

Economia



Petrobras is the world's fourth most reputable company

Publicada em 6/5/2009 13:33:00

Foto: AGÊNCIA PETROBRAS DE NOTÍCIAS

Petrobras surged from the twentieth to the fourth place among the world's most reputable companies, according to a survey published by Reputation Institute (RI), a private advisory and research company headquartered in New York. The ranking lists 200 major global corporations and has been carried out every year since 2006.

The Reputation Institute created an appraisal model (RepTrak Model) that tracks the level of esteem, trust, respect, and admiration by means of surveys carried out among consumers located in the companies' countries of origin. A total of 75,000 evaluations were performed from January to March 2009, in 32 countries.

Petrobras scored 82.37 points, 18.17 points above the global average (64.20 points). Since 2006, the Company rose 8.4 points. In this year's survey, the public's assessment highlighted Petrobras' performance in the workplace, governance, citizenship, and financial performance categories. The results were the best achieved by a Brazilian company since 2007.

The Company is among the group of 17 global corporations holding excellent reputations, the survey's highest rating. Ranked fourth, Petrobras surpassed companies of the likes of Fedex, Google, Microsoft, 3M, Honda, Philips, General Electric, and Walt Disney Co. Petrobras also ranked the best among energy companies.

The same international ranking shows that Petrobras leads all Brazilian companies, ahead of Sadia (5th), Votorantim (20th), and Vale (28th). Survey results show the presence of an increasing number of companies from emerging countries – among which Brazil, Russia, China, and India are the most emblematic representatives – in the group that ranked above the global reputation average. According to RI, this shows that the companies from these countries have been impacted less negatively, among the public, as a result of the global economic crisis.

Two European and one American companies appear ahead of Petrobras in the international ranking: Ferrero (Italy), Ikea (Sweden), and Johnson & Johnson (USA).

The Reputation Institute assesses seven dimensions that are part of the institution's model, which are based on qualitative and quantitative surveys and explain a company's international reputation: leadership, citizenship, performance, products & services, innovation, workplace, and governance.