



Book published and recent Tribute Events within the Superbrands network:

Austria

Austria printed their first Superbrands book in January 2007 with 50 brands. They held their event on 12th February and had excellent feedback from the brands as well as excellent press coverage.

Egypt

Egypt Superbrands Volume 2 went to print in December 2006 with 40 brands, and held their event on 20 February 2007.

Italy

Italy printed Superbrands Volume 3 in February 2007 with 40 brands and held an exciting event on 14 March 2007 at the Stock Exchange of Milan.

Norway

Norway Superbrands Volume 2 has gone to print this month with 38 brands and will be holding their event on the 3rd May 2007.

New programmes launched in 2007

Countries that are launching B2B programmes this year include Bulgaria, Romania, Poland, India and Sri Lanka. Russia will launch a new Kids programme, and Czech Republic has launched their new Superbrands V2 project.

Croatia

Superbrands Volume 1 went to print in February 2007 and their event will be held on 22 May 2007. Croatia went to print with 32 participating brands.

India

India printed Consumer Superbrands Volume 2 in February 2007 with 90 brands, and held a successful event on the 12th April at the Taj Land's End Hotel in Mumbai.

Serbia

Serbia Superbrands Volume 1 went to print in March 2007 with 53 brands and held their event on 16th April 2007.

Sri Lanka

Sri Lanka Superbrands Volume 1 went to print in March 2007 with 50 brands and held their event on 20th March 2007.

Other news:



An exciting development this year was the printing of the first Austrian Superbrands Limited edition stamp as shown in the picture.

The Austrian Post offers this service to companies in Austria and took the initiative to create these stamps as their way of helping promote awareness of the Austrian Post achieving Superbrands status in this the inaugural programme there.

*Warm regards,
Superbrands Romania*