



Press Kit

MADE IN PORTUGAL
naturally



aicep Portugal Global

"The United States is one of Portugal's main clients, valuing such attributes as sustainability, innovation, quality, and authenticity.

Values that differentiate and promote the confidence of this market in Portuguese products, which are, naturally, 'premium' and customized, designed to satisfy demanding customers."

Luís Castro Henriques
AICEP chairman

CAMPAIGN BRIEF

The "MADE IN PORTUGAL *naturally*" campaign is directed to all American companies and it is an initiative made by AICEP - Portuguese Trade & Investment Agency, which aims to showcase the best of Portugal's sustainable and innovative products.

This campaign is focused on the core values that differentiate the Portuguese products internationally: Sustainability, Know-how, Tradition, Authenticity, Quality, Design, Innovation and Customization.

The United States is one of the six target markets for the new international advertising campaign "MADE IN PORTUGAL *naturally*".

The campaign is directed to all American companies, and it is an initiative by AICEP - Portuguese Trade & Investment Agency. It will showcase the best of Portugal's sustainable and innovative products from several industries: fashion to design, building materials to technology, or even food & beverage to the textile industry.

It will be launched simultaneously in the United States, Spain, France, the United Kingdom, Germany and Canada and will run throughout 2021.

The digital campaign MADE IN PORTUGAL *naturally* will be available on all social media platforms - Instagram, Facebook, Twitter, Vimeo, LinkedIn - and on the official website of AICEP USA, at <https://portugalglobal-northamerica.com>.

Now is the time to discover why you should choose Portugal as your strategic partner.

SECTOR-SPECIFIC INFORMATION



The Home cluster incorporates the furniture, lighting, home textiles, houseware, decorative ceramics, cutlery, glass, and crystal sectors. The sector's ability to innovate, create trends and confidence is based on its heritage of craftsmanship and international experience.



The Construction Materials cluster is committed to innovation and technology, following new trends and providing a high-performing, sophisticated and well-designed range. This sector includes ornamental stones, ceramics, wood, cork, metals, cement, plaster, concrete and related works, plastics, paints and varnishes, and glass.



The Technology cluster is a key player in the global digital transformation and offers the best in the industry, with know-how, experience and expertise that is recognized by key brands such as Microsoft, INTEL, NASA, or ESA. With state-of-the-art infrastructures and high talented population, Portugal is already experiencing the new 5G era and is the top partner in the sector for nearshore services strategies.



The Industrial Molds cluster is the 3rd producer of plastic injection molds in Europe and the 8th producer of plastic injection molds worldwide. In a moment when plastic injection molding and 3D printing will increase for medical devices as the medical industry, consider the track record and quality of the Portuguese Mold industry. With a strong specialization, the automotive industry is currently the primary customer of domestic mold production, including high-quality and consistent injection parts from a broad range of polymers.

SECTOR-SPECIFIC INFORMATION



The Fashion cluster includes fashion and footwear design & production. The Portuguese fashion industry exports to more than 200 markets worldwide. In fashion, Portugal is the 10th largest European exporter and it is among the top 25 exporters globally, with the United States as one of the top main markets. In footwear, Portugal is the 11th largest exporter in the world. Burberry, Kenzo, Dior and other global brands rely on the Portuguese industry's quality, innovation and design for their product development.



The Wine, Food & Beverage cluster combines the best of the Mediterranean tradition with Atlantic twist. Portuguese food products are surprising the world with new flavors and experiences, while embodying each of the markets' cultures with customized products and solutions. This is a result of secular experience and know-how, already available in more than 180 markets worldwide, in which the United States is one of the main clients. Is it impossible to be indifferent to the world of Portuguese Wine. Portugal is the 9th world exporter, with unique wines that combine ancient vineyards with innovation and sustainability, constantly recognized by the most significant world awards, year after year.

MADE IN PORTUGAL PRODUCTS

Portuguese products are well-known globally for many differentiating attributes and core values. MADE IN PORTUGAL products set themselves apart for:



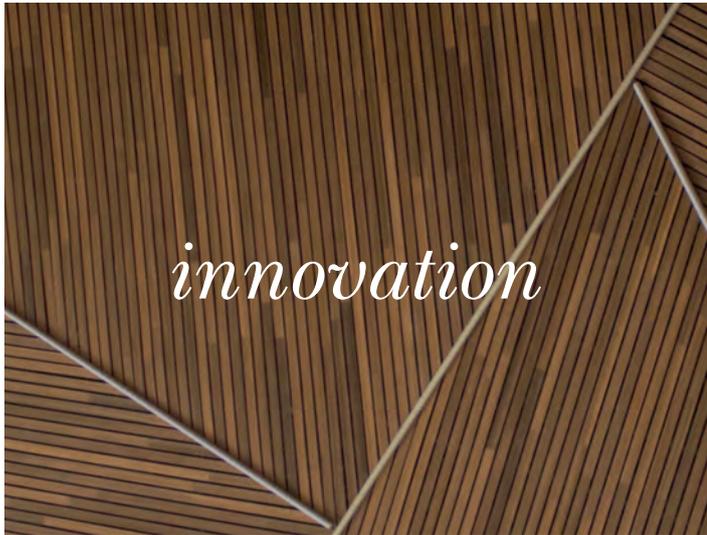
Using noble and natural raw materials and sustainable production methods guided by solid environmental commitments. Portugal is one of the countries that invests the most in renewable energy sources and policies to combat climate change.

