

Grupo Fuertes receives the Stamp of Responsible Communication from the Association of Journalists from today

The corporate group is committed to the ethical principles of information dissemination with honesty and rigour as recognised by this quality emblem

Murcia, 24th May 2017.- Grupo Fuertes has received the Stamp of Responsible Communication from the Association of Journalists of the Region of Murcia which honours the holding company for its commitment to the ethical principles of journalism, as well as its commitment to working with qualified professionals.

Tomás Fuertes, the president of the corporate group states that having this quality emblem from the Association of Journalists "forms part of our business ethics and code". He added that everything to do with "Corporate Social Responsibility is necessary and an obligation which every businessman or woman has, therefore, we do it happily and I hope it serves as an example for all those who don't yet have it".

The Dean of the Association of Journalists, Juan Antonio de Heras emphasized "the importance of having a professional member of the association at the forefront of a business group the size of Grupo Fuertes, thus guaranteeing information committed to the values of the journalistic profession which ultimately affects society as a whole".

Grupo Fuertes is made up of twenty companies and more than 6,500 workers. It has a strong agro-food core and a collection of diversified investments. The best known companies in the group and which are affected by this Stamp of Responsible Communication include ElPozo Alimentación, Fripozo, Aquadeus, Palancares Alimentación, Bodegas Luzón, Profusa, Vis Hoteles and the Terra Natura leisure parks.

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The holding company bases its business philosophy on continuous improvement, reinvestment and sustainable development. It recently renewed its code of conduct with the aim of reinforcing its commitment to excellence and to favour a working environment which promotes the integrity of its people and respect for the Environment. Furthermore, Grupo Fuertes has been committed to Corporate Social responsibility and effective and ethical communication to society for a long time.

The Stamp

The Stamp of Responsible Communication, a pioneering initiative started by the Association of Journalists of the Region de Murcia, honours companies or institutions which are committed to communication policies based on the values of professionalism and ethics developed by qualified journalists.