MountainLikers
Congrès de Neu

St. Julià de Llòria,
Andorra
3rd March 2016

Session 5, 14:30 – 16:00
Elite Sportswo/men as Testimonials
Douglas Pate
Andorran Business Confederation
Confederació Empresarial Andorrana

- Ambassador for Sports (CEA)
- International Liaison Officer
  - Andorran Cycling Federation
Sportswo/men as Testimonials

- Mr. Albert Llovera  
  Rally Driver and ex-skier
- Andorra
Sportswo/men as Testimonials

- Mr. Albert Llovera  Rally Driver and ex-skier
  - Andorra

- Mr. Ferran Latorre  Mountaineer, traveller
  - Barcelona
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- Xavier Florencio Katusha WCP
  Catalunya
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- Mr. Ferran Latorre, Mountaineer, traveller, Barcelona
- Xavier Florencio, Katusha WCP, Catalunya
- Mr. Jean-Philippe Monfort, IPM Cluster Montagne, France
Elite Sportswo/men as Testimonials
Active Synergy
συνεργεία
σύν εργον
Active Synergy

Brand

Mountain resort

Elite Sportswo/man
Synergy of Added Value
Synergy of Added Value

Visibility

Awareness

Desire
Synergy of Success
Synergy of Success

- Brand
- Athlete
- Resort
- Sales
- Goals
- Tourists
Synergy of Success

Synergy

Success

Harmony
Result

Synergy
Result

Synergy  Success
Result

Synergy  Success  Growth
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