



**Press Release Dinnerware**

**MADE IN PORTUGAL**  
*naturally*



aicep Portugal Global

# Design, tradition, and innovation at your table with the best Portuguese brands. **MADE IN PORTUGAL** *naturally*

Portugal is the world's 2nd biggest exporter of decorative ceramics, dinnerware, and décor porcelain.

The US is one of the top-selling markets and export destinations, accounting for over 25% of the sector's gross exports.

**NYC, NY** – Inserted in the MADE IN PORTUGAL *naturally* international campaign, it's now time to meet the new home ceramic dinnerware and tableware collections and products that the top Portuguese brands have to offer. Meet new textures, colors, patterns, and finishes that will grab your attention and heart.

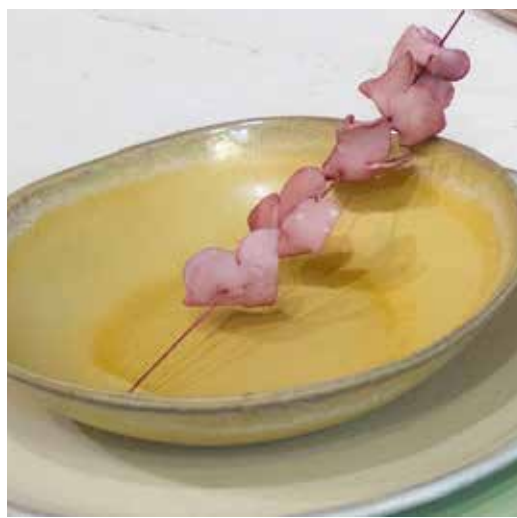
Vista Alegre, Costa Verde, Porcel, Arfai, Costa Nova, Bordallo Pinheiro, or Maria Terra Cota are just some of the top brands showcasing the new collections and solutions, where minimalism meets tradition in perfect balance.

More than a broad and distinct product offer, the Portuguese dinnerware and tableware ceramic products reveal the secular pleasure of gathering around the table in an everyday celebration of life, family, and intimate sharing of memories, stories, and ideas in full togetherness. This perspective is inherent in the Portuguese tradition and attention to the meal moments, our passion for food, and memorable moments that we all hold so dear.



The use of ceramic tableware and dinnerware is a clear sustainable choice for its continuous use, durability, versatility, and overall manufacture process. The Portuguese ceramics industry continuously invests in breakthrough production methods to further address the environmental concerns we all currently face. From the extraction of raw materials to renewable energy sources and refinement of all the value chain processes, the Portuguese final products hold a strong commitment to sustainability and the future.

Get to know the brands, product examples, and company information of the MADE IN PORTUGAL *naturally* campaign in [portugalglobal-northamerica.com](http://portugalglobal-northamerica.com), the American market-specific platform by AICEP that showcases what Portugal does best.



# 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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