

Trade Mission to Portugal

14-18 November 2016

Why Portugal?

Located in Europe's Westernmost point, Portugal is a geostrategic location between Europe, America and Africa. Entering the Portuguese market is much more than entering a market with ca. 10 million consumers - Portugal is the gateway per excellence to the Iberian market (51 million) and the Portuguese-speaking markets (220 million - Brazil, Angola, Mozambique, Cape Verde, Guinea-Bissau, among others).

With a great infrastructure network, Portugal ranks among the best in Europe and the world (15th place). The country has the 4th best roads and the 25th best railroads in the world, one of the Top 3 European airports (Oporto) and direct flights to almost all the most important business hubs in Europe, Africa and America. The maritime trade plays an important part in the country's international commerce and Portugal also has some of the best ports in Europe, in order to handle the export/import demand.

Regarding education and labour skills, 61% of the Portuguese population speaks at least 1 foreign language and several universities have been achieving great results in European rankings, which contributes to the country having one of the most skilled workforces in the European Union. In addition to this, the labour costs in Portugal have been decreasing in the last years. while, on average, going up in the Eurozone.

Why take part in this trade mission?

This trade mission is a great opportunity to get to know the business environment in Portugal, and accurately assess business opportunities in that market. The mission will be particularly focused on B2B meetings with pre-selected companies and key players in each participant's activity sector. Furthermore, this trade mission will provide the opportunity for the participants to get acquainted with the representatives of the Portuguese Chamber of Commerce and Industry (CCIP), to attend a seminar about the Portuguese and Portuguese-speaking markets, as well as to have networking moments with the highest representatives of Poland in Portugal and representatives of the PPCC, CCIP and other important business associations. The PPCC possesses a vast contact network in Portugal which will be very useful to the participants, during and after the trade mission.



Who should take part in this trade mission?

This multi-sector trade mission is aimed at every company that wants to internationalize their activity to Portugal or establish commercial relations with the market. We encourage all the companies interested in exporting to, importing from or investing in Portugal to take part in this trade mission.

What are the objectives?

This trade mission intends to provide the participant companies with opportunities in the market and contact with relevant local players in their business sectors. The main goals of the trade mission are:

- ✓ **to get acquainted with the business environment in the country;**
- ✓ **B2B meetings with companies and entrepreneurs in Portugal, according to each company's profile;**
- ✓ **to contact with important local partners;**
- ✓ **to contact with the Portuguese Chamber of Commerce and Industry and the Polish Embassy in Portugal;**
- ✓ **to develop a contact network with local Governmental institutions in order to support investment in Portugal;**
- ✓ **to know the key sector players in the market, the competition and the consumers' profile;**
- ✓ **to assess the possibility and viability of establishing commercial relations with that market.**

WHAT IS INCLUDED IN THE OFFER?

- Direct flight in touristic class Warsaw-Lisbon-Warsaw
- Transfer airport-hotel-airport
- Stay in a 4* central hotel in Lisbon
- Travel insurance
- Scheduling B2B meetings with pre-defined potential partners
- Scheduling meetings with official and government authorities
- Participation in the Seminar about the Portuguese market
- Networking cocktail with Portuguese business community
- Local support on the logistics regarding B2B meetings
- Personalized support during the Trade Mission and in the follow-up after.
- PPCC's Secretary General support on the ground and monitoring during the trade mission



DRAFT AGENDA*

14 NOV

14h50 Departure from Warsaw
18h10 Arrival to Lisbon and transfer to the hotel
20h00 Dinner with Polish Economic Counsellor in Portugal & guests from the local business community

15 NOV

09h00/17h00 Individual meetings according to each company's profile
17h00 Seminar about the Portuguese and Portuguese-speaking markets
19h00 Free time

16 NOV

09h00/18h00 Individual meetings according to each company's profile
19h30 Dinner with PPCC & CCIP representatives

17 NOV

09h00/18h00 Individual meetings according to each company's profile
18h00 Free time

18 NOV

07h30 Transfer to the airport
09h10 Departure from Lisbon
14h05 Arrival to Warsaw

* can be subject to changes, should they be necessary to accommodate requests from the participant companies or b2b meetings.

WHAT IS THE COST?

PPCC Member Company PLN 8,400 + 23% VAT.

Other company PLN 8,800 + 23% VAT.

In order to register your company in the PPCC Trade Mission to Portugal, please fill in the form by clicking [here](#) and send your company's presentation in PDF, in English (max. 5MB) to Wojciech Baczyński, PPCC Secretary General: wb@ppcc.pl . Registration is open until 30th September and will only be validated after payment. The Polish-Portuguese Chamber of Commerce reserves the right to cancel the trade mission if the minimum number of companies is not reached.

If you wish to learn more about the PPCC Trade Mission to Portugal, please contact:
Wojciech Baczyński, PPCC Secretary-General – wb@ppcc.pl, 696 760 925
Małgorzata Goreń, PPCC Operations Manager – gosia@ppcc.pl, 504 00 95 96

