

Inauguration of Dolce Vita Coimbra and Dolce Vita Antas



Imobitur Fair pays tribute to chairman of the Amorim Group

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Again this year has proved to be one of intense activity in all business areas of the Amorim Group.

In the real estate area, special mention must be made of the opening of the Dolce Vita shopping centres, first in Coimbra and then in Oporto. These inaugurations brought a boost to the zones in question, creating new and dynamic activity.

As a result of the extremely positive evolution in this business area of the group and to acknowledge the work undertaken, Américo Amorim received the “Real Estate Sector Personality” award, attributed by the “Imobitur” Oporto Real Estate Fair.

In the cork area, we highlight Amorim Revestimentos, with “The Cork house” in the Portugal Pavilion in the first Expo of the 21st century – the 2005 Aichi Expo– in Japan, organised under the theme “The wisdom of Nature”.

Discover much more news in this packed edition.

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Fantastic inauguration of Dolce Vita Coimbra

Opened on 19 April, the Dolce Vita Coimbra shopping centre, like the Dolce Vita Douro in October 2004, opened its doors to the public with a 100% occupation rate.

As part of the Eurostadium complex, this new shopping centre is a pulling point for the whole of the region of Coimbra with a guarantee of quality – the Dolce Vita brand.

The Eurostadium complex, in addition to the Shopping Centre, has a Multi-use Pavilion with capacity for 3000 people, a complex of swimming pools which includes an Olympic swimming pool, a Studio Residence enterprise, the City of Coimbra Stadium, and from October, a Solinca health club that will be the largest in the central region.

The Dolce Vita Coimbra has 115 shops, 5 shopping floors and 5 floors for car parking (2700 places). Its anchor shops include a Jumbo hypermarket, 10 Lusomundo cinemas, an Aki store, a Zara shop, Worten and a Bertrand Bookshop.

The Dolce Vita Coimbra was inaugurated with pomp and circumstance befitting of the occasion, replete with imagination and fantasy. From the friendly watches that intermingled with the guests, the talking vases, the charming dolls, to the moment of illusion, elegance and acrobatics, all present were left open-mouthed in admiration. The ceremony was rounded off with an exuberant concert given by Rui Veloso and Sara Tavares.



Thousands at the Dolce Vita Antas

Curiosity brought thousands of people to the new Antas shopping centre. On the day it was opened to the public (6 May), a huge number of people wanted to be among the first to witness the opening of the Dolce Vita enterprise next to the Estádio do Dragão. The huge oval fountain ejecting several jets of water located on the ground floor was one of the main attractions, along with the beauty of the architecture.

Most of the visitors covered the 40 thousand square metres of the shopping centre, and the restaurant area which houses the main national and international chains also filled to capacity.

The natural light, the materials used such as frosted glass on the ground, the lighting, the original furniture, an example of which is the benches in the corridors, all proved highly pleasing to the visitors who could be seen time and again stopping on the verandas to take photographs with their mobile phones.

The construction of the new shopping centre involved an investment of 120 million euros and the establishments had been commercialised in their entirety by opening day, as has been the case in other Dolce Vita shopping centres. The 40 thousand square metres of shopping and leisure surface area is spread over five floors, encompassing a total of 130 shops, a hypermarket, seven cinema screens, a restaurant zone and 2100 car parking spaces.

Still under construction in the new city enterprise is a hotel and a residential enterprise that all together give life to the "Antas Lifestyle" project and philosophy.



Amorim organizes a workshop

Amorim recently held an informal Wine Faults Workshop in London for leading members of the British wine press – opinion formers to the UK consumers – including national correspondents of the Sunday Times, the Guardian and the Independent, specialist magazines like Decanter, Wine International and BBC Good Food and writers making for a highly specialised debate.

Fifteen guests heard a fascinating and in-depth presentation given by independent scientist and wine-maker Pascal Chatonnet, who had flown in from Bordeaux specially for the event.

Through the morning, delegates analysed different faulty wine, tasted them in varying concentrations, and learned about their causes and recognition.

Not just TCA – now very much in the past with Amorim corks – but also TeCA, TBA, dimethoxy-dimethyl-pyrazine, isobutyl-methoxypyrazine, ethyl-phenols, acetic acid, ethyl acetate and diacetylene – with aromas ranging from fresh cork to green pepper, solvent, vinegar and lactose.

