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INTERNACIONALIZATION, PRINCIPAL GOAL OF "COMPANY WE" FOR 2011

Among the most remarkable changes for 2011, we can emphasize our internationalization process, says Salvador Luque, Company We's CEO.

As discussed, "Company We's abroad promotion and marketing fundamental, as we will begin our services in 2011 in countries Jamaica, Panama, Morocco and Turkey" some of the main We-Project Company's stakes/bets.

Company We is composed mainly by 5 companies, 4 of them local and one international.

We-Project, dedicated among other things to the project management. We-Design, responsible for the decoration's development and the building's interior architecture. We-Equip, in charge of the equipment and its installation. We-Resolve controls the preventive as well as the corrective maintenance of the property.

Finally, We-project Jamaica LTD. (located in Jamaica) is confirmed as the first company's oversea branch, which stakes for projects in the Caribbean and Central America.

CRM, A CRUCIAL FACTOR FOR AN INTERNATIONAL FUTURE

For a better projects and clients control, Company We decided the CRM hiring (Customer relationship management) for the national and international projects management and monitoring.

The hiring was made through the Zoho platform, which also administrates contacts information, projects and campaigns, provides extra information, as well as opportunities, estimated sales amount, the possibility of budgeting

and billing itself. We selected this platform as the access to the database can be done through any internet browser. This feature makes the work easier for everybody, as tracking the project or the client can be checked and done from anywhere in the world.

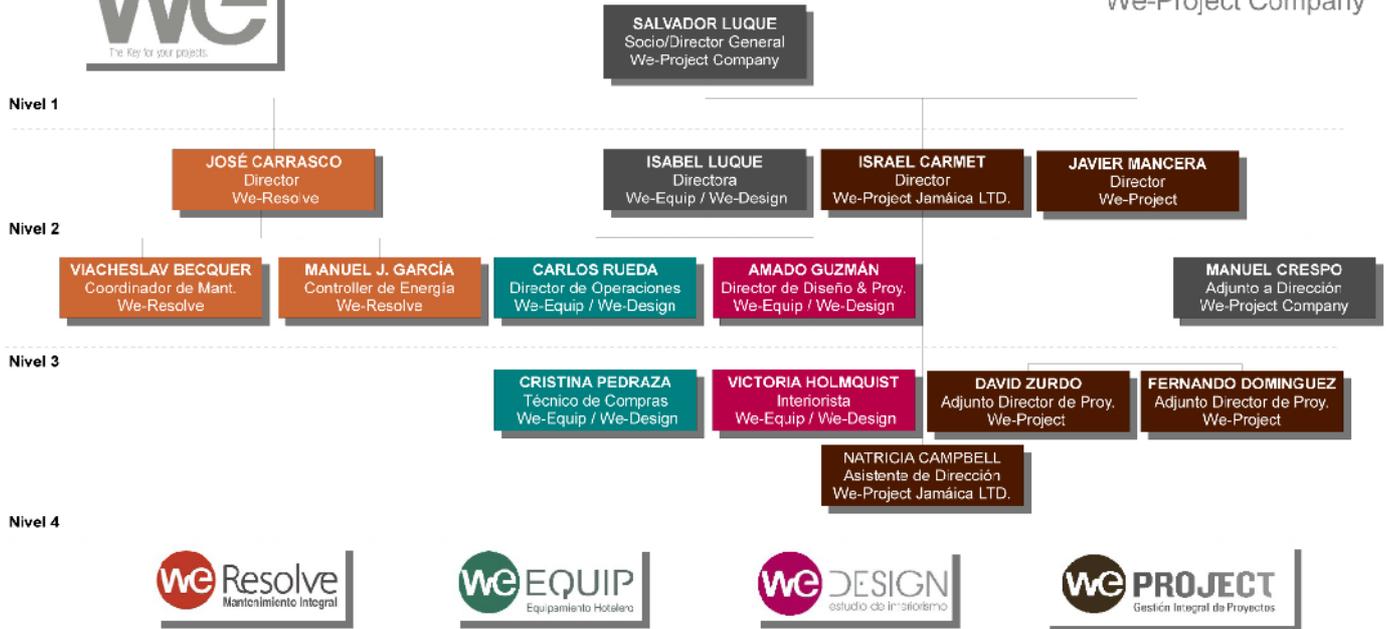




WE-NEWS

OUR NEW STRUCTURE

ORGANIGRAMA We-Project Company



WE-PROJECT COMPANY, AT EXPOCAPAC

Company We has attended the last September to one of the most important construction fairs in Central America, Expocapac. The fair was organized by the Panamanian industry construction.

This fair receives over 400 companies annually in a 18,000 m2 space with representative companies from Brazil, Colombia, Costa Rica, Cuba, Spain, Mexico, U.S., among others.

We-Equip and We-Project managers attended the inauguration of the company's stand and met great personalities in Panama.



Isabel and Salvador Luque with great personalities in Panamá, among them, the well-known architect from Panama Ignacio Mallol.





WE-NEWS

FITUR 2011, WE-DESIGN'S NEW CHALLENGE

In January 2011, Fuerte Hotels attended once "Proyecto Hombre" from Marbella, which again FITUR Madrid, which is one of the most provides support to people with addictions. important tourism fairs in Europe, with more than 100,000 visitors per year.

El Fuerte Group relied on We-Design team for the stand's design. Isabel Luque, We-Equip/We-Design General Manager said that the design is focused on giving a detailed vision of our facilities and experiences to our customers. The need is to be very visual and always trying to highlight the five senses.

The innovation proposal made was to use multipurpose bar at the front of the stand. This bar would work as a reception and as a bar-experiences stand, giving the opportunity for visitors to attend to a sangria course and to taste Andalusian oils and cheeses.



· We-Design Team's 3D proposal.

Finally, the called 'Responsible Birds had a great value in the design, as they have been worked together and with the support of

HOTEL ADRIANO IN TORREMOLINOS TRUSTS IN We-Equip FOR SUPPLIES

During 2010, the Hotel Adriano Torremolinos decided to renew its facilities, relying on We-Equip team for the supply.

We-Equip team has been in charge of the supply and the T.V. Installations in each of its 58 rooms.

The change was basically due to the blackout of the analog signal, so We-Equip team provided new LG Tvs with LCD flat , specials for being used in hotel

Moreover, We-Equip team provided further brackets and cables, among others, in order to set them up making them work This shows, once again, the faith that the hotels from the Coast have on We-Equip team as a responsible, strong and in constant growth company.

