

HANNOVER MESSE 2022

Portugal Partner Country at HANNOVER MESSE '22

Portugal is the Partner Country at HANNOVER MESSE '22, participating under the motto "Portugal Makes Sense". Portugal Makes Sense for German companies to Source, Outsource, Create, Innovate, Invest, Engage, Expand and Win on the world stage.



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Portugal is an essential partner for the German Industry; a location where German companies find talent, innovation, reliability, and a commitment to success. 574 German companies already operating successfully in Portugal know this. Germany is also Portugal's 3rd largest trade partner.

The Portugal Partner Country project will focus on the **Engineered Parts & Solutions, Digital Ecosystems and Energy Solutions** theme areas, which are representative of the Portuguese offering and clusters of excellence, namely in mechanical engineering, metalworking, mobility and automotive, aeronautics and space, textile, technical plastics, moulding, production technologies and renewable energy.

The Portuguese participation in Hannover Messe 2022 is coordinated by the Portuguese Trade & Investment Agency - AICEP and co-organised with the Association of Metallurgical and Metalworking Industries of Portugal - AIMMAP –and the German-Portuguese Chamber of Commerce and Industry - CCILA.

WHY PORTUGAL?

In recent years, Portugal has shown to the world its capabilities in the areas of Industry, Trade and Tourism, increasing exports in volume and value, and attracting a flow of investment projects, increasingly focused on higher value-added and skill-intensive investments. Despite the effects caused by the pandemic on the world economy and in Portugal, manufacturing exports in 2021 already exceeded their 2019 levels.

Today, Portugal is a competitive, innovative, and attractive country, featuring the 3rd highest rate of Engineering graduates in the EU, a high level of English proficiency (ranking 7th in the English Proficiency Index 2020), as well as one of the highest levels of peace and stability (ranking 3rd in Global Peace Index 2020 and 10th in Political Stability, excluding States with

under 0.5 Million inhabitants). Further, Portugal scores as the 5th Best Expat Destination Worldwide and 3rd in terms of Quality of Life (according to Expat Insider 2021).

Its strategic location and performing transport infrastructure ensure seamless integration in the European market for companies from many countries. Portugal is the nearest European country to the US and Canada, and shares the same time zone as the UK and Ireland. Furthermore, Portugal is a gateway to other Portuguese speaking countries around the world.

Portugal's excellent infrastructure, telecommunications network, 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 reputable international customers.

With almost nine centuries of history, Portugal is also a sophisticated and forward-looking country where sustainability is a priority and an industry concern.