

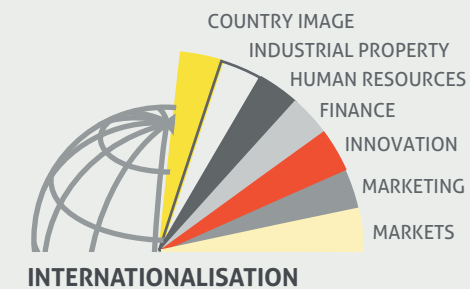
What is it The Leading Brands of Spain Forum (FMRE) is a **public-private strategic alliance** of the main Spanish companies with international projection and leading brands in their respective sectors and the competent government bodies with regard to:



Pillars

LEADING BRANDS	STRATEGIC ALLIANCE	INTERNATIONALISATION	COUNTRY IMAGE
			
An initiative of the leading brands to highlight the importance of brands for the companies and for the Spanish economy.	Building a public-private strategic alliance .	Increasing awareness about the importance of internationalisation and this is done by using the brand as the main competitive asset.	Contributing, alongside the government bodies and with the support of the key players in civil society, to improve the prestige associated with the international image of Spain.

Working environment



The Forum in figures

The joint turnover of the Forum companies is equivalent to:

40% of Spanish GDP

FMRE has recognised **52** Spain Brand Honorary Ambassadors

who contribute significantly to the prestige and strengthening of a positive image of Spain abroad.

The members of the Forum provide employment to

1,5 million people in Spain

Founded in 1999 with 17 companies, the forum celebrated its

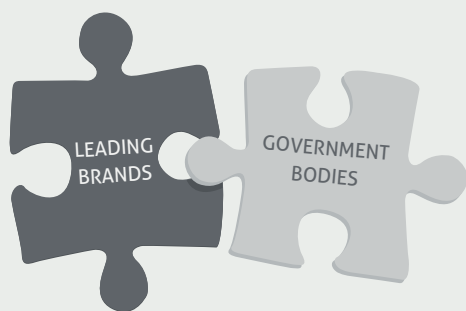
15th anniversary with over **100** companies in 2014

92 Friends of the Spain Brand and the Spanish brands

that have stood out for ties to and support for Spain or to their brands in a certain country.

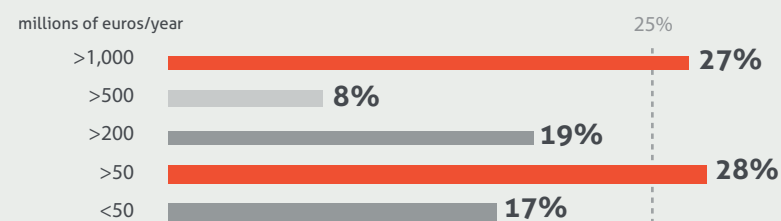
Participants

More than 100 companies, 3 ministries and 3 government agencies

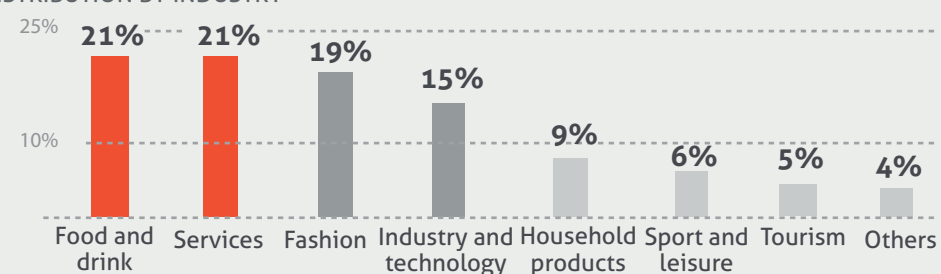


- MINISTRY OF Foreign Affairs and Cooperation
- MINISTRY OF Economy, Industry and Competitiveness
- MINISTRY OF Energy, Tourism and Digital Agenda
- ICEX Spain Trade and Investment
- OEPM Spanish Patent and Trademark Office

% MEMBERS OF FORUM PER ANNUAL TURNOVER



DISTRIBUTION BY INDUSTRY



Member profile

Spanish company with a leading brand in its industry or category and with a high level of internationalisation.



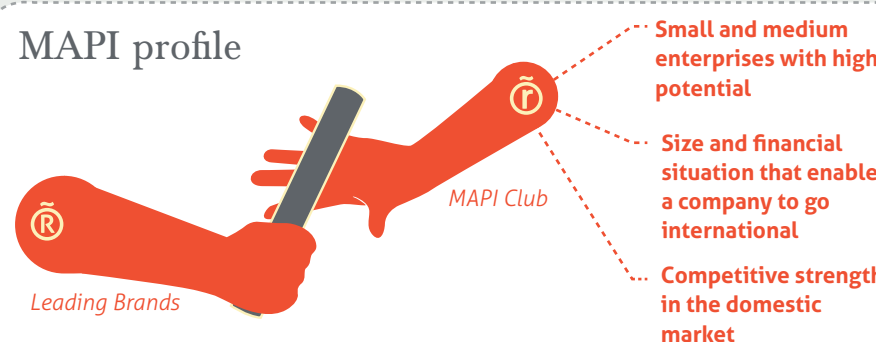
MAPI Club



Club for Brands with High International Potential






This is an initiative through which the leading brands forum supports companies with their own brands that have the greatest potential to succeed abroad.

MAPI profile



The MAPI Club represents an opportunity to share knowledge and experience, for networking and cooperation, generating synergies for the internationalisation of brands.

www.brandsofspain.com
atlas.marcasrenombradas.com

-  www.facebook.com/forodemarcas
-  [@brandsofspain](https://twitter.com/brandsofspain)
-  <http://www.youtube.com/user/ForoMarcas>
-  <http://instagram.com/brandsofspain>
-  Foro de Marcas Renombradas Españolas

