

# Portugal today more than you can imagine

When most people think of Portugal, they think of our history, of the great discoveries made many centuries ago by our maritime explorers. They think of an old country, steeped in tradition. But the Portugal we would like to show you now is none of these. It is a different country, it is the Portugal of today.



# new perspective

This about a country you don't know.  
It's about facts that will surprise you.  
It's about brands that are all over the world,  
often on your doorstep, but you do not  
realise where they come from.



# maximum speed, maximum safety

Do you know what NASA and ESA (European Space Agency) do to avoid critical situations arising in their computer systems? And what does London Underground or the railway networks of The Netherlands, Norway, Finland and Denmark do when they need rail management software? They go to Portuguese companies.

**Critical Software** is a global point of reference in the development for critical information systems. Meanwhile, **SISCOG** continues to attract the world's most demanding customers.



# experts in precision

International demand for machinery made in Portugal (moulds, electronics, automotive components, pneumatic and hydraulic equipment, etc.) continues to grow and assist the development of countries throughout the world.

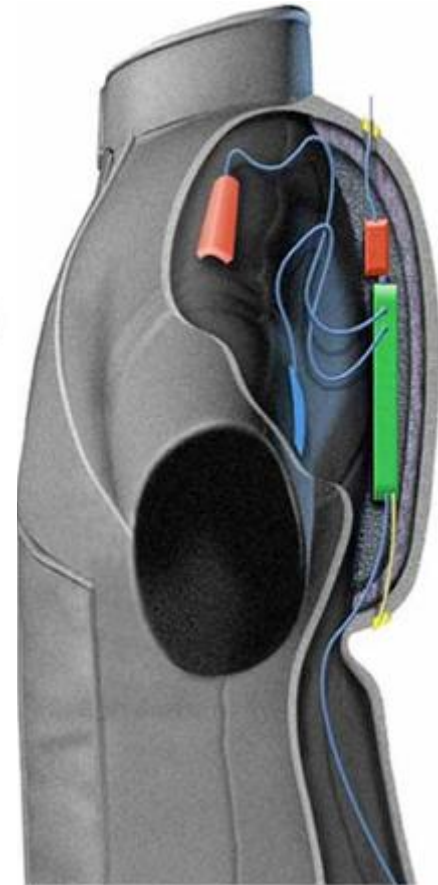
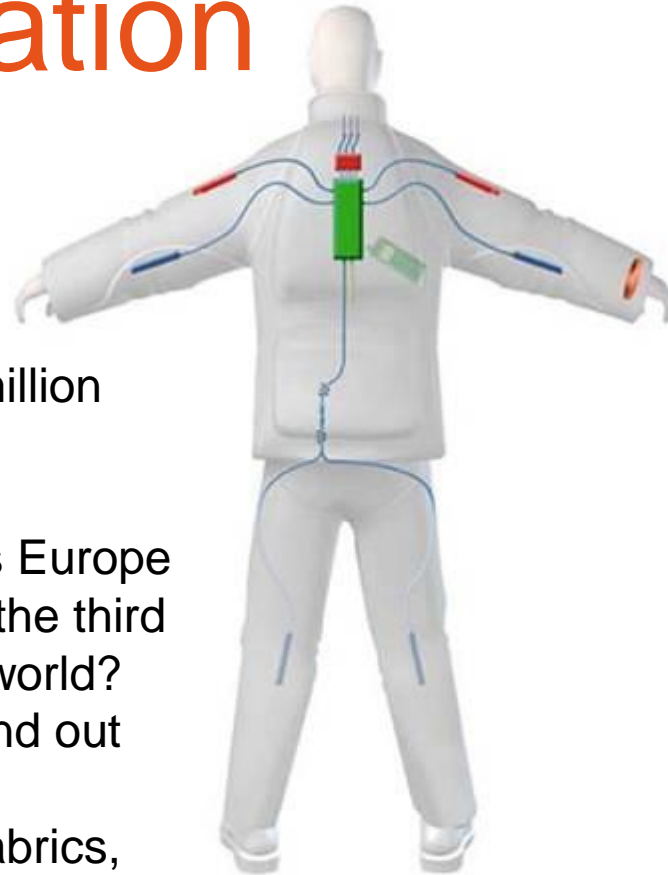
Did you know that machinery is Portugal's No. 1 export?

# design and engineering

Did you know that Portugal is a state-of-the-art point of reference and reliability in the moulds industry?  
Samsonite, Nokia, Mercedes-Benz and Porsche are just some of the famous names that rely on Portuguese talent and engineering.

# new generation fabrics

Did you know that 26 million Americans sleep on Portuguese sheets? And that Portugal leads Europe in home textiles and is the third largest exporter in the world? Portuguese brands stand out because of their sheer innovation: intelligent fabrics, fabrics that are fire-retardant, anti-bacterial or have therapeutic and hydrating properties.



# desired brands

Did you know that leading celebrities prefer to wear Portuguese brands?

