



PORTUGAL GOAL

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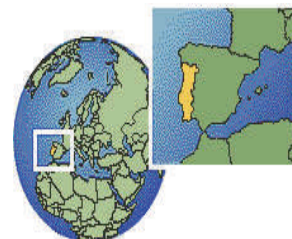
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Portugal a new competitive global partner

This is about a country you hardly hear about. It's about facts that will surprise you. It's about brands that are all over the world, often on your doorstep, but you do not realize where they come from. The country is Portugal.

Do you know what NASA and ESA (European Space Agency) do to avoid critical situations arising in their computer systems? And who does London Underground or the railway networks of the Netherlands, Norway, Finland and Denmark turn to when they need rail management software? They go to Portuguese companies. Critical Software, for example, is a highly-specialized Software Engineering company with a strong presence in the international markets and high growth profile that develops critical information systems for large aerospace and transportation clients.

Do you know that international demand for machinery made in Portugal, such as moulds, electronics, and automotive components, continues to grow and that developing countries throughout the world are using Portuguese machinery to modernize their economies? And that Portugal is the home to some of the world's most-innovative engineers and entrepreneurs in the global molds industry? Samsonite, Nokia, Mercedes-Benz and Microsoft are just some of the famous names that rely on Portuguese talent and engineering.

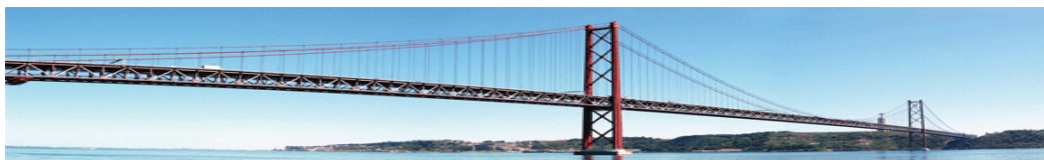


Do you know that Portugal leads the world in footwear technology? That it is Europe's 3rd largest exporter of such technology? That it invented bulletproof shoes? Ninety million people in the world choose Portuguese shoes. Steven Spielberg is one of them: The Portuguese brand Swear supplied the shoes for Star Wars films.

To be Portuguese is to be sociable, warm-hearted, imaginative, sentimental, and open to the world. It is to be passionate about new things, new ideas. It is to be proud of one's heritage, without any trace of arrogance. Above all, it is to make oneself available.

What's attractive for U.S. Exporters?

- Weak dollar and strong euro favors imports of U.S. products;
- Favorable opinion of U.S. products/services and entrepreneurship;
- Government implementing aggressive reforms to make Portugal more competitive;
- Increased investments in infrastructure, hospitals, universities, airports, technology growth;
- Strong ties to Portuguese-speaking countries, such as Brazil, Angola, Mozambique.



Lisbon's 25th of April Bridge



Monument of the Discoveries

“Portugal is now reasserting itself on the world stage, embracing friends it made centuries ago - and making new ones through global trade and investment.”

Market Insights

Did you know that Algarve region in Southern Portugal is due to become one of Europe's most popular beach destinations?

New tourism development projects include various marinas and golf courses, and several four and five star hotels. Up to 35 five star hotels are planned, making the Algarve the largest construction site in Portugal over the next few years.

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The Portuguese government has an aggressive new Technological Plan that includes developing excellence in research and development programs.

Recent partnerships have been signed with leading U.S. institutions, such as Carnegie Mellon, University of Texas, and Massachusetts Institute of Technology and more should be expected.

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Do you export to Portugal? Have you heard about the EU Waste Electrical and Electronic Equipment (WEEE) Directive?

Since August 2005, companies selling a broad range of electrical goods in Europe will need to conform to the WEEE and as of July 2006, those same companies will also need to conform to RoHS (Restriction of Use of certain Hazardous Substances Directive).

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The development and use of RE sources is gaining ground in Portugal. The Government of Portugal is now pushing into the area of renewable energy, particularly wind and solar, to diversify its energy supply and reduce its fuel dependency.

Promising opportunities await U.S. providers of Renewable Energy (RE) technology and expertise in other sources, as well, like hydro, ocean, geothermal and biomass.

