

FIDELIDADE CELEBRATES THE YEAR OF THE DOG

Fidelidade, as an insurance brand present in several countries in the world, has taken part in the Chinese New Year festivities. Also known as the Spring Festival, it is one of the greatest celebrations in the world. Fidelidade, other than in Portugal, is also present in Angola, Cape Verde, China (Macao), France, Mozambique and Spain.

This specific year holds significant importance for the brand, as it is the **Year of the Dog**. The dog is the symbol of the brand as it represents its core values such as loyalty, trust and reliance.



The headquarters of **Fidelidade** in Portugal sponsored the official Chinese New Year celebrations that were developed with the Embassy of the People's Republic of China in Portugal. The events took place at Teatro Nacional São Carlos and at Martim Moniz neighbourhood in Lisbon, with a traditional parade and fair attended by thousands of people. Other affiliated events also took place in Lagoa, Algarve (south of the country) and Povia de Varzim (north of the country).



In Spain, **Fidelidade** was present in the celebrations, through its branch **Fidelidade España**, as a partner of the China Taste 2018, an event that last throughout the month of February and allows thousands of restaurants goers to have access to prix-fixe menus at mid-range and high-end Chinese restaurants in Madrid. [Check the video on Fidelidade España's website.](#)

In France, through its branch **Fidelidade France**, a sponsorship was set at the Hippodrome de Vincennes for a special Lunar New Year Event. In Angola, through its company **Fidelidade Angola**, the organisation wished the community a happy and prosperous new year in a local Chinese magazine. In Mozambique, through its branch **Fidelidade Mozambique**, the group will be affiliated with a local Chinese association to take part on celebratory events.

Through these international endeavours, **Fidelidade** reaffirms its position and closeness within the Chinese communities abroad, with specific events, products, dedicated Call Centres which respond and warrant assistance to its clients in simplified Chinese.