

# Superbrands

## Media Coverage

| Country | Date | Publication     |
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| Czech   | 2005 | Press Clippings |

## ‘Superbrand’ Title for Corinthia Hotels International

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Corinthia Hotels International (CHI) was named one of the Czech Republic’s first “Superbrands” by the country’s newly set up Superbrand Council. The Superbrand programme, one of 30 worldwide, evaluates the best global and local brands in a selected destination and produces a high-calibre publication profiling each of the chosen brands.

The prestigious honour, together with the Superbrands’ publication, were announced recently at a Gala launch ceremony attended by Czech Republic’s deputy Prime Minister Ing. Martin Jahn at CHI’s five star Corinthia Towers Hotel in Prague, a CHI statement said yesterday.

Accepting a copy of the book from Bill Colegrave, director of Superbrands worldwide, Corinthia Hotels International chairman Karmenu Vella said, “We are extremely proud that the CHI brand has been recognised by this prestigious group, along with such famous American brands as Coca Cola, Microsoft and McDonalds, and it was an especially great honour for us that the Corinthia Towers Hotel, designated the ‘World’s Best Hotel 2004’ by Worldhotels, was chosen to host the Superbrand launch in the Czech Republic. This, in itself, demonstrates that Corinthia Hotels International is rightfully earning its reputation as one of the leading world class hotel brands”.

Also present at the event were Ms Jo Weaver, chairperson of the Czech board of Superbrand, Christian Grage and Kamil Madej, general managers of Corinthia Towers and Corinthia Panorama hotels in Prague respectively, and some 300 distinguished personalities from Prague’s business community.

<http://www.independent.com.mt/articles/2005-07-27/local-news/%E2%80%98Superbrand%E2%80%99-Title-for-Corinthia-Hotels-International-78469>

## Superbrands wracza do Czech

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Superbrands - projekt, którego finał kilka miesięcy temu mogliśmy obserwować po raz pierwszy w Polsce - wkracza do Czech. To już 46 kraj, w których wybierane są najsilniejsze marki. Uroczysta gala Superbrands, podsumowująca pierwszą edycję projektu w Republice Czeskiej, odbędzie się 13 czerwca br. w Pradze. Celem projektu, podobnie jak w Polsce, było wyłonienie najsilniejszych marek na rynku. Marki wybierano w czterech kategoriach. Do pierwszego czeskiego albumu Superbrands weszły zarówno te marki, które także w Polsce uznano za najsilniejsze jak Coca - Cola, Durex, Microsoft czy Nescafé, jak i marki mniej znane. Z czeskich marek jedną z najsilniejszych na rynku okazała się m.in. Škoda. Superbrands to niezależna organizacja działająca od ponad 10 na całym świecie. Jej zadaniem jest promowanie i nagradzanie silnych marek na poszczególnych rynkach.

<http://www.proto.pl/aktualnosci/superbrands-wkracza-do-czech>