'It was an opportunity for us all to learn more about faulty wines – whatever their cause', commented host Carlos de Jesus afterwards. 'We were delighted with the press attendance, and their informed viewpoint will now, we are sure, help to educate consumers not to blame the cork for every poor bottle.'



Pascal Chatonnet, Wine Faults, to UK Media

Cambridge University chooses Amorim cork floor to uplift 3 lecture theatres

Lecture theatres at university can be busy places with lots of human traffic. This particular characteristic was taken into consideration when the Chemistry Department of Cambridge University chose a Wicanders Series 2000 'Corkmaster' Harmony floor to lay on top of the old cork floor.

The Wicanders series 2000 offers good resilience making it comfortable to walk on, excellent acoustic performance, giving a quiet floor, as well as easy and low-cost maintenance.

The idea was to uplift the 3 lecture theatres of the Chemistry Department at Cambridge while respecting the old character of the former floors. Cork seemed to be the evident choice for Cambridge University as the floor that lay there before was exactly the same quality. Cork has many qualities that make it a perfect option for a lecture theatre.

Studio Residence: a rejuvenated image with Figo



Amorim Imobiliária has established an agreement with the football star Luís Figo, who will lend his image to the Studio Residence project. The undisputable renown associated to this hugely successful public figure confirms the Studio Residence as one of the safest investments.

Luís Figo will undoubtedly lend this innovative residential concept of Amorim Imobiliária an unmistakable image for all those who strive to improve their standard of living. The slogan of the campaign is “Playing at home is playing to win”, which symbolises an essential idea for the investors, transmitting a secure and winning investment mirroring the main figure of the new Studio Residence campaign. The marketing campaign has already begun with the Antas publicity, which has been well received by its target audience.

Amorim Group sponsors Festroia

The Amorim Group has signed a support and cooperation protocol with Festroia – Setúbal International Festival of Cinema – agreeing to be a private sponsor of this cultural event. The signing ceremony that took place in the Main Hall of Setúbal Municipal Council included the Mayor of the Municipality, Carlos de Sousa, and the act was formalised by Amorim Group directors Rui Alegre and Jaime Lopes, and by the directors of Festroia, Mário Ventura and Fernanda Silva.

This sponsorship by the Amorim Group continues its policy to provide constant support to wide-ranging cultural initiatives all over Portugal such as its recent sponsorship of “Coimbra, Capital of Culture” (detailed in another article of this newsletter). The Group also sponsors regional sports events.

The Festroia has special significance for the Amorim Group considering its investment in the District, especially in the Tróia Peninsula in Setúbal. As well as being a development plan that aims to re-launch Tróia as a tourist destination, the plans of the Amorim Group also include other enterprises that will contribute to the modernisation of the City of Setúbal.

Festroia will take place between 28 May and 5 June, and is one of the longest-running Portuguese festivals, and as such one of its most internationally acknowledged. Its selection of films, which focus especially on productions unknown to Portuguese audiences, makes Festroia a unique event and the only one of its kind in the country sponsored by FIAPF (International Federation of Film Producers Associations), which promotes just 45 cinema events throughout the world.



Mercure publishes 2005 Guide

The 2005 Mercure Hotel Guide has recently been published. Extremely practical, in pocket format, the guide enables an easy search and selection of a Mercure hotel or restaurant.

In 2004 Mercure opened 27 new establishments. As such, this year's edition contains more than 750 hotels in 47 countries and 1 million samples were printed. The hotels are classified per continent, per country and per city, and the guide is written in English. The Guide is available free of charge in all of the hotels in the chain.

All different, each of the Mercure hotels blends into the region it is located. In Portugal, with the opening of the Mercure Porto-Gaia hotel, the chain today has 6 hotels.

At www.mercure.com customers can also book their stay at the 750 hotels of the Mercure chain.

2005 ACCOR HOTELS Guide also available

The Accor Group has just launched its "2005 Accor hotels guide" which lists its huge array of hotels, ranging from budget to luxury establishments totalling around four thousand units in 90 countries all over the world.

The new 2005 Accor hotels guide is split into two parts: "Destination", which identifies the brands and lists the hotels, and "Accor hotels on the web", which outlines the leisure ideas and functions contained in the www.accorhotels.com site.

