



Press Kit

MADE IN PORTUGAL

naturally



aicep Portugal Global

“MADE IN PORTUGAL” PRODUCTS

The Home and Construction Materials clusters bring together about twenty thousand businesses, offering an integrated, consistent, and unique range of products.

Portuguese products are well-known in the international market for many differentiating attributes and core values. MADE IN PORTUGAL products set themselves apart for their:

- **Sustainability** – Using noble and natural raw materials as well as sustainable production methods, guided by strong environmental commitments. Portugal is one of the countries that invests the most in renewable energy sources and on policies to combat climate change.
- **Authenticity** – Portuguese production stands on the authenticity and genuine creation, where the materials are worked with respect for their essence and the pieces created with a meaning.
- **Tradition** – As a country with almost nine centuries worth of history, Portugal has invested in innovation without jeopardising its distinctive and traditional trademark. Centuries-old businesses, most of which family-run, keep striving to preserve their rich and unique roots.
- **Innovation** – In addition to an unparalleled creativity, this industry continuously invests in R&D, in bettering its production process and in product innovation.
- **Quality** – Uniqueness and high performance, sustained by innovation, design, tradition and know-how, along with our environmental and sustainability concerns, ensure higher product quality.

MEDIA CAMPAIGN

MADE IN PORTUGAL *naturally*, is an umbrella brand created by AICEP – Portuguese Trade & Investment Agency to showcase the range of Portuguese products and services from our Home and Construction Materials clusters in the international marketplace.

This brand seeks to focus, professionalise, and aggregate Portuguese products and services, allowing them instant recognition for their potential, an effort supported by the acknowledgement of Portugal's reputation as a modern, innovating, and trend-setting country.

The **MADE IN PORTUGAL *naturally*** campaign aims to introduce this diverse range of innovative products and services while remaining loyal to the quality and tradition Portuguese products have become known for.

This campaign targets the markets of Germany, Canada, Spain, United States, France and United Kingdom.

Campaign platforms

VIDEO [↗](#)

The campaign's promotional video will take you on a heart-warming journey across Portugal, where artistic know-how and tradition are harmoniously blended with innovation, design, and exclusivity to create our MADE IN PORTUGAL products.

SHOWROOM [↗](#)

The 360° Virtual Showroom displaying our range of products from the Home and Construction Materials clusters will introduce and help you find premium products within these sectors.

IMAGE DATABASE [↗](#)

An exclusive image database is available for editorial purposes. A diversified collection showcasing the quality, design, and innovation of our MADE IN PORTUGAL products.

PRESS RELEASES [↗](#)

To display information alongside with the media about relevant, sector-specific data, as well as news articles on companies that stand out for their products.

NEWSLETTER [↗](#)

To encourage regular contact with the international market and relevant stakeholders, to share important updates, and to highlight and increase the demand for Portuguese products.

WEBSITE [↗](#)

Our campaign platforms and all sector-specific information related to the Home and Construction Materials clusters (including a Portuguese Business Directory) can be found at www.portugalnaturally.pt.

SECTOR-SPECIFIC INFORMATION

Home Cluster

The Portuguese Home Cluster encloses Furniture, Home textile, Houseware (Ceramics, Cutlery, metallic Crockery, small Appliances, and Glassware/crystal) and Lighting sectors. Marked by tradition in technique and know-how, along with setting itself apart for its quality, resilience, adaptability, and clear customer-focus, this cluster is known for its ability to innovate, create trends and, above all else, for the confidence its heritage in terms of know-how inspires in the international market. Also noteworthy are its high operating efficiency and its ability to quickly produce small series, seen as competitive advantages within the industry.

Involving a significant set of so-called traditional sectors, the Home Cluster has gradually been integrated into the creative industries, increasingly valuing aspects such as branding, aesthetics, design, comfort, sensations, and experiences, while seeking to respond to changing consumer preferences and new market trends. Over 7 600 companies (around 61 thousand employees) contribute to this cluster. The furniture and home textiles sectors are the most representative within the industry, with France, Spain, the U.S.A., and the U.K. as their main export markets. This cluster sells its products to 177 countries, representing eight of its main markets and over 75% of the industry's exports.

Construction Materials Cluster

The Portuguese Construction Materials Cluster is characterised by its interest in export trade, its highly qualified and talented workers, its dynamism, and its diverse set range of competitive advantages, ensuring its success in the international market.

Mostly made up of small and medium-sized family-owned companies, it invests in innovation and technology, following new trends, namely in terms of digital transformation and electronic commerce. This cluster includes several sectors, such as Ornamental Rocks, Ceramics, Wood, Cork, Metals, Cement, Plaster, Concrete and Associated Works, Plastic, Paints and Varnishes, and Glass, involving more than twelve thousand companies with close to hundred thousand employees.

This cluster exports to 186 markets, the main ones being Spain, France, Germany, the U.K., Angola and the U.S.A. Found in emblematic buildings and monuments worldwide, Portuguese construction materials offer a diversified range of products, ensure high performance and quality design, adding sophistication to the most daring works of modern architecture.

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.

Its strategic location, at the crossroads between the European, African and American continents, as well as its 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 in the world and the seventh most politically and socially stable, as well as one of the countries that invests the most in renewable energy sources and on policies to combat climate change.

Portugal's excellent infrastructures, telecommunications, and quality of life attract visitors and companies from all over the world.

The production of Portuguese goods is characterised by its quality, authenticity, and exclusivity, which is why they are highly sought after by well-renowned international customers.

With almost nine centuries of history, Portugal is an innovative, sophisticated, and forward-looking country where sustainability is a priority as well as 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

Portuguese Trade & Investment Agency is a government entity focused on attracting productive investment, increasing exports, and internationalising Portuguese businesses to boost the country's economy. AICEP is a "one-stop shop" agency and the ideal business partner for those looking to invest in Portugal or to purchase Portuguese products and services.

With offices in Portugal and abroad, **AICEP** supports international companies investing in Portugal through project analysis and by helping select installation sites and human resources.

With a [global network](#) present in over 50 markets, **AICEP** oversees the internationalisation and/or exports of Portuguese companies, supporting them throughout these processes by investing on the research and development of products and services.

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