Core values are based on production authenticity, the respectful handling of source materials and product purpose.



As a country with almost nine centuries worth of history, Portugal has invested in innovation without jeopardizing their distinctive and traditional trademark. Centuries-old businesses, most of which family-run, keep thriving to preserve their rich and unique roots.

MADE IN PORTUGAL PRODUCTS



In addition to unparalleled creativity, this industry continuously invests in R&D, bettering its production process and product innovation.

Uniqueness and high performance, sustained by innovation, design, tradition, and know-how, along with our environmental and sustainability concerns, ensure higher product quality.



MEDIA CAMPAIGN

MADE IN PORTUGAL *naturally* is an umbrella brand created by AICEP – Portuguese Trade & Investment Agency to showcase the range of Portuguese products and services in the international marketplace.

This statement seeks to focus, professionalize, and aggregate Portuguese products and services, allowing them instant recognition for their potential, an effort supported by acknowledging Portugal's reputation as a modern, innovating, and trend-setting country.

The **MADE IN PORTUGAL** *naturally* campaign aims to introduce this diverse range of innovative products and services while remaining loyal to the quality and tradition Portuguese products have become known for.

This campaign targets the United States, Germany, Canada, Spain, France, and United Kingdom.

Campaign platforms

VÍDEO

The campaign's promotional video will take you on a heart-warming journey across Portugal, where artistic know-how and tradition are harmoniously blended with innovation, design, and exclusivity to create our MADE IN PORTUGAL products.

WEBSITE

Find out all specific information related to the strategic clusters, including direct access to all companies and brands and a specific Portuguese Business Directory, at <https://portugalglobal-northamerica.com>.

SOCIAL MEDIA

FACEBOOK: <https://www.facebook.com/PortugalGlobalUSA/>

INSTAGRAM: https://www.instagram.com/portugal_global_usa/

TWITTER: https://twitter.com/portugal_usa

LINKEDIN: <https://www.linkedin.com/company/portugal-global-usa/>

VIMEO: <https://vimeo.com/portugalglobalusa>

ABOUT PORTUGAL



Located in southwestern Europe, Portugal is a welcoming and multicultural country with an open economy, where culture and tradition coexist with design, innovation, technology, and R&D.

At the crossroads between the European, African and American continents, its strategic location and status as a European Union and Eurozone member state make Portugal the ideal partner for your business.

Top international rankings* consider Portugal to be the third safest country globally and the seventh most politically and socially stable. It is also one of the countries that invest the most in renewable energy sources and policies to combat climate change.

Portugal's excellent infrastructures, telecommunications, talent and overall quality of life attract visitors and companies from all over the world.

Distinguished by their quality, authenticity, and exclusivity, Portuguese goods are highly sought after by well-renowned international customers.

Portugal is an innovative, sophisticated, and forward-looking country with almost nine centuries of history where sustainability is a priority and an industry concern.

*Sources: Global Peace Index 2020 (Institute for Economics & Peace | 163 countries); The World Bank (Worldwide Governance Indicators | 214 countries); Climate Change Performing Index 2021 (CCPI 2021 | 61 countries); Connect4Climate (World Bank Group).

ABOUT AICEP



aicep Portugal Global

Portuguese Trade & Investment Agency is a government entity focused on attracting productive investment, increasing exports, and internationalizing Portuguese businesses to boost its economy.

AICEP is a "one-stop-shop" agency and the ideal partner for those looking to invest in Portugal or establish new strategic partnerships to expand their business.

With offices in Portugal and abroad, AICEP supports international companies investing in Portugal through project analysis and selecting installation sites and human resources.

With a global network present in over 50 markets, AICEP oversees the internationalization and exports of Portuguese companies, supporting them throughout these processes by investing in the research and development of products and services.

Learn more at <https://portugalglobal-northamerica.com>

ABOUT THE MADE IN PORTUGAL *naturally* CAMPAIGN

MADE IN PORTUGAL *naturally*



This campaign for all American companies is an initiative by AICEP - Portuguese Trade & Investment Agency, which will showcase the best of Portugal's sustainable and innovative products. From all industries, fashion to design, building materials to technology, or even food & beverage to the textile industry.

This statement seeks to focus, professionalize, and aggregate Portuguese products and services, allowing them instant recognition for their potential and effort supported by acknowledging Portugal's reputation as a modern, innovating, and trend-setting country.

The MADE IN PORTUGAL *naturally* campaign targets the United States of America, Germany, Canada, Spain, France and the United Kingdom and will take place throughout 2021.

The narrative of the digital campaign follows consumer and communication trends. It focuses on the values that differentiate and promote the Portuguese offer's recognition in the international market: Sustainability, Know-how, Tradition, Authenticity, Quality, Design, Innovation, and Customization.

Learn more at <https://portugalglobal-northamerica.com>

For further information:

INSTITUTIONAL CONTACTS

AICEP PORTUGAL GLOBAL USA

Trade & Investment Agency

aicep.newyork@portugalglobal.pt | + 1 646-723 0200

MEDIA CONTACTS

THE AD STORE NYC

Valdemar Pires | valdemar@adstoreplus.com | +1 646 301 2006

Andre Arratel | andre@adstoreplus.com

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