

## NaturCert about to sign 14 local representatives

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NaturCert , the global independent organisation which has developed the NaturCert Certification Program for the environment and society, is about to sign 14 local representatives for territories in Finland, Sweden, Germany, Tunisia, UAE, Thailand, China (Beijing area), India (South), Egypt and Spain.

NaturCert appoints consultants with experience in the hospitality & tourism sector, aiming to develop their present activity on a new growing type of certification services with NaturCert , the most competitive tourism certification program and brand globally.

"On May we launched the newest and most innovative certification program in the market and we have seen tremendous feedback at global level. We have set the target to reach 70 representatives worldwide in less than 10 months and we are very happy to see that on our 3rd month of operation we already have Greece and Belgium and we are soon to sign 14 more local representatives . We are the only independent organisation in the sector, having parallel global strategies - adapted to local standards - synchronizing sales & marketing, partnerships development, social engagement activities, global PR & media promotion as well as our Web Presence & Social Media Management maximizing the competitiveness and effectiveness of the NaturCert Certification Program" says Akis Laopodis, Managing Partner of NaturCert.

"Amongst the very few certification brands reaching several countries, we believe NaturCert is the only one having a sustainable & growing life cycle made possible through our year long R&D and revision procedure, which certification brands lack of, ensuring we always remain at the edge with innovative and effective growth benefiting NaturCert certified companies and our global network of representatives. We are not just another "green" brand with a limited life cycle due to the ever-changing buzz words and trends. We monitor global trends and user-generated-content on a daily basis and we see people are getting seriously fed up of green-washing. They are loosing their trust on "green" and therefore hospitality & tourism independent companies as well as corporate groups make their choices very carefully. At NaturCert, we have a clear brand identity which is capable to generate added value to our clients brands and constantly improve their performance. Our aim is to act as ambassadors of our clients in our locations offering them the possibility to increase their benefits through direct and indirect actions" says Akis.

"The NaturCert brand communicates what hospitality & tourism companies want and need . The program is designed in a way that enables companies to set targets and meet them in the following two or three years after the first certification. From the first year of certification, certified companies automatically gain from the full line of services included in the certification fee. Today, with the web 2.0 , you are what you are and not what you say you are , so we have designed the services included in the certification fee in order to offer easy incentives to hospitality & tourism companies for increasing visibility and promotion frequently" says Akis.

### **Local representatives activities:**

The NaturCert local representatives are only required to meet their annual promotion, sales & implementation targets following NaturCert's quality standards and brand principles as developed by NaturCert. NaturCert's own global promotion ensures a share of sales in each location is driven directly to local representatives via the head office.

Local promotion of the brand and the program has to be done through local media along with personal contacts. Therefore knowledge of the local market and media is required. Sales & marketing demand experience in effective sales and marketing. Finally, the implementation, which is the last step of the procedure, is the provision of consulting from the local representative to the company implementing the program in order to meet the criteria and become certified.

### **Contact:**

Thalia Geladaki

Communication & PR Coordinator

Email: [thalia.geladaki@naturcert.com](mailto:thalia.geladaki@naturcert.com)

### **Head office:**

49, Kyprou Str.

15669 Athens

Greece

Phone: +30 213 0309 023

Fax: +30 210 3243 250

Skype: naturcert

**Brussels office:**

c/o M. Matzaridis

Boulevard Auguste Reyers 115

1030 Bruxelles

Belgium

**Organisation:**

NaturCert

<http://www.naturcert.com>

Email: [info@naturcert.com](mailto:info@naturcert.com)

Phone: +30 213 0309 023

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