



MountainLikers Congrés de Neu

St. Julià de Llòria,
Andorra
3rd March 2016

Session 5, 14:30 – 16:00



Elite Sportswomen/men as Testimonials



Douglas Pate

Andorran Business Confederation
Confederació Empresarial Andorrana

- Ambassador for Sports (CEA)
- International Liaison Officer
 - Andorran Cycling Federation





Sportswomen/men as Testimonials

- Mr. Albert Llovera
- Andorra

Rally Driver and ex-skier



Sportswomen as Testimonials

- Mr. Albert Llovera Rally Driver and ex-skier
- Andorra
- Mr. Ferran Latorre Mountaineer, traveller
- Barcelona



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- Catalunya



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- Catalunya
- Mr. Jean-Philippe Monfort IPM Cluster
- Montagne
- France



Elite Sportswomen/men as Testimonials



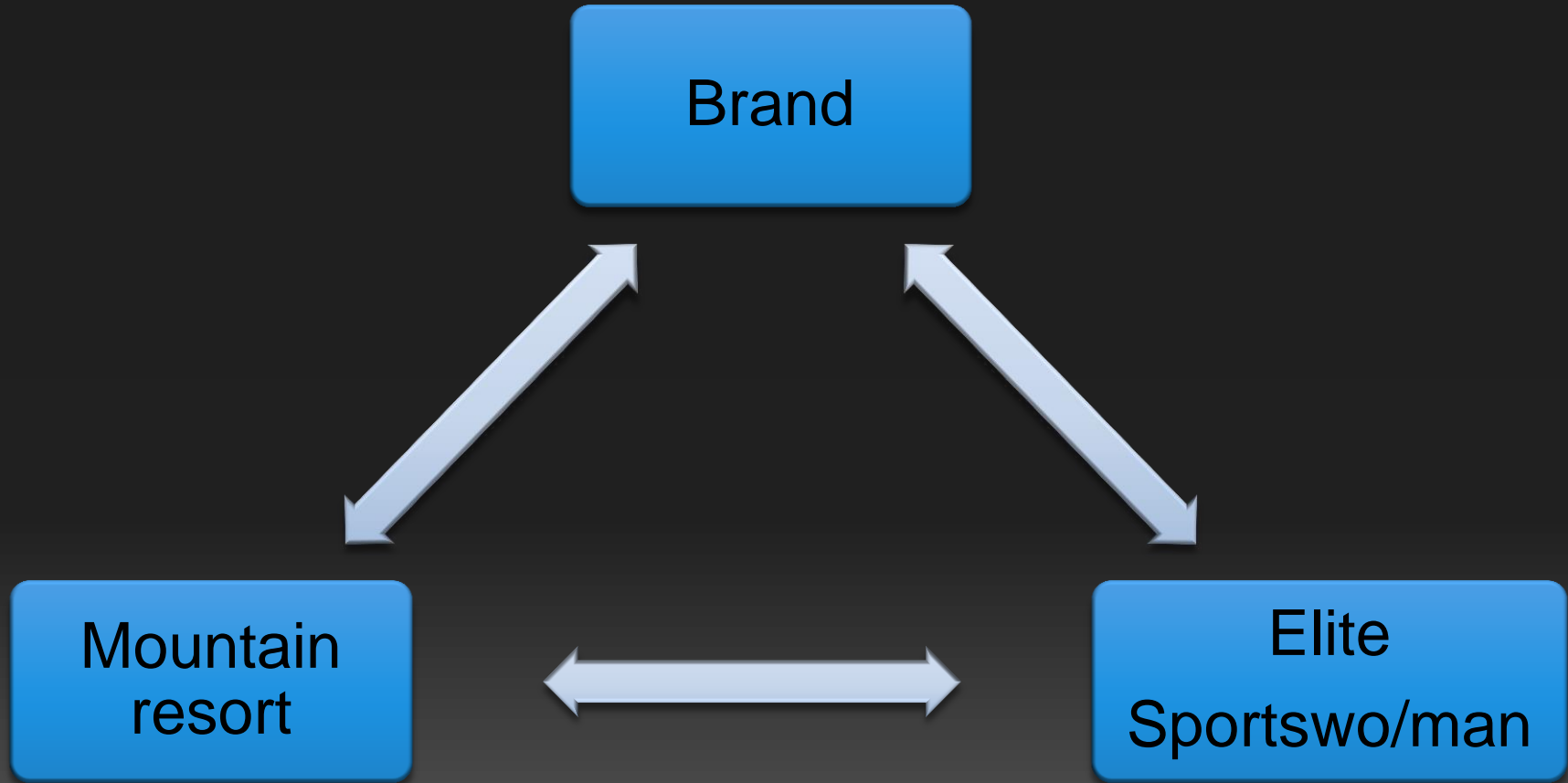
Active Synergy



συνεργεία

σύν εργον

Active Synergy





Synergy of Added Value

Synergy of Added Value

Visibility

Awareness

Desire



Synergy of Success