The 2005 Accor hotels guide has been printed in 2.1 million copies, and can be obtained free of charge from any of the hotels in the Group.

www.dolcevita.pt:

the Dolce Vita chain goes online to open its doors to the world



The Dolce Vita shopping centres in Oporto, Vila Real, Coimbra and Miraflores together with the Monumental in Saldanha, Lisbon, have opened their doors to the world through an Internet site that enables customers to learn about all the services and shops on offer. The new site, launched in April, is also an excellent business tool. It cuts distances, is effective and enables a new form of management, taking advantage of the possibilities afforded by new technology.

The dolcevita.pt, designed by Miopia, Design e Comunicação for Amorim Imobiliária, is the gateway to a world made up of five shopping centres up and running and another to open in 2007 – the Dolce Vita Tejo. In addition to consolidating the communication and identity of the group, the site provides up-to-date information about each

enterprise and constitutes a cross-selling, cross-marketing tool. Covering the whole retail area of Amorim Imobiliária, the portal highlights and promotes its ongoing business projects.

A search through www.dolcevita.pt allows access to the shop directory, numbering around 500 establishments and the cinema directory, which lists the films showing on the 32 cinema screens divided into 5 shopping centres. A potential customer is therefore able to learn about all the sports shops in all the Dolce Vita shopping centres or access an activities directory that describes the various initiatives being held in each shopping centre.

Imobitur Fair pays tribute to chairman of the Amorim Group

Winner of numerous awards, both in Portugal and abroad, Américo Amorim received the "Real Estate Sector Personality" award at the gala dinner organised by Imobitur – Oporto Real Estate Fair, which was held in Freixo Palace on 15 April.

"It is our obligation to acknowledge those who are the best, with their example, vision and capacity to anticipate the future. And there is no better moment than the Oporto Real Estate Fair to begin this tradition of acknowledging the best," stated Gil Machado, manager of Vida Imobiliária during the ceremony to hand over the award.

Despite being active in the real estate sector since 1960, the Amorim Group's investments only began to grow significantly in this business area from the moment Portugal joined the European Economic Community.

Today, Amorim Imobiliária has more than 1 million m² of real estate built among Residential, Office and Retail projects.

The strength of Amorim Imobiliária lies in its knowledge of the market and its strategic business vision, in the diversity of projects and in a vast portfolio of quality and innovation. Its success is recognised at international level and is reflected through its partnerships with prestigious and solid worldwide Groups.



Américo Amorim receiving award

Amorim sponsors the first International Travelling Wine Contest – Tempranillos al Mundo

Aimed at spreading knowledge about the Tempranillo vine variety around the world and boosting the consumption and exports of the wine it produces, on 5, 6 and 7 February the 1st International Travelling Wine Contest – Tempranillos al Mundo was held in Copenhagen, Denmark. The event was sponsored by Amorim, Global Wine & Spirits and Foss Electric.

In this 1st fair around 300 samples were exhibited, coming from Argentina, Portugal, Australia, Mexico, France and Spain, among other countries. The Spanish wines collected 79 medals from 258 samples presented.

Throughout the 3 days of the contest, which each year will take place in a different country, the organisation convened a panel made up of five tables, at which sat renowned Spanish and foreign wine tasters, journalists and sommeliers.



Some of the participants at the Travelling Contest, help in Copenhagen

Figueira Casino Daily entertainment, big names, unique moments of joy!

From 1 February Figueira Casino has invested in a wide-ranging daily programme bringing big name artists and unique nights of joy.

From the world of music, Francisco Mendes, André Sardet, Luís Portugal, João Portugal and Gil do Carmo, among a host of other names, have played at the Caffé Hall in the Tuesday night acoustic and intimate "Casino Unplugged" sessions.

Stand-up comedy takes over on Thursdays with the "Belly Laugh" sessions with performances from Aldo Lima, Nilton, Francisco Menezes and the 100th "Get up and Laugh" programme.

The Wednesday "Jazz nights" engender an authentic Jazz club atmosphere in the Restaurant Bar, with shows from musicians and groups, many of whom come from the famous Hot Club de Portugal.

From Wednesday to Sunday "The Best of Cuba" show brings the hot and sensual atmosphere of Cuban roots, music and dances to Figueira.

Until Summer, Lena D'Água and Fernando Girão among others can be seen in the play "The Idiots' Dinner".