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The Portuguese Government is looking to make improvements to the bureaucratic process for establishing pharmacies in Portugal.

When these laws are put into effect, U.S. companies would have an easier time to access the market by selling medicines to private pharmacies or by opening drugstores in Portugal.

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Did you know that 98% of the medium size companies in Portugal (considered those that have a total of between 50 and 249 employees) used the Internet?

The growing number of Internet users, both public and private, in Portugal provides a significant opportunity for U.S. companies that wish to enter the Portuguese market in terms of partnerships or equipment supply.

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Upcoming Events

Portugal

- January 24-28, 2007
[BTL - Lisbon Travel Market](#)
- Mar 27-31, 2007
[TekTónica - Int'l Bld. and Construction Fair](#)
- May 18-20, 2007
[ExpoFranchise - National Franchise Exhibition](#)
- September 20-23, 2007
[SITIC - Trade Fair on Information Technologies](#)

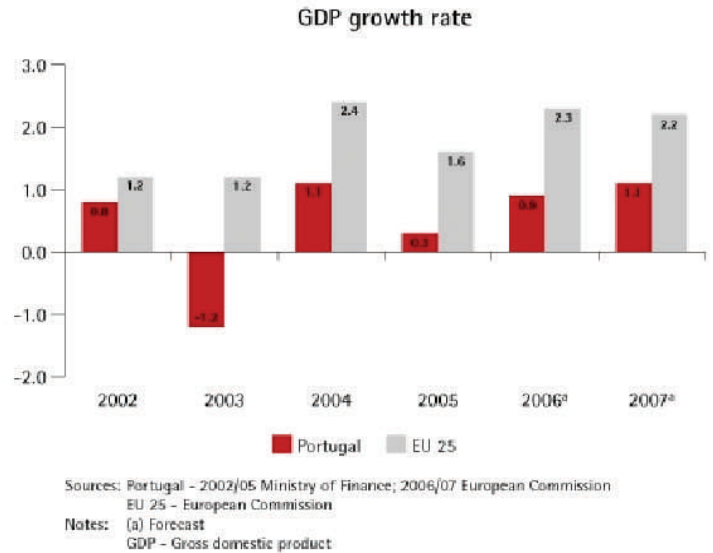
Europe & United States

- March 15-21, 2007
[Cebit 2007 - Hannover, Germany](#)
- April 21-25, 2007
[Pow Wow 2007 - Anaheim, CA](#)

Country Statistics

Capital City (Largest City): Lisbon
Area: 92,345 Square Kilometers / 35,655 Square Miles
Area – Comparable: State of Indiana
Population: 10,605,870 (July 2006 est.)
Official Language: Portuguese
Currency: €URO (Since 1999)
Time: WET (UTC) - DST: WEST (UTC+1)
Government Type: Parliamentary Democracy
Principal Cities: Lisbon, Porto, Amadora, Braga, Setúbal, Coimbra, Funchal
Unemployment Rate: 7.6% (2005 est.)
Exports: \$38.8 billion f.o.b. (2005 est.)
Exports - Commodities: Clothing and Footwear, Machinery, Chemicals, Cork and Paper Products, Hides
Exports - Partners: Spain 25.9%, France 13.1%, Germany 11.9%, UK 8%, US 5.4%, Italy 4.3% (2005)
Imports: \$60.35 billion f.o.b. (2005 est.)
Imports – Commodities: Machinery and Transport Equipment, Chemicals, Petroleum, Textiles, Agricultural Products

Imports - Partners: Spain 29%, Germany 13.4%, France 8.5%, Italy 5.2%, Netherlands 4.3%, UK 4.2% (2005)
GDP: \$203.4 billion (2005 est.)
GDP - Per capita: \$19,335 (2005 est.)



Cruising Boats in Porto's Douro River



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U.S. Commercial Service trade specialists in 107 U.S. cities and in more than 80 countries work your company to help you get started in exporting or increase your sales to new global markets. Our services include:

- World class market research
- Trade events that promote your product or service to qualified buyers
- Introductions to qualified buyers and distributors
- Counseling and advocacy through every step of the export process

To learn more about how the U.S. Commercial Service can help your company export, contact a [U.S. Export Assistance Center](#) near your or call 1-800-USA-TRAD(E).