

## **FICOSA, THE 2009 WINNER OF THE CAMBRA DESIGN MANAGEMENT AWARD**

**Barcelona, 27th October 2009.**- Ficosa, the multinational automotive systems and components Company, has been awarded the 2009 Cambra Design Management Award.

The award, organised by the **Barcelona Chamber of Commerce and BCD Barcelona Disseny Centre**, honours companies that have “shown themselves capable of profiting from their overall design management, which in addition to improving their business strategy has also resulted in an optimisation of resources used to differentiate and position their products, all of which adds up to an increase in competitiveness”.

The jury has decided to award ex aequo this year’s Cambra Design Management Award to Ficosa and the company Munich. The jury has taken into account that “the companies belong to sectors with clearly differentiated dynamics and methods for incorporating design, but both have achieved notable results and represent examples to be followed in other sectors”. One of the main differences is that Munich operates in a consumer market while Ficosa operates in an industrial market.

“Ficosa belongs to a very competitive industrial sector subject to difficult conditions. Its clear commitment to design, incorporated into the company as both a strategic and operational element over the last few years, makes it stand out from the crowd. At Ficosa, design successfully takes the role of mediator and coordinator between creative activities, giving these activities value through innovation, while at the same time implementing product development. Design is highly valued in all areas of the Company.”

The ceremony to present the award, the only one in Spain to honour design management, took place today in the “Saló de Contractacions” room at Casa Llotja de Mar in Barcelona within the framework of the **2009 BCN Design Week** activities. Vicenç Aguilera, Managing Director of Ficosa Technology collected the award from Miquel Valls, President of Barcelona Chamber and BCD.

**For more information:**

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