João Portugal

Antas Première: Glamour brought back to Antas



Américo Amorim, Rui Alegre and Pinto da Costa

On 15 April an event was held to launch the “Antas Première”. This high-quality residential project is the result of a partnership between Amorim Imobiliária and Somague Imobiliária, which is integrated into the “Antas Lifestyle” mega-project. The classy image was fully transmitted by the elegance and glamour of this extremely exciting event.

Recreating the atmosphere of a Première, the VIP hall of the Estádio do Dragão was turned into an exhibition of memories from the Antas zone, through a collection of photographs of local residents.

Thanks to the photographer João Paulo Sotto Mayor, this exhibition rekindled the spirit of one of the most charismatic zones of the city of Oporto: Antas.

Encouraging the resumption of old friendships, this event was a huge success, where the small details made all the difference.



Model of the “Antas Première” enterprise

Figueira Casino

C@sino in your hands

The new Figueira Casino site, www.casinofigueira.pt is packed with all the information one requires about its facilities, products and services.

Just a click away one can pay a virtual visit and get to know the Casino; peruse the shows programmed and make bookings online; subscribe for the Figueira Club Casino card and immediately start benefiting from its advantages; learn how to play; find out about the Casino’s daily programme; choose the aromas and tastes available; find information about the meeting rooms; learn about the history and the numbers of the Figueira Beach Society and discover the charms and attractions of Figueira da Foz and the Central Region. The new Figueira Casino site is a powerful means of communication and allows a high degree of interactivity with its visitors.

Easy to install Wicanders floors in six Lakeland stores nationwide

Lakeland is known for their DVD shops throughout the UK. You may even have walked into one of their stores and seen their amazing floors. For the installation of their floors in 6 Lakeland shops nationwide, Lakeland chose to lay Wicanders Series 3000 and 4000 in various finishes.

This kind of floor was certainly chosen for its aesthetic appearance. Lakeland chose a real walnut or cherry veneer to give a natural timber appearance.

The customer chose both flooring systems and different wood veneers to compliment the stores on an individual basis. Wicanders offered all the requirements the client was looking for.

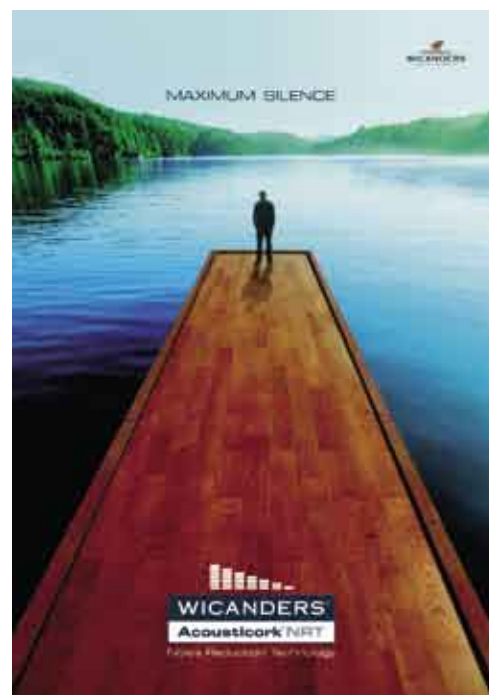


Wicanders introduces the most silent and comfortable flooring

Amorim, the world's largest Cork producer, is proud to announce that after years of technological research it has been successful in developing a new, revolutionary, cork-based core-layer for its premium flooring brand Wicanders, known for its long-established reputation for supplying high-quality natural wood and cork floors.

The in-house developed Acousticork® core-layer consists of high quality, light-weight, cork granules and High-Tec polymer compounds, creating a perfect barrier for sound transmission and improving its elastic features. This revolutionary core-layer will confer Wicanders flooring a significant improvement in both step sound and impact sound and additionally extra walking comfort. "Recent statements from flooring specialists and test institutes say that Wicanders® Acousticork® NRT flooring is probably the most silent and comfortable floating floor existing in the market today."

The Acousticork® innovation will be marketed worldwide under the brand name Wicanders® Acousticork® NRT flooring (NRT stands for Noise Reduction Technology).



The secret of Wicanders® Acousticork® performance

Different from most other parquet and laminate flooring with acoustic solutions, Wicanders has successfully laminated the specially developed Acousticork® sound-barrier on top of the HDF. (High Density Fibre board) core-layer and below the Cork and wood face layer.

