



Press Release

MADE IN PORTUGAL

naturally



aicep Portugal Global

AICEP Portugal Global presents the **MADE IN PORTUGAL** *naturally* campaign in Sweden

MADE IN PORTUGAL *naturally* campaign is a global AICEP initiative to showcase the best that is made by the Portuguese companies in innovative strategic sectors like IT, product design & development, fashion, footwear, heavy industry, wines and food.

Sweden is one of the more evolved economies in the world and one strategic market for Portugal, with special emphasis in the innovation, research and product development sectors.

Stockholm, Sweden, November 3rd: The Swedish AICEP Portugal Global branch presents to the market the **MADE IN PORTUGAL** *naturally* campaign that aims to highlight the commitment that the Portuguese companies and brands pursue, like sustainability, innovation, knowledge, customization and tradition. This campaign is currently being activated throughout the world in specific strategic markets for the Portuguese industry – United States of America, Canada, United Kingdom, Germany, Spain and United Arab Emirates – and its goal is to create new business and investment opportunities and international partnerships supported in added value products and services that can be made in Portugal, naturally.

“MADE IN PORTUGAL *naturally* is the holistic AICEP campaign with a clear mission: Focus, aggregate and elevate the Portuguese business offer, leading to an immediate recognition of Portugal's potential and product quality, based on the image of a country that sets trends and allies tradition with innovation.”

as claimed by *Luís Castro Henriques, president of AICEP.*

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For the Swedish market, six strategic industrial clusters were selected: Wine, Food, Product Manufacturing, Innovation & Start-ups, Fashion, Footwear and Décor. In the following months, each sector will be unveiled individually in a 360 view, allowing for a closer knowledge of what Portugal does best for the Swedish companies, investors and consumers.

“With this program, we want to go further in the communication of the Portuguese industry and brands. We want to showcase the best innovation and quality examples that became world class references, both for the companies and the final consumer, in an immersive experience that blends the future with tradition, with special focus on sustainability and the environment. This is our vision.”

states *Carlos Moura, Director of AICEP Portugal Global in Sweden.*

All information regarding this campaign will be available online and on social media in the Portugal Global Sweden channels in **Facebook, Instagram, LinkedIn** and **Vimeo**, as well in the official website **www.portugal.se**.

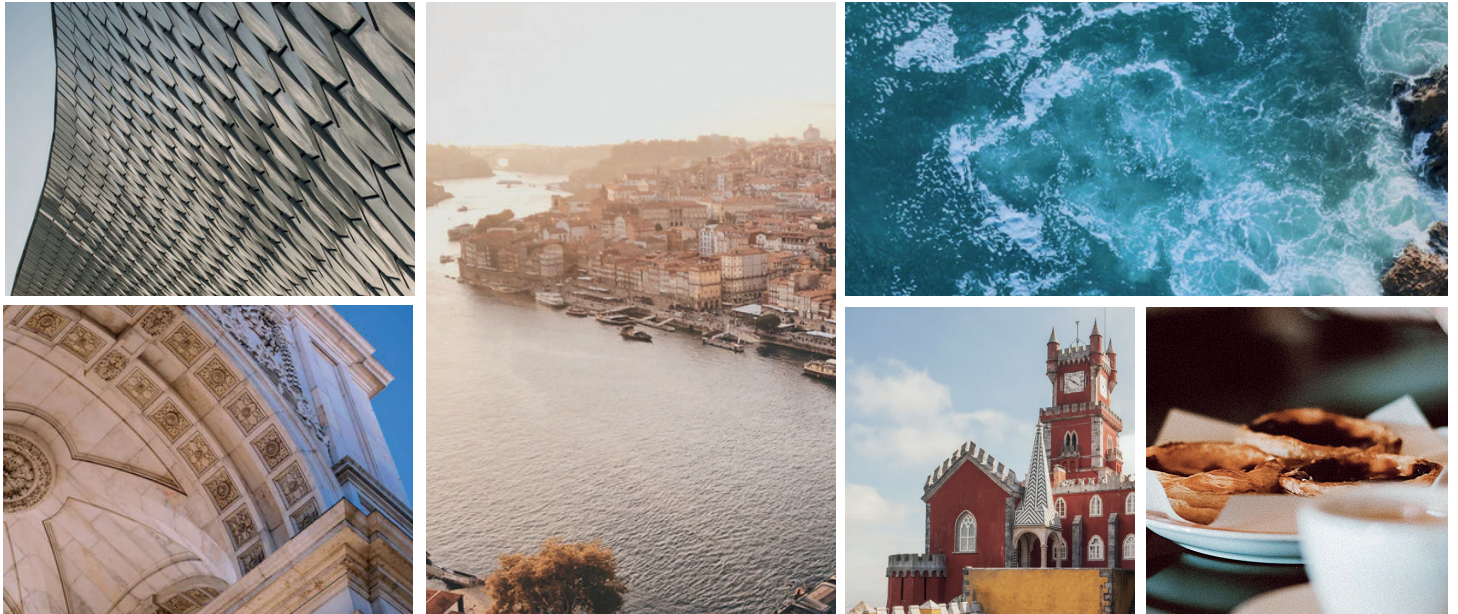
For further information:

Sónia Cerdeira | sonia.cerdeira@portugalglobal.pt | Tel: +351 217 909 500

Carlos Moura | carlos.moura@portugalglobal.pt | Tel.: +46 8 5800 2900

André Torrão | andre@adstore.pt | Tel.: +351 910 388 341

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



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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://portugal.se>

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 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://portugal.se>

MADE IN PORTUGAL

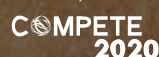
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