

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

Fidelidade promotes student talent from Nova SBE

Seeking to bring new generations into the insurance industry, Fidelidade inaugurates a pioneering concept based on a studio where students can make known and improve their skills to make difference in their professional lives.

Lisbon, October 2nd, 2018 - Fidelidade will launch an innovative project that aims to create a new experience and to bring together the academy and the new generations with the insurance industry, with the opening of Fidelidade Studio on the new Nova SBE Campus - the School of Business & Economics of Universidade Nova, in Carcavelos.

Fidelidade Studio presents a disruptive concept with academic life, aiming to promote talent sharing in a technologically equipped space to help students develop their skills, according to their needs, for a challenging future.

In order to energise the Studio, Fidelidade will also invite keynote speakers to discuss strategic and current topics for the new generations and provide mentor support to share professional experiences that can help leverage student academic projects, and also for the development of their personal skills in the labour market.

Here, students of the new Nova SBE Campus, in addition to showing their skills and talents, will have the opportunity to take part in Fidelidade initiatives, and may contribute, in an experimental laboratory format, to the development of valuable strategies for new products and services of the insurer.

Rogério Campos Henriques, Vice-President of the Fidelidade Group states "The presence of Fidelidade at Nova SBE Campus is a strong and innovative bet that allows us to bring Fidelidade together with the academic world, interacting with the students, helping them on the development and expansion of their skills and allowing them a better entry into the labour market. Simultaneously, Nova will work as a laboratory, where we will test new concepts and approaches."

Pedro Santa Clara, President of the Alfredo de Sousa Foundation, responsible for the Nova SBE Campus, reinforces that "Fidelidade's support was decisive for the construction of the new Campus and I am convinced that, together, we are going to make very innovative programs for both institutions. The Fidelidade Plaza is one of the favourite areas of the school and Fidelidade Studio will have a great impact on our master's students. "

In addition to Studio, as one of the main patrons of the new Nova SBE Campus, Fidelidade will also be present in this innovative project with Fidelidade Plaza, an outdoor area for social interaction among the entire academic community.

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 business" 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).

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