

**Press Release Coverings**

**MADE IN PORTUGAL**  
*naturally*



aicep Portugal Global

# PORTUGAL SHOWCASES INNOVATIVE TILE, STONE AND CORK COVERINGS IN THE AMERICAN MARKET

Portugal ranks as the world's 7<sup>th</sup> largest exporter of natural stone and 8<sup>th</sup> in ceramic tiles exports. The US is the 5<sup>th</sup> strategic export market for the Portuguese ceramic tile and natural stone industries.

Coverings 2021 ([coverings.com](https://coverings.com)) will take place July 7<sup>th</sup> 9<sup>th</sup> and is the largest international tile and stone exhibition and conference in North America.

**New York City:** Coverings 2021 is coming fast, taking place on July 7-9 in Orlando, Florida. In the event, you can find new innovative tile, stone, cork, and construction products from Portuguese manufacturers that are featured in the latest global campaign "**Made in Portugal** *naturally*", highlighting the best Portuguese industry players with a special focus on sustainability, innovation, and customization. The perfect fit: discover outstanding products in [portugalglobal-northamerica.com](https://portugalglobal-northamerica.com) and live at Coverings 2021.

Meet outstanding Portuguese granites, marbles, limestones, shale, and slates with unique textures, colors, and characteristics. It's all about elegance, comfort, and tradition that never disappoints.

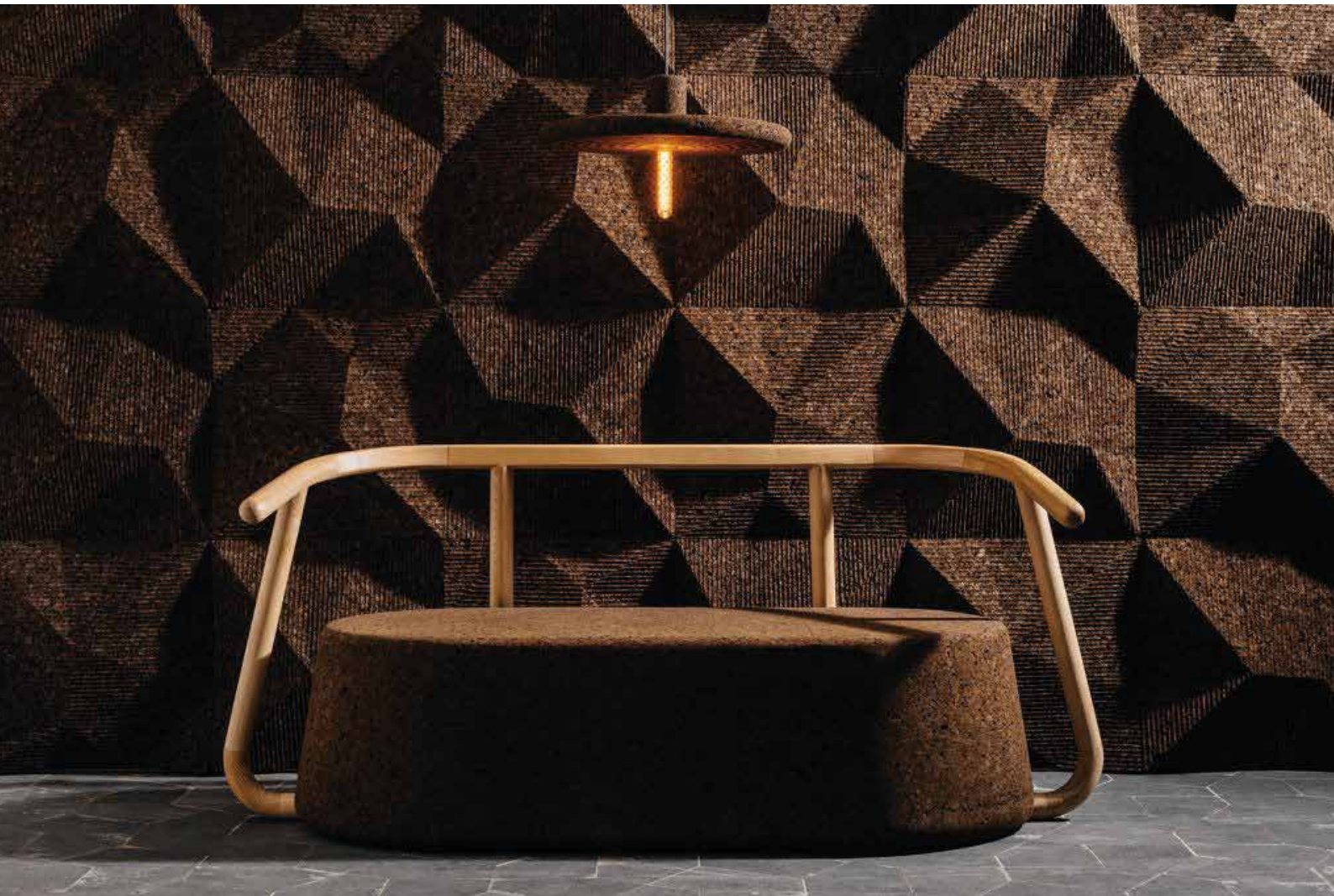
Nowadays, the secular Portuguese craftsmen's skills evolved, making stone quarrying and finishing even more sustainable and efficient. The distinctiveness of colors and veins of the Portuguese marble makes it one of the most desirable stones, especially in the American Market. Portugal is the world's 7<sup>th</sup> largest exporter of Natural Stone.



Portugal is the world's first and largest exporter of cork, with permanent product development for new sustainable covering solutions. From handmade to large-scale, Portugal's wide range of indoor and outdoor cork wall and floor coverings combine innovation with tradition.

Tiles are part of Portuguese history and secular tradition, and the country is the 8<sup>th</sup> largest exporter of ceramic tiles in the world. With unique patterns, colors, finishes, and designs, the Portuguese Tiles Industry is renowned for frequent "call for artists" programs that result in outstanding designs, new tile uses, and breakthrough architectural concepts. Artists, architects, and designers create and deliver the most daring and unique ideas. In the week that Coverings 2021 unveils new tile and stone products from around the world, Portugal invites everyone to discover the latest Portuguese products in an impressive array of new trends, materials, and customized solutions.

Now is the time to discover why you should choose Portugal as your strategic partner. Learn more at <https://portugalglobal-northamerica.com>.



## About Coverings 2021:

Coverings is the largest and most significant ceramic tile and natural stone trade fair exhibition in the United States and North America. It features exhibitors from more than 40 countries and is the stage for introducing some of the world's most innovative tile and stone products.

The exhibition and conference serve as a valuable and complementary education resource for all industry segments, with dozens of educational sessions throughout the show. Coverings attracts thousands of distributors, retailers, manufacturers, contractors, specifiers, architectural and design professionals, builders, real estate developers, as well as journalists, reporters, and bloggers who cover the tile and stone industry.

Learn more at <https://www.coverings.com>.



# 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

This campaign is an initiative by AICEP - Portuguese Trade & Investment Agency directed to the American market. It will showcase the best of Portugal's sustainable and innovative products from several industries: fashion to home furnishings, building materials to technology, or even food & beverage to the molds 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>

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