

AGENDA ZILEI DE VEST

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A healthy lifestyle or LOHAS

Prais Corporate Communications is launching a series of conferences

The integrated communication consultancy firm PRAIS Corporate Communications is launching in Romania "The *LOHAS* Initiative": Lifestyles of Health and Sustainability, a complete range of PR and strategic marketing services aimed at promoting the market of products and services provided through economically sustainable and environmental friendly business practices. The initiative will be materialized this year in a series of public debates, national information campaigns, conferences and workshops, in parallel with the development of projects and a national contest. The LOHAS segment, which the New York Times has described as "the biggest market you have ever heard of", currently accounts for a global value of more than 550 billion US dollars, while spectacular growths are expected for the following 10 years. Toyota, Ford, Chrysler, Audi, BMW, Porsche propose "hybrid" or electric car models. In their turn, food and beverage companies develop full ranges of products, which are healthy for the human body. LOHAS consumers want to know where a certain product comes from, who produced it, what is it packaged in and what will happen when they dispose of it.