The sound reduction of Wicanders® Acousticork® is significant!

Independent tests show that Wicanders® Acousticork® NRT flooring achieved the best results in terms of step sound and impact sound when compared to a range of wood and laminate flooring being marketed as having acoustic properties.

In terms of step sound, given its sound propagation characteristics, Wicanders® Acousticork® flooring reaches values of 75 dB - approximately 10 dB better than the acoustic wood and laminates tested. The drum sound effect is reduced significantly. It will also reduce high frequency sound and therefore improve walking comfort.

Due to its excellent sound insulation properties, in terms of impact sound values (sound which your downstairs neighbours hear), Wicanders® Acousticork® reaches a value of 18dB which represents a 3 dB improvement on market standard values. (test done without additional underlayment).

Wicanders flooring suitable for both domestic and commercial segment

Wicanders® Acousticork® flooring is available in Series-1000 Cork-O-Floor and series-3000 Wood-O-Floor and developed to offer private consumers, architects and commercial end-users an acoustic and comfortable flooring solution. Wicanders® Acousticork® flooring comes with a hard-wear top layer for durability and resilience and is therefore suitable for use especially in high traffic domestic, public, commercial areas.

13th Amorim Imobiliária Seminar maintains usual high quality



On 13 and 14 May the 13th Amorim Imobiliária Seminar was held, which included both national and foreign speakers.

"A qualitatively excellent event" was the opinion of most of the 200 guests in attendance, ranging from Employees, Partners, Suppliers and Customers of Amorim Imobiliária. As usual, the Seminar was impeccably organised, presenting topics and generating discussion that proved highly interesting and worthwhile.

Jaime Lopes, executive vice-chairman of Amorim Imobiliária was the first speaker discussing the topic "Value". He gave an overview of the group's enterprises in 2004, as well as previewing upcoming projects.

The "Value of Business Solutions for companies" was the controversial topic tackled by Professor Andrew Baum from the Land Management University, who seriously questioned the profitability of the "Office Building" based on the overall European panorama. Karl Kalcher, Managing Director of the American consultancy company MindFolio, presented a different and exciting vision of Shopping Centres, focusing on the concept of Customer satisfaction and discontentment, as well as the cornerstone principles behind building a shopping centre. The closing speech on day one was given by Jaime Lopes, who presented the Dolce Vita case.

On the second day pride of place went to the former president of the European Parliament, Pat Cox, as well as speeches by Carlos Leiria Pinto (Director-General of EuroHypo AG) and António Casanova (Director of Sonae Sierra). Carlos Leiria Pinto gave a thorough analysis of the real estate market, while António Casanova discussed the value of Customer management from the CRM point of view.

With a stirring and emotive speech, Rui Alegre, CEO of Amorim Imobiliária closed the 13th Amorim Imobiliária Seminar, this year held in Cascais.



Amorim exhibits at DETROP wine fair in Salonika



The DETROP wine fair, which is held every two years, was held between 4 and 6 March in Salonika.

Amorim & Irmãos Sales Director Jaime Filipe was present at the stand of our Greek representative, A. G. Coropoulis, through Eugene Coropoulis and Costas Dimitracopoulos.

Important contacts were made with most of the wine cellars present, with a view to getting to know the market better.

Wicanders Wood-O-Floor in Jaguar showroom “matches perfectly with Jaguar’s exclusive image”



Amorim Benelux has won a prestigious project in Belgium. Jaguar, internationally known for its exclusive cars, have chosen Wicanders flooring for its showrooms.

Wicanders Wood-O-Floor was primarily selected for its aesthetic appearance, stepsound properties, low maintenance, hard wearing and easy and fast installation.

Thierry Martin chose Wood-O-Floor’s exclusive cherry plank version in the reception area, offices and corridors, which really fits into the whole interior concept and matches perfectly with the exclusive image of Jaguar. The total installation was about 300 m² and had to be finished in one week. This was possible due to the incorporated corkbacking and the Corkloc glueless installation system.

Amorim is proud that Jaguar has chosen its premium flooring brand Wicanders. Various exclusive car brands, such as Land Rover, Saab, Porsche and Volvo have also chosen Wicanders floorings.

