

# Trade Mission to Portugal

25-29 September 2017, Lisbon

## 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).

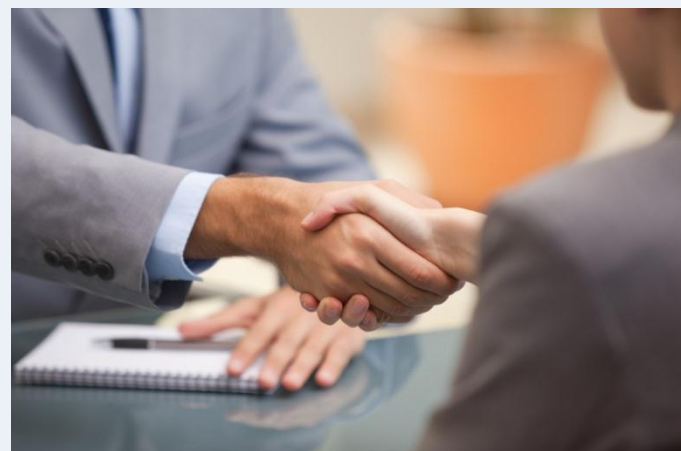
With a great infrastructure network, Portugal ranks among the best in Europe and the world (15th place). The country has the 4th best roads and the 25th best railroads in the world, one of the Top 3 European airports (Oporto) and direct flights to almost all the most important business hubs in Europe, 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.

Portugal is currently steadily recovering its economic performance, ending 2016 with a budget deficit comfortably below 3%, a GDP growth of 1.4% and decreasing unemployment.

## 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** (please state your targets in the pre-registration form). 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 and our local Partner (CCIP) 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 Polish company that wants to internationalize their activity to Portugal or establish commercial relations with that and other Portuguese-speaking markets. We encourage all the companies interested in exporting to, importing from or investing in Portugal to take part in this trade mission.

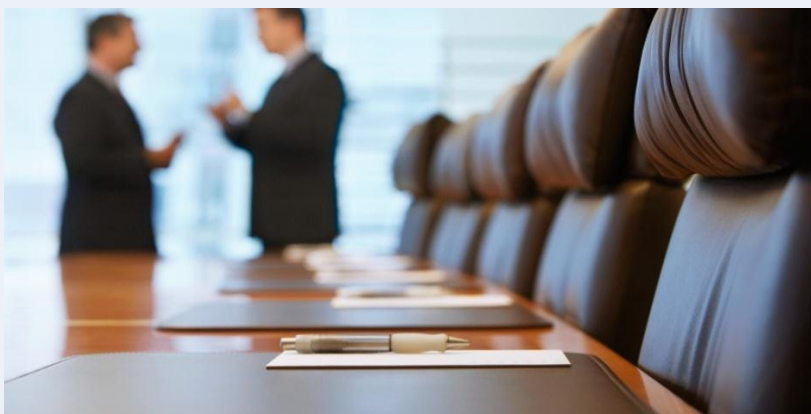
## What are the objectives of the mission?

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 participant company's necessities;**
- ✓ **to contact with important local business environment partners;**
- ✓ **to develop a contact network with local Governmental institutions in order to support future investment / business activity 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?

- Flight in economy class Warsaw-Lisbon-Warsaw
- Transfer airport-hotel-airport
- Stay in a 4\* hotel in Lisbon
- Travel insurance
- Scheduling B2B meetings with pre-defined potential partners
- Scheduling meetings with official and government authorities, if requested
- Participation in the Seminar about the Portuguese market
- Local support on the logistics regarding B2B meetings
- Personalized support during the Trade Mission and in the follow-up after.
- PPCC's General Director support on the ground and monitoring during the trade mission



## DRAFT AGENDA\*

### 25 SEP

15h15 Departure from Warsaw  
18h30 Arrival to Lisbon and transfer to the hotel

### 26 SEP

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

### 27 SEP

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

### 28 SEP

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

### 29 SEP

07h30 Transfer to the airport  
09h30 Departure from Lisbon  
14h25 Arrival to Warsaw

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

## WHAT IS THE COST?

**PPCC Member Company PLN 9,500 + 23% VAT.**

**Other company PLN 10,000 + 23% VAT.**

In order to pre-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 General Director: [wb@ppcc.pl](mailto:wb@ppcc.pl). Registration is open until 23th July 2017 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 General Director – [wb@ppcc.pl](mailto:wb@ppcc.pl), mob. 696 760 925  
Weronika Gwiazda, PPCC Operations Manager – [weronika@ppcc.pl](mailto:weronika@ppcc.pl), mob. 539 728 680

