

Superbrands

Media Coverage

Country	Date	Publication
Romania	2009	Press Clippings

Best brands awarded in second Superbrands edition

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This year it was artist Dan Puric who received this accolade. Previous editions saw Raed Arafat, the creator of SMURD (the mobile emergency service), actor Ion Caramitru, initiator of the UNITER theater gala and Bogdan Baltasar, who is held in high esteem by the financial and business community. On the same occasion, the second volume of the Business Superbrands was launched. The volume includes top brands from domains and industries that are representative for Romania but also two categories that are a first. The first category which includes brands with development potential from neighboring countries is represented by three brands from the Moldova Republic: Agroindbank, Purcari and lawfirm Turcan& Turcan. The second category entitled Brands to Watch includes brands that were up to a remarkable start such as Radisson SAS and RBS, which will be monitored in the future by the business Superbrands programs.

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<http://www.business-review.eu/bucharest-going-out/best-brands-awarded-in-second-superbrands-edition-8033-9807>