2nd Amorim Golf Cup at the Estela Golf Club

The Estela Golf Club in Póvoa do Varzim was the venue chosen for another Amorim golf tournament, held on 21 May. It is the first of a series of three tournaments organised by the Group in 2005. The other two will be held in Tróia and Vilamoura, on 16 July and 1 October respectively.

The 2nd Amorim Golf Cup was won by Francisco Sampaio, with the score of 33 points “Gross”, ahead of Jorge Abreu (32). This tournament sponsored by the Amorim Group was played over 18 holes using the stableford system and grouped together competitors in three different categories (two for men and one for women), in accordance with their handicaps. In category I Jorge Espirito Santo won, two points ahead of second-placed Abílio Silva. Vítor Ribeiro finished third, with 36 points. In category II Hernâni Teixeira won with 39 points, followed by Serafim Fernandes and Alberto Quintas, both with 38 points. Elisabete Teles won the women’s competition, with a superb score of 41 points.

The prizes were handed over by Rui Alegre, who awarded Pôncio Monteiro the fair play prize for his attitude around the course, especially in view of the nerve-wracking Sunday of sport that was approaching (the last round of national league football matches).

As in previous years, Caves Burmester and Barrancarnes sponsored the tournament, contributing decisively to its success.



Signing of Collaboration Protocol between Coimbra Council, Serralves and the Amorim Group



Between 6 and 26 June the Central Portugal Pavilion held the “River Routes: Sculpture and Landscape in the Serralves Foundation” Exhibition, set up by João Fernandes. It is the first of many exhibitions planned for the next three years at the municipal facility as a result of the Collaboration Protocol signed between Coimbra Municipal Council, the Serralves Foundation and the Amorim Group (Sponsors of the Central Portugal Pavilion).

The aim of the Protocol is to enable the Municipality to organise initiatives to promote contemporary culture. The idea is to provide Coimbra inhabitants with the opportunity to visit cultural events and come into direct contact with wide-ranging works from renowned Portuguese and foreign artists.

As a sponsor of this exhibition the Amorim Group, a major economic force in the Central Region, has chosen to invest in the socio-cultural development both of Coimbra Municipality and the country.

The exhibition gathers pieces by several artists (Alberto Carneiro, Hamish Fulton, Richar Long, Reiner Ruthenbeck, Gilberto Zorio), who came to prominence from the 1970s onwards due to the way they portrayed themes linked to Nature. Guided tours around the exhibits are held as part of an educational programme geared towards students of varying ages, incorporating leisure and pedagogical aspects.

Amorim & Irmãos, S.A. visited by Israeli Ambassador

On 2 March Amorim & Irmãos, SA received a visit from the Ambassador of Israel, Aaron Ram and his wife Edna. They were welcomed by Joaquim Amorim and the sales manager for this market, Jaime Filipe.

The visit was part of a programme to strengthen relations between the two countries. Aaron Ram, who has recently began his functions in Portugal, intends to enhance commercial contacts and learn about Portugal’s business fabric. As such, he was given a thorough low-down about all aspects of the Amorim Group’s current business.

In visiting the natural bottle cork production plant Aaron Ram was extremely interested to learn about all the various phases of the production process, and was impressed with our performance.

Our presence in Israel in recent years through our representative Mashal Bros has created profitable synergies for all parties involved.



Israeli ambassador Aaron Ram and his wife Edna with Joaquim Amorim

Figueira Casino Caffé A new concept at Dolce Vita – Coimbra



Figueira Casino has opened a café kiosk in the Dolce Vita shopping centre in Coimbra, which recreates the environment of the Casino through an innovative initiative implementing new technologies.

Located on the first floor of the Dolce Vita shopping centre, the Figueira Casino Caffé represents a window to the outside world, reinforcing the image of the Figueira Casino as an increasingly more open, informal, accessible and interactive space.

The Figueira Casino Caffé publicises its products and services through the various plasma screens placed in the kiosk, which show images directed at the visitors to the new shopping centre.

The kiosk is also equipped with computers giving access to the Internet where holders of the Figueira Casino Club card can surf the web free of charge. These computers also enable visitors to apply for the card (free of charge) and benefit from lower prices for products consumed at the kiosk and some ticket giveaways (football matches,

dinners, hotel nights with dinner and show included, etc.), as well as other advantages.

The strong colours and the abundant lights and gambling machines making up the decoration lead visitors to think, for moments, that they are actually at Figueira Casino.

