



# CONTACTO '19

SONAE TRAINEE PROGRAMME

Join the next generation  
of Sonae Contacto Trainees

Maia, 3rd June 2019

## Contacto programme brings together 56 young men and women and sonae's leaders for a day

**Contacto Day introduces Sonae and its leaders to young talent who will have the opportunity to take up a 9-month internship at the group.**

The 56 young men and women chosen to participate in the 2019 edition of Contacto Programme had the opportunity to join Contacto Day, during which they got to know Sonae and its businesses better, as well as the challenges they will face during the internship. Contacto Day was also marked by a networking opportunity and the mutual introduction of the future *intrapreneurs* to the respective Business Leaders, who will be mentoring them, as well as to the members of the Executive Committee and the group's CEO, Cláudia Azevedo.

Ana Vicente, Sonae's Talent Management & Development Director, says: "We believe that offering a day dedicated to sharing experiences between trainees and top managers, such as Contacto Day, is an enriching and defining experience for these young adults' path at Sonae, but also for our leaders. This two-way experience is, in fact, one of the biggest pluses of Contacto Programme and it is the basis of its longevity and success. Every year, we reinforce our teams with highly competent, innovative, creative and collaborative young professionals, who actively contribute to the development and growth of the group and its businesses".

Under the "intrapreneurship" motto, which marks this year's edition of Contacto Programme, Contacto Day was marked by the opportunity given to every new trainee to present his or her innovative idea during a 1-minute pitch. Subsequently, it was Sonae's teams' turn to present internal examples of intrapreneurship, in an exchange of disruptive projects and solutions, which have forever changed the group's businesses.

Contacto Day's afternoon was dedicated to celebrating the end of 2018's traineeship, whose trainees have now ended their journey in the Programme and will soon integrate Sonae's teams. These young professionals presented, through posters, the strategic project which they



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developed during the internship and the learning path they created in that period.

The day ended with a talk show called “Wheel of Learning”, which had the participation of members of the group’s Executive Committees, who shared, in an intimate and informal atmosphere, their learning and self-knowledge path throughout their careers.

The 56 young professionals are now ready to initiate their internship over the next months (July, September or November), during which they will have the opportunity to develop their roles and, simultaneously, work on a strategic project at Sonae Companies.

## About Contacto Programme

Pioneering in Portugal, Contacto Programme has the mission of attracting and integrating young talent in Sonae Companies. It aims at consolidating the long and strategic partnership relation Sonae maintains with Universities, thus contributing to an effective connection between academia and work market.

Contacto Programme is open to high-potential young talent, final-year student and recently graduated (licentiate or masters) in any field of study. Since its creation, in 1986, Contacto Programme has received approximately 45,000 applications, which led to the selection and participation of over 4,600 people hailing from different areas of knowledge and nationalities on “Contacto Day”, several hundreds of whom ended up integrating Sonae Companies’ teams.



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