The same is true of **Fepsa**, manufacturer of felt hats or **Vicri**, a brand of menswear chosen by such leading figures as Tony Blair, the King of Spain, and Bill Clinton. It is also worn by celebrities like Hugh Grant, Ben Affleck and Luís Figo. And the list goes on: **Lanidor**, **Dielmar**, **Diniz e Cruz**, **Ímpetus**, **Salsa Jeans** are some of the brands you will hear about.



# shoes of the future

Did you know that Portugal leads the world in footwear technology? That it is Europe's No. 3 exporter? That it invented bullet-proof shoes? Ninety million people in the world choose Portuguese shoes. Steven Spielberg is one of them: the Portuguese brand **Swear** supplied the shoes for Star Wars. And **Fly London**, **Yucca** and **Aerosoles** just keep growing.

A woman with dark hair, wearing a dark purple double-breasted coat, stands in an airport terminal. She is holding a black mobile phone to her ear with her right hand and looking off to the side. The background shows the structural elements of an airport, including a large window and a white metal railing in the foreground.

# Power in the palm of your hand

Did you know that it was Portugal that invented pre-payment cards for mobile communications? And that in Portugal you can buy a cinema ticket and choose where you sit – by mobile phone? **Mobycomp**, **Ydreams** (creator of technological solutions for global customers such as Adidas, Vodafone or Nokia) and of course, **Portugal Telecom**, are the world's most innovative companies in this sector



# hidden leadership

Portugal is acknowledged as being the world's leading cork producer. But there are also some lesser known areas in which it leads.

Did you know that **Number Five** has captured 75% of the world market for self-identification? And have you heard of **Altitude** (leading supplier of technology for call centres and CRM), and what about **Chipidea** (world leader in the design of analog solutions that provide the interface between digital technology and the real world)?

# light and design

Did you know that the Portuguese company **Vista Alegre /Atlantis** is one of the 10 main porcelain producing groups in the world?



Other major brands such as **Spal**, **Topázio**, **Cutipol** or **Sátira** offer creativity and design for a happier home.

# pure energy

Did you know that Portugal is building Europe's\* largest solar power station? And that wind power is the main target for investment? Have you heard of **SRE**? This is a Portuguese company that researches and develops products based on the use of hydrogen. All of these are aimed at new forms of energy – economical, clean and peaceful.



# technology for life

Beating incurable diseases or preserving stem cells for regenerative medicine are the everyday concerns of companies such as **Biotechnol**, **Alfama** (winner of the European start-up prize in 2005), **Crioestaminal**, **Medinfar** /**Cytothera**, **Biocant** and **IBET**. Others are developing new pharmaceutical solutions – companies such as **Bial** and **Cipan**. All these companies are working to achieve a better life – surely they deserve to be known?

# passion for construction

From Asia to America, from Africa to Europe, for centuries Portugal construction skills have presented challenges, made their mark and endured. Do you know how? With Portuguese architects, engineers and materials. The airport on Madeira and the Ponte da Amizade on Macau are just recent examples.



# for the table, nothing but the best

Did you know that in the last International Wine Challenge, Portugal won 265 medals - of which 16 were gold? Among these was **Guru 2004**, created by the winemaker Sandra Tavares da Silva, which walked off with two awards: the best white of the year and the best wine of the first year's production. In the same competition, **Sogrape** alone won 23 medals.

In addition, there is port, olive oil, the best fish and shellfish in the world and all the advantages of a Mediterranean diet with an Atlantic flavour.

# great experiences

Shopping centres in Portugal are global experiences offering culture, entertainment and shopping. **Sonae Sierra** is a European leader in the creation and management of these consumer giants



# navigating – always pioneers

**Nelo** is one of the best-known kayak brands in the world. First in Sydney, and then more recently in Athens, its kayaks helped several teams and athletes to win medals at the Olympic Games. They are Portuguese in design and production and their technology revolutionised standards for top competition in this field.



# tourism: more diversity per m<sup>2</sup>

Portugal is a unique destination: no other country in Europe can offer so much diversity within such short distances. A destination with sunshine and the Atlantic Ocean, the history of all the continents concentrated in just one place, a people who speak everyone's language because they speak the universal language of emotion.

Our visitors always want to return.



# People: what really matters

To be Portuguese is to be sociable, warm-hearted, imaginative, sentimental, open to the world. It is to be passionate about new things, new ideas.

It is to be proud of one's heritage, without any trace of arrogance.

Above all, it is to make oneself available.



# Portugal

## a friendly and reliable global partner

Our Past is well-known: a nation of explorers and pioneers, forerunners in trade and international contact. Our Present is not well-known, but hopefully better known after this brief presentation: a country with high-quality infrastructures, a leading niche provider of telecommunications, technology and services. But it's our common Future that is important: think of us as a country that is nearby, always committed to new discoveries and innovation.

**Your friendly and reliable global partner.**