Figueira Casino continues to invest heavily in new technology to publicise its products and services, with particular emphasis on its new daily programming and the advantages of its customer card.

New Cork Nature Internet site

Cork Nature, a brand owned by Amorim for Visual Communication and Home and Table Decoration articles, has just launched its Internet site www.corknature.com.

Available initially in Portuguese and English, this Internet site intends to be an effective means of promotion for Cork Nature products, and may also be accessed through the official Corticeira Amorim Indústria SA site www.cai.amorim.com. In the second half of 2005 German and French versions will go online, given the importance of the German (Germany, Austria and Switzerland) and French markets.

It is an Internet site with easy navigation, simple and lively graphics, that intends to transmit the fact that Cork Nature's products are innovative, creative, useful and modern. It contains information about cork, products, participation in fairs, promotional actions and links to companies belonging to the Amorim Group. One of the innovations of this site is the creation of pop-ups called "Did you know that?" which detail some curiosities about cork, cork oak trees and the Amorim Group.



Wine Tasting and Culinary Delights at the Figueira Casino

On Tuesdays the Figueira Casino offers two products to be tasted in its Restaurant Bar, which alternate on a weekly basis: "Thursday to Tuesday Tasting", where customers may try several wines before dining and listen to explanations about them, usually given by the respective winemakers; "Tuesday Tasting" gives customers the chance to sample a different culinary delight from a given region or country.

Burmester, Dão and Fundação Eugénio de Almeida are some of the wines that customers have delighted in trying, in addition to Cape-Verdean, Algarve and Brazilian gastronomy.

For 20 euros or 200 customer card points, the Figueira Casino Tasting sessions have livened up the Restaurant Bar and enabled people to try out good wines and delicious dishes.





Portugal has new “carvers”

Casa do Porco Preto has focused on training experts in the carving of cured ham, a strategic purpose which is currently taking its first steps.

Following several training sessions successfully delivered in Figueira da Foz and Lisbon, Casa do Porco Preto shall pay a visit to another 8 cities in the country with strong gastronomic traditions such as Évora, Estoril, Braga, Viseu, Faro and Oporto. Aimed at endowing these centres with the culture of products from the Alentejo region, in particular Barrancos PDO cured ham, Casa do Porco Preto will be training around 250 new experts in cured ham carving in 2005 to serve in hotels and national restaurants.

Authentic Barrancos Ham Lisbon Hotel Mercure training course

On 12 April the Lisbon Mercure Hotel hosted the second “Alentejo regional ham carving and serving course” training session, organised by the Casa do Porco Preto.

The main purpose, as the name says, was to impart practical knowledge about the technique of carving and serving authentic Alentejo pig breed ham, thus bringing about an improvement in the quality of utilization and promotion of this certified Portuguese product, which is increasingly highly reputed.

These sessions, which began in March in Figueira da Foz, will be held in a further eight cities in Portugal and will be supervised by a professional carver.

Heralding the likely success of this project, it is expected to continue into 2006, with the possibility to be widened to retail workers so that Black Pig Ham becomes further entrenched into the national eating habits.

Corticeira Amorim Indústria takes part in the development of the Space House by the European Space Agency (ESA)



Corticeira Amorim Indústria is collaborating with the European Space Agency (ESA) in the development of a new residential concept – the Space House.

The use of materials developed for space allows architects to design innovative shapes and dimensions in the new buildings. Agglomerated Cork, as a material containing excellent properties, is ideal to be incorporated in these innovative applications. Preliminary trials have shown the unique advantages that Cork confers this kind of material and its complete suitability for the production processes used.

The idea of designing a Space House to be used on planet Earth was born six years ago following the huge earthquake in Izmit, Turkey, in 1999. “We began to think about whether it would be possible to take advantage of some of our advanced technology, developed for space exploration, to build houses completely resistant to earthquakes,” says Fritz Gampe, Senior Technology Transfer Officer, as part of the ESA Technology Transfer Programme. “The original aim was to use the same ultra-light CFRP compounds (plastic reinforced with carbon fibre) that the ESA uses on board its spaceships in large structures, in antennas and in self-sustained solar panels, in order to build a light and self-supported structure similar to a shelter, able to withstand strong earthquakes. This concept is in stark contrast to many of the current projects,

which use an increased amount of steel and cement to withstand the forces generated.”

