

GMV participates in Landor's Brand Speak

The Spanish multinational takes part in the first Brand Speak meeting organized by Landor in Spain, where experts will debate and reflect on the growing importance of the brand

Madrid, 10 September 2007.- Kjell Nordstrom, one of the five most influential voices in the business world, said that "the brand is not a company tool; it is the company itself". Walter Landor, one of the first brand creation experts, also said in 1941 that brands are created in the mind.

The company and the brand strategy are ever more closely bound up with each other. In a world saturated with a glut of commodity products, the brand has come to the fore. We all know companies whose brand is worth more than its combined assets.

Landor Associates, the world's top brand consultancy, is holding the Brand Speak event in Spain for the first time, as a forum for reflection and debate on the importance of the brand while also giving some of its clients a chance to tell their own story. One of these clients is the Spanish multinational GMV, whose Corporate Development Manager, Miguel Ángel Martínez Olagüe, will be giving a paper on the sheer value of the brand for a B2B technology group like GMV.

Other speakers are Andrew Welch, Landor Corporate Branding Director Europe; Juan Ignacio Amat, Pepsico Iberian Marketing Manager, and Joan Mañá, General Manager of *MC Marketing y Comunicación*.

Landor Associates is the world's foremost brand consultancy, with over sixty years of experience. It belongs to the WPP communication group and runs a network of 24 offices. It has created and managed top-level corporate or consumer brands, such as those of the city of Madrid, La Caixa or Banco Santander in Spain.

In 2006, with the support of Landor, GMV overhauled and unified the corporate identity of all its subsidiaries under the common brand GMV. Landor's work was essential in ensuring that the new identity chimed in with the company's business outlook, i.e., its keenness to come up with innovations and breakthroughs, to better itself continuously, to take on thrilling challenges and win itself a position of leadership on the strength of technical excellence. The new image reflects GMV's history and values and also its ongoing commitment to supporting clients' processes by means of cutting-edge technical solutions and ideas.

Event info:

<p>Event: Brand Speak Venue: Real Fábrica de Tapices. C/ Fuenterrabía, 2 Date: Wednesday, 26 September Time: 9:30 to 15:00 For booking and confirmation phone: África Cortejarena (91 766 63 69)</p>



GMV is a privately owned Spanish technology group founded in 1984 and trading on a worldwide scale in the following sectors: Aerospace, Defense and Security, Transport, Telecommunications and IT for public administration and large corporations. In 2006 it chalked up a revenue of 66.5 million euros working with a 750-strong staff. The company's growth strategy is based on continual innovation; 10% of its turnover is spent on R&D. **GMV** hence ranks fifth among all Spanish firms in terms of returns on the European Community's Sixth Framework Program for Research and Technological Development and holds several international patents. GMV is currently one of the world's two foremost suppliers of satellite control centers; as a firm it boasts Europe's third biggest participation by volume in Galileo; it is the main supplier of C3I command and control systems to the Spanish army and the nation's top supplier of telematic systems for public transport.

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