Synergy of Success

Brand

Sales

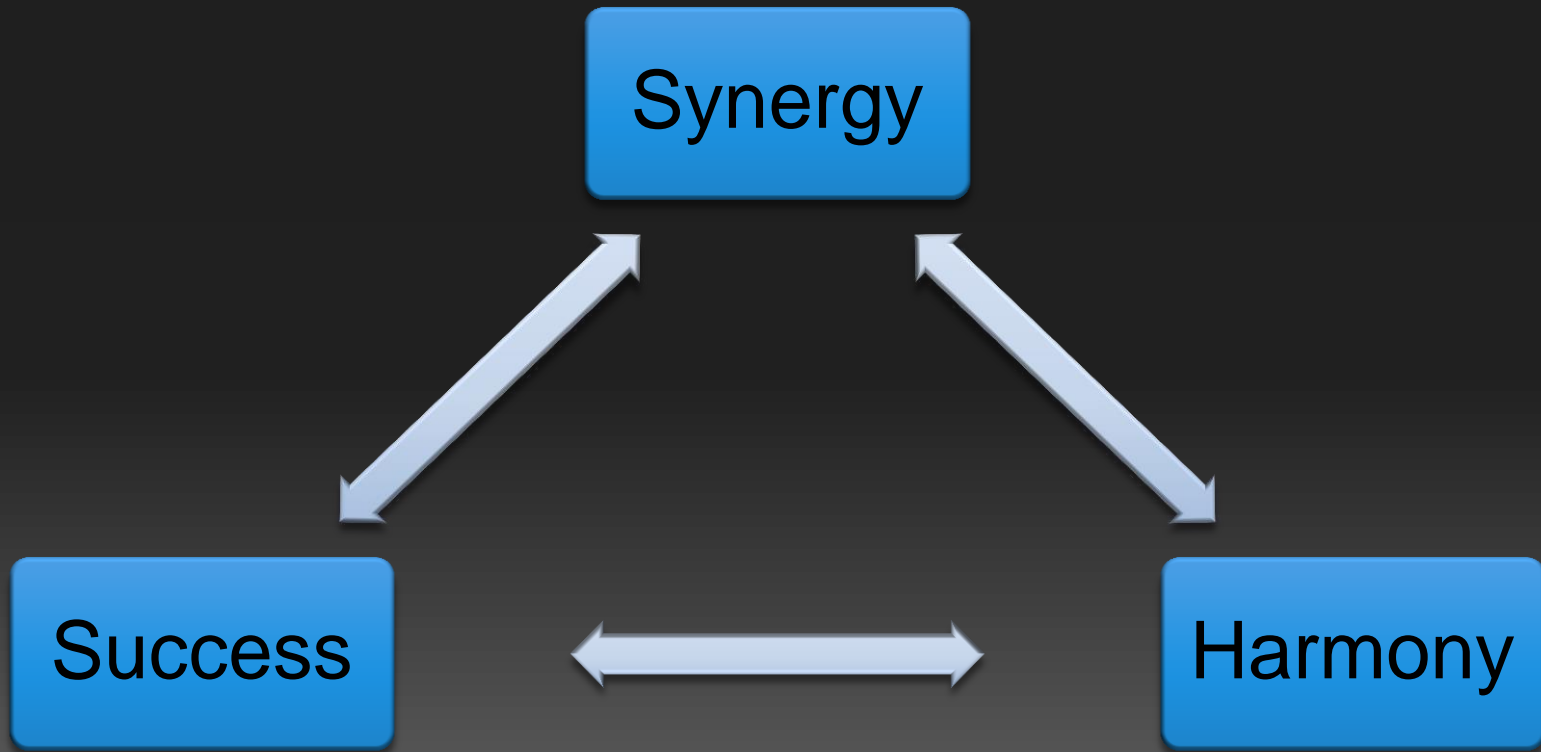
Athlete

Goals

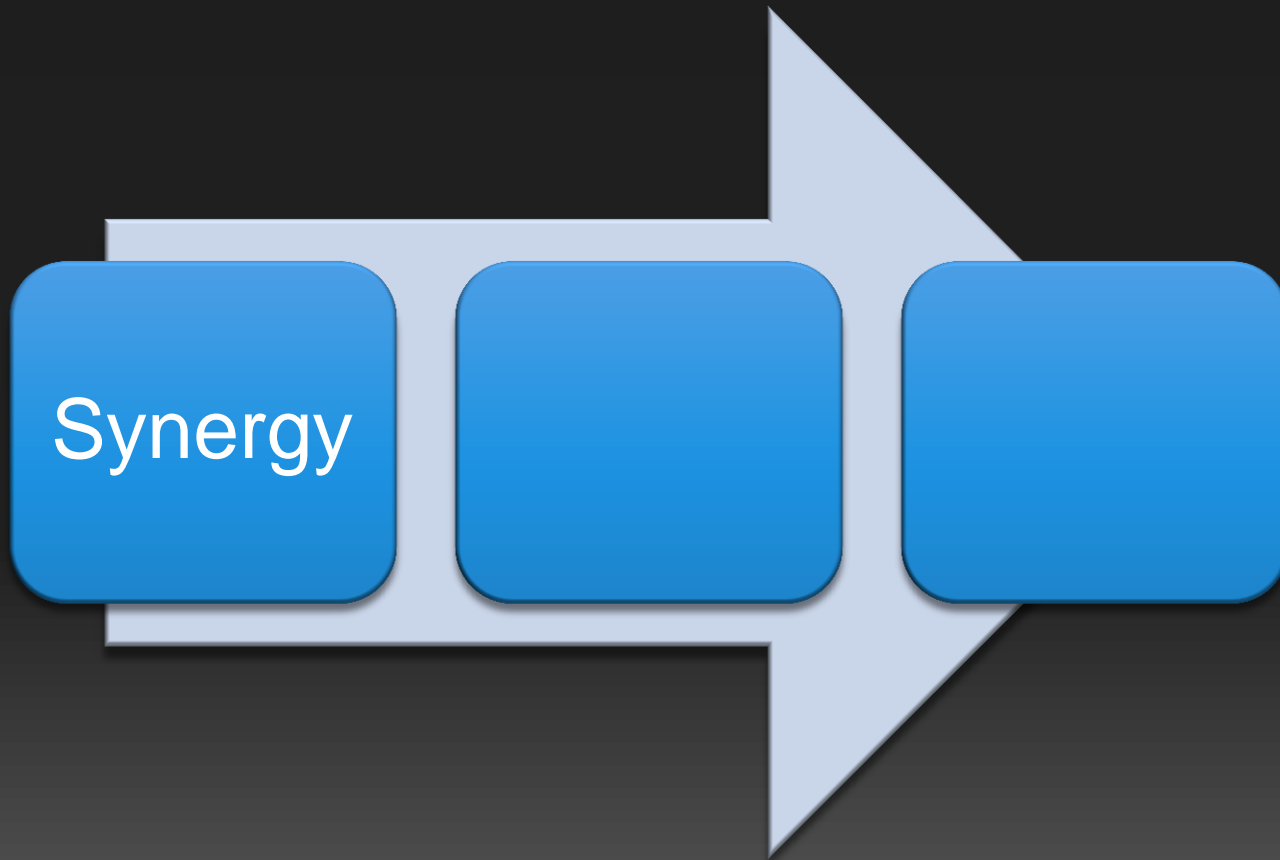
Resort

Tourists

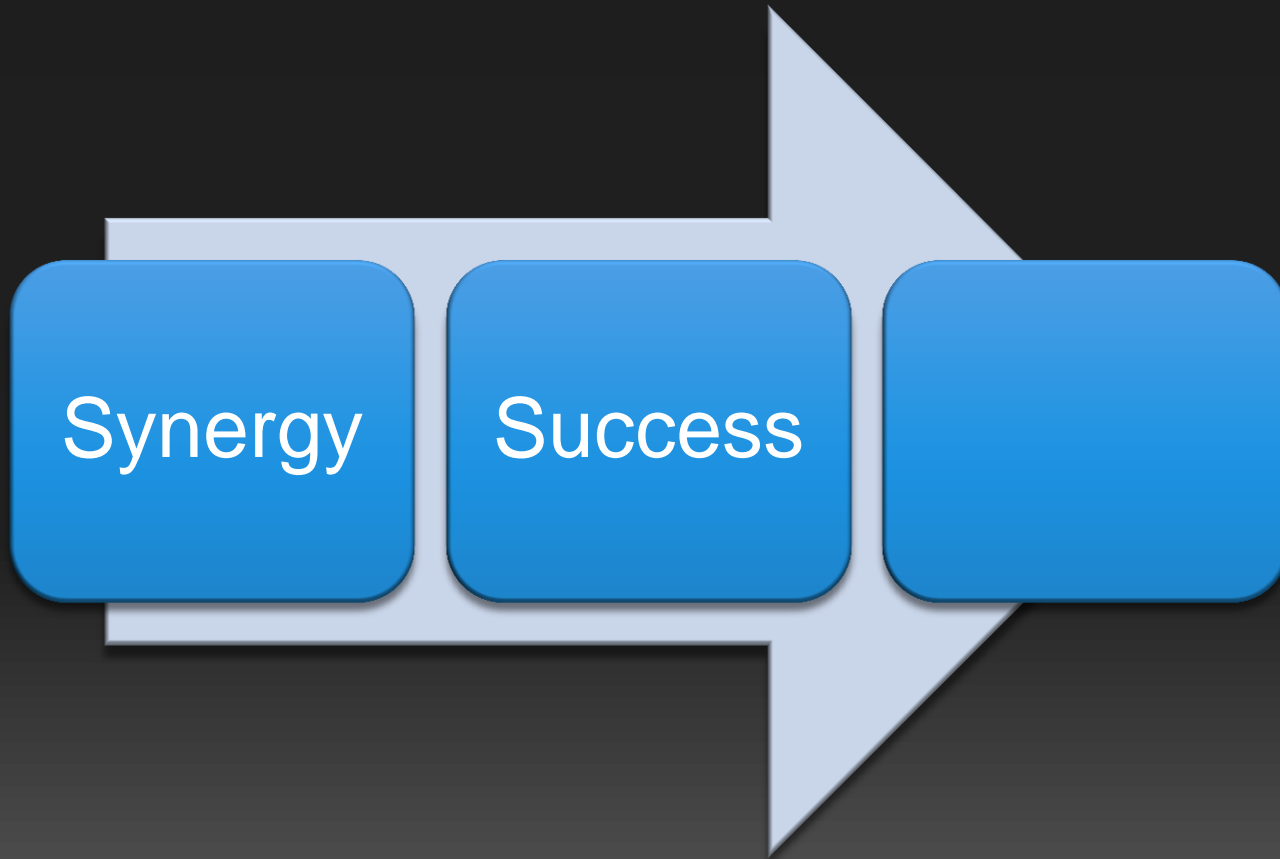
Synergy of Success



Result



Result



Result



Synergy

Success

Growth



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