

PRESS RELEASE

Maia, 23 October 2013

Event in partnership with the Faculty of Engineering in Porto to be held on the upcoming 25th and 26th of October

SONAE SPONSORS INNOVATION MARATHON

Sonae, in partnership with the Skills Centre for Innovation and Development of Products and Services (CiPS) of the Faculty of Engineering of the University of Porto (FEUP), will hold an innovation marathon in the area of e-commerce (Agile Marathon for e-commerce) on the upcoming 25th and 26th of October.

This event, named “Agile Marathon” will bring together teams of FEUP students who, during a continuous period of 29 hours, will have to develop an electronic commerce application. The teams will be formed by 4 to 6 students who will develop mobile applications to support the process of buying online from Continente, taking the skills and know-how acquired in university and applying them to the real world. Those skills will be put to the test in a real challenge set by Sonae, which will require an intense period of conceptualization, design and programming of the applications.

The challenge seeks to stimulate and support innovative e-commerce projects in the retail area, encouraging a true culture of synergy and collaboration amongst the students. With this initiative, Sonae and CiPS have set an innovative challenge to the university population, as a way of creating closer ties between the business and academic worlds, encouraging habits of open innovation and highlighting the benefits of interdisciplinarity in the workplace.

The winning teams will benefit from the recognition of Sonae and Porto’s Faculty of Engineering of, and will be awarded with technological equipment and gift vouchers that they can use to acquire tools that will aid and reinforce their learning.

At the same time, the “Agile Marathon” will be an opportunity for Sonae to identify young talent with great potential, and open doors for participants to potentially join Sonae’s team after they complete their academic training.



Sonae is a Retail company with two major partnerships in the fields of Telecommunications, Information Software & Systems and Media (Sonaecom) and Shopping Centres (Sonae Sierra). At the end of 2012, Sonae achieved a turnover of around 5.4 thousand million euros. The company has as its strategic objectives: The internationalisation and diversification of investment style and the leveraging and strengthening of core assets and competencies. Learn more at www.sonae.pt.

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