

Insurer is one of the main patrons of the new SBE Campus

Fidelidade inaugurates Studio at Nova SBE

In an effort to bring the new generations closer to the insurance industry, Fidelidade has inaugurated a pioneering concept based on a studio where students can raise awareness and improve their skills in the labor market.

Lisbon, March 15th, 2019 - Fidelidade inaugurated yesterday Fidelidade Studio at the Nova SBE Campus - School of Business and Economics, in Carcavelos.

The President of the Executive Committee of Fidelidade, Jorge Magalhães Correia, and the Dean of the Nova SBE, Daniel Traça, inaugurated this innovative concept, by taking part in a podcast moderated by the comedian Nilton. Subsequently, Fidelidade Studio at Nova SBE will have a regular podcast program dedicated to management and economics topics.

In order to create a unique experience and bring the new academic generations closer to the insurance industry, Fidelidade Studio promotes a disruptive concept with academic life, aiming to promote the sharing of talent in a technologically equipped space to help students develop their capabilities, according to their needs, to a challenging future.

In this place, students of the new SBE Campus, in addition to presenting their skills and talents, will have the opportunity to participate in Fidelidade initiatives, and may also contribute, in an experimental laboratory format, to the development of value strategies for new products and services of the insurer.

To streamline the Studio, Fidelidade will also invite regularly keynote speakers to discuss strategic and topical issues for the new generations and provide counselor support to share professional experiences that can help leverage student's academic projects, but also to develop their personal skills in the working world.

About Fidelidade

Fidelidade is the leading market insurer in Portugal, both in life and non-life, with a market share around 30.7%. The company is present in the various insurance business segments and benefits from the largest network in Portugal, with a presence in several countries, namely Angola, Cape Verde, Mozambique, Spain, France and Macau.

Fidelidade is the most awarded insurer in Portugal

Fidelidade operates based on a defined and continuous "Customer Centric Approach" strategy, where customers are effectively in the first place. The fact that it gives a crucial importance to the quality of the service that provides and to their wide and innovative offer, makes Fidelidade the market-leading insurer, the most awarded in Portugal and also with international distinction. In 2014,

Fidelidade was distinguished by the “Efma Accenture Innovation Awards”, in the “sustainable busi-ness” category, with its 'WeCare' project (which aims to support the correct reintegration of people who were victims of serious accidents, requiring physical, economic and social reintegration).

www.fidelidade.pt



A SUA CONFIANÇA É O NOSSO MAIOR PRÉMIO
A SEGURADORA MAIS PREMIADA EM PORTUGAL

ESCOLHA DO CONSUMIDOR
2018
ESCOLHA DO CONSUMIDOR
SEGURADORAS E
SISTEMAS DE SAÚDE
2018

BANCA & SEGUROS
2017
Exame
MELHOR GRANDE
SEGURADORA
RAMO VIDA
E NÃOVIDA
2017

MARKTEST
REPUTATION
INDEX
2017

MARCA MAIS
REPUTADA
2017
SEGURADORAS

FIDELIDADE
MELHOR REPUTAÇÃO,
PÚBLICO, EMPRESAS
E MEDIA

1
BASEF SEGUROS
GLOBAL 2016
MELHORES SEGUROS
MELHORES PREÇOS
A MAIS INOVADORA
A MAIS SÓLIDA

Efma
EFMA
ACCENTURE
INNOVATION
AWARDS
NEGÓCIO
SUSTENTÁVEL
2014

MARCA DE
CONFIANÇA
2018
Seleções do Reader + Digest

fidelidade.pt  