their good humour also showed excellent prowess on the competitive front.

Ricardo Cabral was the winner of the overall prize, and Manuel Mendes and Rui Paulo Pinto won the 1st and 2nd categories respectively. Susana Quintas won the Women’s event.

The awards ceremony was overseen by Mr Rui Alegre, with Mr Américo Amorim handing over the top prize to Ricardo Cabral.

The companies caves Burmester, *Barrancarnes*, *Amorim Imobiliária* and *Amorim Turismo*, were, as usual, the joint sponsors of the competition which managed to combine all the ingredients needed to ensure success: good weather conditions, excellent gastronomy, extremely competitive players and a fantastic fraternal atmosphere.

Overall opinion of the event was extremely favourable and it is now certain that this Tournament is a firm fixture on the national sporting and business agenda.

Dalí And Porto Burmester

“A collection of sculptures gathered together for the first time in the world”



The Burmester House in Vila Nova de Gaia had the pleasure to host the exhibition of the largest collection of lithographs and sculptures (28 originals and their copies, from the 40 produced during Salvador Dalí’s artistic life) ever gathered in the world. These works were created by the Master of Catalan surrealism, between the 1950s and the 1970s.

The exhibition will be opened to the public at the Burmester Cellars, gardens, museum and winetourism room from 7th May to 12th June, Mondays to Saturdays from 11:00 a.m. to 6:30 p.m. This must have been one of the dearest ambiances to Dalí as he was a refined gourmet in view of all the things he published in his lifetime.