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"Produtos de Portugal, produtos da minha terra" programme

Sonae Sierra signs protocol with the Regional Office of Lisboa e Vale do Tejo

- An initiative to promote products developed in the region of Lisboa e Vale do Tejo
- Flash Store in shopping centers will showcase these products

Sonae Sierra, the international shopping centre specialist, has just established a protocol with the Regional Office of Lisboa e Vale do Tejo for the development of the programme "Produtos de Portugal, produtos da minha terra" (Portuguese products, products from my homeland), aimed at boosting and promoting the products developed in the region.

To boost this programme the cooperation between the several institutional partners and economic agents is crucial.

Sonae Sierra is associated to the project as the only private partner of the programme with its "Flash Store" concept, a retail format that enables an initial support to companies and/or products in launch stage, and thus enables the region's entrepreneurs to present their products in temporary venues in the Company's Shopping Centres.

Flash Store: an innovative product based on the Pop Up Store concept

The "Flash Store" is a new retail tool from Sonae Sierra's Shopping Centres. They're temporary shops that work as true laboratories to test new brands and concepts. They are simultaneously privileged venues for the launch of new products that requires greater interactivity and a relationship with the consumer.

From the perspective of entrepreneurs in the initial stages of the business, the “Flash Store”, due to its characteristics, represents a lesser investment, greater flexibility in terms of value and contract duration and are a unique opportunity to test new concepts and products.

Under this protocol, the businessmen and Associations of the Lisboa e Vale do Tejo region will be able to take advantage of special conditions for the installation of Flash Stores at Sonae Sierra Shopping Centres in the region, and the opening of two such stores is already scheduled to open soon at Centro Colombo.

To find out more about Flash Stores, visit www.mallactivation.com

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for bringing innovation and excitement to the Shopping Centre industry. The company is present in Portugal, Spain, Italy, Germany, Greece, Romania, Morocco, Algeria, Colombia and Brazil, and owns 51 shopping centres. Sonae Sierra is also active in third party service provision in Croatia. Currently, the Company has 3 projects under construction and 6 new projects in different phases of completion, and is also developing three new projects for third parties. Sonae Sierra manages more than 70 Shopping Centres with a total Gross Lettable Area (GLA) of about 2.2 million m2 with about 8,500 tenants. In 2011, the Company welcomed more than 428 million visits in its Shopping Centres.