



Press Release - 16 July, 2010

[Back to FILDA for the fifth year running](#)

Portucel Soporcel group remains committed to growing sales in the Angolan market

- **The Group's presence at the Luanda International Trade Fair designed to consolidate the image of its brands: Navigator, Pioneer, Inacopia, Target and Soporset**
- **Focus on stronger ties with partners and local distributors**

The Portucel Soporcel group is set to show its products at **FILDA 2010**, the largest trade fair organized in Angola, attracting exhibitors and visitors from a range of sectors. The event is organized by the Angolan Industrial Association from July 20 to 25 and will bring together some 100 Portuguese companies, in a pavilion devoted to Portuguese goods and services, with a floor space of 3,000 m².

The Angolan market has outstanding potential for growth, and the Group will therefore be exhibiting at FILDA for the 5th consecutive year. The Group has provided growing support for local partners promoting its premium brands - Navigator, Pioneer, Inacopia, Target and Soporset – underlining the superior quality of these products.

The Navigator brand is currently distributed exclusively in Angola by ECIL and NCR, and the Pioneer brand is distributed exclusively by MELIK. A partnership has also been created with SC2 for distribution of the Target brand.

Given that in every market in which it operates, its strategic aim is to establish itself as clear market leader in the top quality segment, the Group is paying special attention to the Angolan market, with a specific budget and a dedicated sales team. The Company is also committed to a closer and more active relationship with the largest printing companies in the country, by organizing technical presentations and forging



partnerships, so as to complement its involvement in a project for school books produced in Angola.

About the Portucel Soporcel group

The Portucel Soporcel group is one of Portugal's strongest players on the international stage.

Having concluded an investment programme totalling more than 900 million euros, including a new Paper Mill, officially opened in November 2009, the group is now the leading European producer of UWF printing and writing paper, and remains the largest producer in Europe – and one of the largest in the world - of bleached eucalyptus pulp (BEKP).

With annual turnover of approximately 1,100 million euros, the group is currently one of Portugal's top three exporters, selling its products to some 100 countries over five continents.

The group owns Portugal's most high-profile international brand, Navigator paper, the world's best-selling product in the premium office paper segment.

Woodlands management is a strategic area for the Group. Most of the forests under its management, covering some 120 thousand hectares, are certified under the internationally recognized FSC and PEFC schemes.

The Group is also the country's leading producer of energy from biomass, generating more than 50% of all electricity derived from this renewable source in Portugal.