• Born in Barcelona in 1970.

• He studied at AULA college and Industrial Engineering at ETSEIB (UPC). He speaks, Catalan, Spanish, English, French and little German.

• Climber, mountain guide and camera.

• He worked filming 14 years at the TVE program “Al Filo de lo Imposible”, filming adventure climbs all over the world.

• He has worked many years in outdoor training at General Motors.

• Writer. He has published in many magazines and newspapers.

• He gives lectures for more than 20 years, related to risk management and motivation of the challenges facing.
There are 14 peaks of 8000 meters in the world. I have climbed 11 of them. Just 3 remain to be climbed!
Do we promote tourism?
Sport values:
- Adventure.
- Effort.
- Toughness.
- Endurance.
- Team working.

Ethic Values:
- Fair Play.
- Solidarity.
- Honesty.

Environment Values:
- The beauty of nature.
- Health values.
- Respect for nature.
**Challenge 14x8000 / Associated Values**

### Sport values:
- Adventure.
- Effort.
- Toughness.
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- Fair Play.
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- The beauty of nature.
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**What we do:**

**What we see:**

www.ferranlatorre.com

**What we feel:**

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Challenge 14x8000 / Communication

TV

Social media
www.ferranlatorre.com

Press and Radio
Communication DURING the expeditions.

We are using the last technologies for Broadcasting all the expeditions.

- Satellite phone: To talk from any point, even summit. INTERVIEW in RADIO.
- Modem Satellite: To send VIDEO, PHOTOS and POSTS to newspapers and website.
Challenge 14x8000 / Communication

www.ferranlatorre.cat
Our Challenge / Communication on line

Communication OUT OFF the expeditions.

• Short: My Facebook and Twitter are permanently updated as well as my personal Blog www.ferranlatorre.cat.

• Long: I have a deal with the most important media company in Catalonia the GRUPO GODÓ and with TVC (catalan National TV):

  • Newspaper La Vanguardia:
    • Blog http://blogs.lavanguardia.com/cat14x8000/ with a link in the front page.
    • MAGAZINE La Vanguardia: Also written articles in the most important weekly magazine in Catalonia.

  • Radio: Live Connections every week at RAC1, leader radio in Catalonia.

  • TV. I send edited videos to TVC. All the videos start with sponsors logos!:
    • They are permanently at the TVC web.
    • The TV news will broadcast the summit footage.
    • At the end a full documentary will be edited and broadcasted in TVC Chanel.
Ski touring / Associated Values

**Sport values:**
- Adventure.
- Effort.
- Toughness.
- Endurance.
- Team working.

**Ethic Values:**
- Fair Play.
- Solidarity.
- Honesty.

**Environment Values:**
- The beauty of nature.
- Health values.
- Respect for nature.

**What we do:**

**What we see:**

**What we feel:**
Ferran Latorre ha afegit 7 fotografies noves — a
Andorra - VallNord.
Published by Ferran Latorre Torres [?]. · 2 febrer. Ordino, Andorra.

Ahir arrossegant-me per Andorra amb un super-refredat. Vall de Rialb-Pic del Cap del Forn-Font Blanca (Cara Est per la Canal del Síguer). +1500m amb Albert Bosch Molt glaçat! Suunto Grifone Scarpa Spina Black Diamond Cebé
http://www.movescount.com/es/moves/move91871993

Pirineu glaçat amb @albert_bosch. Pirineo helado. Frozen Pyrenees. @grifoneteam @cebe_eyewear @Vallnord
Thank you!

Contact:
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ferranlatorre@gmail.com