



## ACREDITATION CEREMONY FOR THE NEW AMBASSADORS OF THE 10TH EDITION OF THE “HONORARY AMBASSADORS OF THE SPANISH BRAND”

On March 15th, King Felipe VI and Queen Letizia presented the accreditations to the tenth promotion of Honorary Ambassadors of the Spanish Brand at the Royal Palace of El Pardo. This initiative, promoted by the Spanish Leading Brands Forum (FMRE), aims to publicly recognize individuals, companies or institutions that have contributed the most to strengthening a positive image of Spain abroad through their exemplary professional careers. This year's honorees include: Jose Manuel Entrecanales (Business Management), Luis Rojas Marcos (Social Action), Patricia Urquiola (Art and Culture), Carmen Riu (Tourism and Gastronomy), Teresa Perales (Sports) and Begoña Vila (Science and Innovation).

With this tenth promotion, Spain now has 70 active Honorary Ambassadors in 7 different categories. The recognition is based on the value that the “Honorary Ambassadors of the Spanish Brand” provide to the brand and reputation of Spain through their international prestige, as well as the impact that their careers and actions can have globally. The accreditation is honorary in nature and requires the prior acceptance of the “Honorary Ambassador of the Spanish Brand”, as well as their willingness to collabora-

te in FMRE initiatives that strengthen the international image of our country. La Zagaleta, as a member of FMRE, was represented by its Executive President, Ignacio Pérez Díaz, and its Communication Director, Sergio Azcona, who held a brief meeting with His Majesty the King after the ceremony.

Founded in 1999, the Spanish Leading Brands Forum (FMRE) is a public-private alliance made up of more than one hundred of the main Spanish companies with leading brands in their respective sectors, together with the Ministry of Foreign Affairs, European Union and Cooperation, the Ministry of Industry, Commerce and Tourism, ICEX Spain Export and Investment, the Spanish Patent and Trademark Office (OEPM), the Spanish Chamber of Commerce, Turespaña and the State Secretariat for Tourism. Its objective is to promote at all levels the strategic importance of the brand, innovation and design, and to boost the internationalization of companies as a key lever for improving the competitiveness of the Spanish economy, thus contributing to enhancing the image of Spain and all its companies through the joint efforts of Spanish leading brands and competent public administrations.





*LEADING BRANDS OF SPAIN FORUM* is the Institution that brings together Spain's leading brands. Its mission is to promote the strategic importance of the brand, innovation and design at all levels to drive the internationalization of the company as a key lever for improving the competitiveness of the Spanish economy; thus contributing to boosting the image of Spain and its companies as a whole by joining forces between leading Spanish brands and the public administrations.

## Public Administrations

**MINISTRY**  
of Foreign Affairs, European  
Union and Cooperation

**MINISTRY** of industry Trade  
and Tourism

**ICEX** Spain Export and  
Investments

**SPTO** Spanish Patent and  
Trademark Office

**CHAMBER** of COMMERCE  
Spanish

**SECRETARY** of STATE  
for Tourism

**TURESPAÑA**  
Spanish Tourism Institute

## Leading Brands

Supporting Members



Ceremonia de acreditación  
**Embajadores Honorarios  
de la Marca España**

X Promoción

