

HANNOVER MESSE 2022

PORTUGAL MAKES SENSE AT HANNOVER MESSE WITH POSITIVE RESULTS FOR THE PORTUGUESE COMPANIES



"We are truly satisfied with the way this fair went for Portuguese companies because the results have already started to happen, with thousands of leads that will certainly develop into export business and direct investment in Portugal", said Luís Castro Henriques, Chairman & CEO of AICEP, at the closing press conference of HANNOVER MESSE.

At the end of this great event dedicated to the best of world industry and technology, it was clear why Portugal was invited to be the Partner Country of this year's edition of Hannover Messe, **"because everything that showed and explained about the capabilities of Portuguese industry justifies the choice of the claim Portugal Makes Sense",** said Luís Castro Henriques.

According to the Chairman & CEO of AICEP, the bet on the HANNOVER MESSE proved to be clearly opportune and strategic, since the event was an opportunity to draw worldwide attention to the most competitive and technological Portuguese companies, which are ready to establish partnerships with the German companies of the Mittelstand and to be suppliers of global industry players in several sectors.

"At the end of this fair, we can say, with all certainty, that the factor that most surprised the German interlocutors and the participants in general and constituted a powerful argument for the differentiation of our industry, was the Portuguese talent, especially Portuguese engineering. It was clearly the "wow factor" of this Portugal Makes Sense at Hannover Messe", Luís Castro Henriques said.

Several members of the German Government and other public institutions valued the Portuguese presence at HANNOVER MESSE, underlining the need to rediscover Portugal as a modern economy, generator of innovation and protagonist in renewable energies, digitalisation and environmental sustainability.

For the German Chancellor Olaf Scholz, who visited the fair accompanied by the Portuguese Prime Minister, António Costa, **"it is no surprise that Portugal is the Partner Country of HANNOVER MESSE because it is known that Portugal Makes Sense for the German partner companies that have established themselves in Portugal with great success"**, adding that this is also true for all the others that are now discovering the productive capacities and talent available in Portugal. Olaf Scholz welcomed the evolution of the country, registered in the last decade, in terms of technological education, research and development and cooperation between academic entities and the productive system.

The Portuguese entrepreneurs present at the fair left Hannover with many new contacts, follow-up visits to Portugal already booked and meetings scheduled with a view to deepening their knowledge of products and processes and developing concrete business negotiations.

The Portuguese industrial delegation presented 109 companies at the Hannover Messe, the largest Portuguese participation ever in this fair, distributed across the Energy Solutions, Digital Ecosystem, Engineering, Parts and Solutions and Automation, Motion and Drives areas.