The construction that the engineers and designers built is a structure in the form of a sphere – one of the most stable self-sustained structures. According to the current project, the Space House withstands earth tremors up to 7 on the Richter scale, winds of up to 220 km/h and floods up to 3 metres. These specifications result from negotiations with the insurance industry regarding a typical European location.

The house was designed to be autonomous, using solar energy and advanced recycling and water cleaning systems.

HR Director of the Accor/Amorim Group HR Magazine “Manager of the Year 2005”



Manuel Carvalho, Human Resources Manager of the Accor/Amorim Group for the Sofitel, Mercure, Novotel and Ibis brands in Portugal has been awarded the HR Award 2005, in the Manager of the Year category, attributed by HR Magazine.

In attributing this award several criteria are considered: work location, results obtained, recognition of work carried out, difficulties of the challenge and the ethical component.

The choice of Manuel Carvalho is based on his wide-ranging career in Human Resource management, closely linked to integrated Human Resource management tools, designed for individual career development programmes and multiple brands in the Accor/Amorim Group.

The panel especially took into account the development of the Accor Academy in Portugal, geared towards several training areas, and which allows the integration, enrichment and development of employees of the Accor/Amorim Group. This “Training School” project launched by Manuel Carvalho constitutes a benchmark in the national hotel market and has contributed to the development of skills in this field in Portugal.

Corticeira Amorim Indústria supports young national designers

Corticeira Amorim Indústria, SA is sponsoring the Bleach Design stand at the Salone Satellite Fair in Milan, one of the major European design fairs.

Bleach Design is a company based in Marinha Grande set up by two young designers. They exhibited a set of cork articles, especially noteworthy being the “Cocoon” and “Corkrubberlamp” lamps, the jug (made with cork and ceramics) and the stool in the form of a cork.

The sponsorship from Corticeira Amorim Indústria, SA involves the supply of raw materials and the production of prototypes. This initiative aims to promote the use of cork in an innovative and creative fashion.



Corticeira Amorim Indústria (CAI) at Lineapelle Fair



Last April witnessed the first 2005 Lineapelle Fair in Bologna, Italy. This event is considered the most important fair for footwear with approximately 1500 exhibitors and takes place twice a year: in April and October. CAI, which has taken part in this fair without fail since 2000, considers it the best showcase to promote its range of products in the footwear segment. The result was extremely positive with over one hundred new contacts made.

Amorim Group in the Portugal Pavilion at the 2005 Aichi Expo in Japan



On 25 March the first Expo of the 21st century was opened – the 2005 Aichi Expo – in the province of Aichi, Japan, under the theme “The wisdom of Nature”.

Few products in the world incorporate the Wisdom of Nature quite like Cork, a product that is also synonymous with Portugal. The Portugal Pavilion was therefore designed putting a huge emphasis on cork.

“The Cork house”, as it has been dubbed by sections of the press, was completely built using products supplied by the Amorim Group.

In the centre of the Pavilion is a large cork oak tree inside a cubicle structure, at the base of which the cork cycle is described through captioned photographs. The upper walls contain 3 panels describing typical elements of our country and our history. The central panel is a pile of cork, the left-hand side one the stone that served as the ballast for the Portuguese boats used in the discoveries and the right-hand side one the flowers of Campo Maior.

Five cork pieces produced by Portuguese Designers especially for this event under the sponsorship of the Amorim Group are also exhibited. A kimono in “cork skin” designed by Miguel Rios; a tea service by Carlos Costa, Jacinta Costa and Patrícia Costa; a chair and coffee table by Miguel Cunha and Simon Mount; birds,

buoys and a self-uprighting liqueur receptacle and frappé by Francisco Providência; and small house table by Fernando Brízio. Several image facts and historical figures linked to the theme and to Japan are depicted on the walls of the Pavilion, which are lined with black agglomerated cork that gives a touch of nature and sobriety to the whole area.

At the exit of the pavilion is a shop that sells natural products and where several cork articles sold by the Amorim Group catch the eye.

From the moment the event opened the cork has aroused a huge amount of interest among all visitors, so much so that the Organisation has requested that we produce a specific brochure on cork.

The 2005 Aichi Expo shall close on 25 September and it is expected to attract 15 million visitors, not only in Japan but also from other Asian countries, especially China and Korea, a large amount of whom will visit the Portugal Pavilion.

Go there and see for yourself!

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