



22 students enrolled on the Protocol and Events Organization degree course visited Puertos del Estado

Salvador de la Encina welcomes students from Camilo José de Cela University

- The Corporate Management team arranged a chat-debate on its commercial activities.

12-11-2019 (Ministry of Development). The president of Puertos del Estado, Salvador de la Encina, has welcomed a group of 22 students enrolled on year three of the Protocol and Events Organization degree course at Camilo José de Cela University.

During their visit to Puertos del Estado's head office, a chat-debate was arranged during which the Corporate Management team, led by Magec Montesdeoca, provided detailed explanations of several issues related to the organization of fairs and events, as well as the different variables that need to be taken into account to promote a company's image and reputation.

The presentation made by our Corporate Management provided these students with first-hand knowledge of the importance of ports in the Spanish economy, as well as their commercial activity, given that over the year about ten trade fairs are arranged where most Spanish Port Authorities participate, coordinated by Puertos del Estado.

María José Nicolas, the teacher in charge of the student group, highlighted that these activities are very helpful to encourage awareness amongst students of the importance of corporate protocol, "underlying our professional activity is the company's policy, enhancing its brand image and reputation".