

22nd October 2009
Lisbon Congress Centre
14:30 – 18:00

PRIMAVERA BSS and Optimus Negócios Promote Season of Management Seminars

Renowned biologist Francisco Lozano Winterhalder in Portugal to speak on Environmental Management and Increased Business Competitiveness

Lisbon, 19th October 2009 - Francisco Lozano Winterhalder, the renowned biologist and considered a guru in Environmental Management, is the keynote speaker invited by Optimus Negócios and the PRIMAVERA Academy, of PRIMAVERA BSS, to speak about Environmental Management and Increased Business Competitiveness to an audience of executives, on 22nd October at the Lisbon Congress Centre between 2.30pm and 6.00pm

The seminar with Francisco Lozano Winterhalder is part of the [Executive Seminars 2009](#) season, a joint initiative by PRIMAVERA BSS and Optimus Negócios which aims, under special conditions, to boost the evolution and the management and innovation capacities of the Portuguese business world. This is done through training in innovative management techniques acquired through contact with renowned national and international figures from different management areas.

As with the success achieved at the last conference with Pierluigi Collina, an extraordinary figure from the world of football, the presence of Francisco Lozano Winterhalder in Portugal reflects the continuation of PRIMAVERA BSS's successful investment in management qualification for the Portuguese economic world through these Executive Seminars which, during 2008 brought together around 2000 participants to hear Portuguese and international gurus such as Rowan Gibson, Philip Kotler, Richard Denny, Lopes dos Santos and Saldanha Sanches.

Francisco Lozano Winterhalder brings to this conference the importance of Environmental Management as guarantor of business competitiveness

Francisco Winterhalder, as well as pointing out the physical, social, economic and even cultural implications of environmental and climatic changes, makes the connection between the Environment and the business world, proposing that companies adopt measures to save on spending, decrease waste and reduce their operational costs, as well as identifying new business opportunities during this "green journey."

In his speech, Winterhalder therefore draws a parallel between the main Threats – waste management, recycling, etc. – and the business Opportunities – the urgent production of non-contaminated products, the reduction of energy consumption and the resulting exploration of alternative energy sources, among others. The expert also seeks to answer the question: what is the relationship between Social Responsibility and Increased Business Competitiveness?

About Francisco Lozano Winterhalder

He is a famous Biologist, Master of Humanities and Professor of "Environment" and "Environmental Ethics" at Ramón Llull University in Barcelona. He has been a member of the

Executive Board of the United Nations in Spain having participated as a worldwide observer at the Earth Summit in New York (1997).

A renowned speaker worldwide, he has dedicated his reflection to issues related to climatic changes and the implications for the business world. Winterhalder holds a key role in identifying a series of business measures and practices which lead to a significant reduction in operational costs, an extremely important factor considering the current economic context.

Appealing for increased Social Responsibility, for companies' voluntary contribution towards adopting measures to make society more just and to make the environment cleaner, Francisco Winterhalder proposes new attitudes and new behaviours which contribute towards sustainable development, that is, for a balance between environmental protection and economic, social and cultural development.

The author of "For Life on Earth" (2005) believes that there has to be a change in our social attitude towards the Environment because an awareness of its limitations will give rise to a real Revolution...there will be huge transformations on all levels of our lives because "New Times" allow New Values. He stresses that whoever is capable of adopting new measures, particularly the dematerialisation of processes, the reduction of journeys, among others, will considerably reduce your company's daily spending and, at the same time, increase its profitability.

About OPTIMUS NEGÓCIOS

Optimus Negócios has taken on the strategic focus of the customer-focused Optimus, with the aim of providing the best solutions for all types of Company communications: Mobile, fixed-line, voice, data and Internet access.

In May 2008, Optimus Negócios boosted its range of products by offering new services, offering integrated mobile, fixed-line and Internet solutions via a unique package on the market.

In the dynamic business world of today, Optimus Negócios believes that having a complete and personalised communications solution is a fundamental factor in the success of Companies and Optimus Negócios pledges to find the best proposal for each Customer.

About PRIMAVERA BSS

PRIMAVERA BSS is a Portuguese multinational company specialized in the development of management solutions and platforms for the integration of corporate processes. With subsidiaries in Portugal, Spain and Angola and present via a network of local partnerships in Cape Verde, Guinea Bissau and Brazil, the PRIMAVERA Group has an experienced and highly qualified team of 220 employees. Since 2001, it has appeared in Europe's 500 ranking which classifies the 500 European countries with the biggest growth potential. The PRIMAVERA Group is placed as a partner and supplier *par excellence* of technological solutions aimed at helping its 40,000 current clients manage their businesses. It is distinguished by the continual innovation of its solutions, through a policy of investment in Research and Development and the participation of its critical mass in R&D programmes at research centres and universities. The PRIMAVERA Group has held ISO 9001:2000 Certification since 2002.

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