



The *"MADE IN PORTUGAL naturally"* campaign is an initiative by AICEP - Portuguese Trade & Investment Agency directed to the American market, which aims to showcase the best of Portugal's sustainable and innovative products from several industries: Fashion, Home Furnishings, Building materials, Technology, Food & Beverage and Molds.

Discover MADE IN PORTUGAL *naturally*

The "Made In Portugal naturally" campaign targets the United States of America, Germany, Canada, Spain, France, and the United Kingdom and will take place during 2021.

The narrative of the digital campaign follows consumer and communication trends.

It focuses on the values that differentiate Portuguese goods & services in international markets: Sustainability, Know-how, Tradition, Authenticity, Quality, Design, Innovation, and Customization.



"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', customized and designed to satisfy demanding customers."

Luís Castro Henriques
AICEP chairman

THE VISION

+ Sustainability

Portugal is one of the countries that invests the most in renewable energy sources and policies to combat climate change.

+ Tradition

As a country with almost nine centuries worth of history, Portugal has invested in Innovation without jeopardizing its distinctive and traditional trademark.

+ Quality

High quality standards sustained by Innovation, design and know-how, along with Portugal's environmental and sustainability concerns ensure higher product quality and ethics.

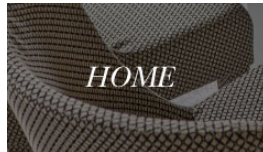
+ Authenticity

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

+ Innovation

In addition to unparalleled creativity, Portuguese companies continuously invest in R&D in bettering its production process and product innovation.

THE CLUSTERS



Portugal ensures high performance and quality design, adding sophistication to the world's most challenging projects and markets by combining experience, knowledge, innovation, and sustainability. In the coming months, we will showcase the top-performing industries.

Video MADE IN PORTUGAL naturally

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portugalglobal-northamerica.com
aicep.new.york@portugalglobal.pt



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