

Press Release

Amorim Revestimentos organises Yearly Staff Gathering



With the topic "Creativity and Innovation: Thinking and Acting Differently in a Different World", the 2009 Amorim Revestimentos Staff Gathering was held in the Corkstyle auditorium, attended by around 70 of the company's employees.

As the name suggests, and in line with the challenge laid down in previous years, the aims of the gathering are: increasing knowledge of the Company's main results and focussing the main business drivers; involving employees in current management issues and the main topics on the organisation's agenda for the coming year or years; creating opportunities to enable the Company's staff to identify, in a joint and shared process, the main areas for improvement in the operation of the organisation, establish concrete plans of action and create the right conditions for these plans to be adopted by the relevant teams, put into action, and their results monitored.

To this end, work groups were formed and assigned different topics, with the task of presenting regular progress reports for the plan of action adopted.



AMORIM

Excellence in flooring

1st International Marketing Gathering

On 2 and 3 July, the First International Marketing Gathering was held at the House of the Founder of Amorim & Irmãos, attended by employees in the marketing and sales area of the Floor & Wall Coverings Business Unit.

The event included a presentation on the organisational model of the marketing structure, a presentation on the Amorim Revestimentos brands – Wicanders, Ipocork, Corklife, Dekwall – and respective Merchandising Tools, certifications, webpage design and discussion of proposals for press releases. The First International Marketing Gathering was rounded off with exhibitions, product advertising strategies and debates.



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For more information please contact the respective Amorim country organisation or appointed representative.
(look at www.wicanders.com)

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