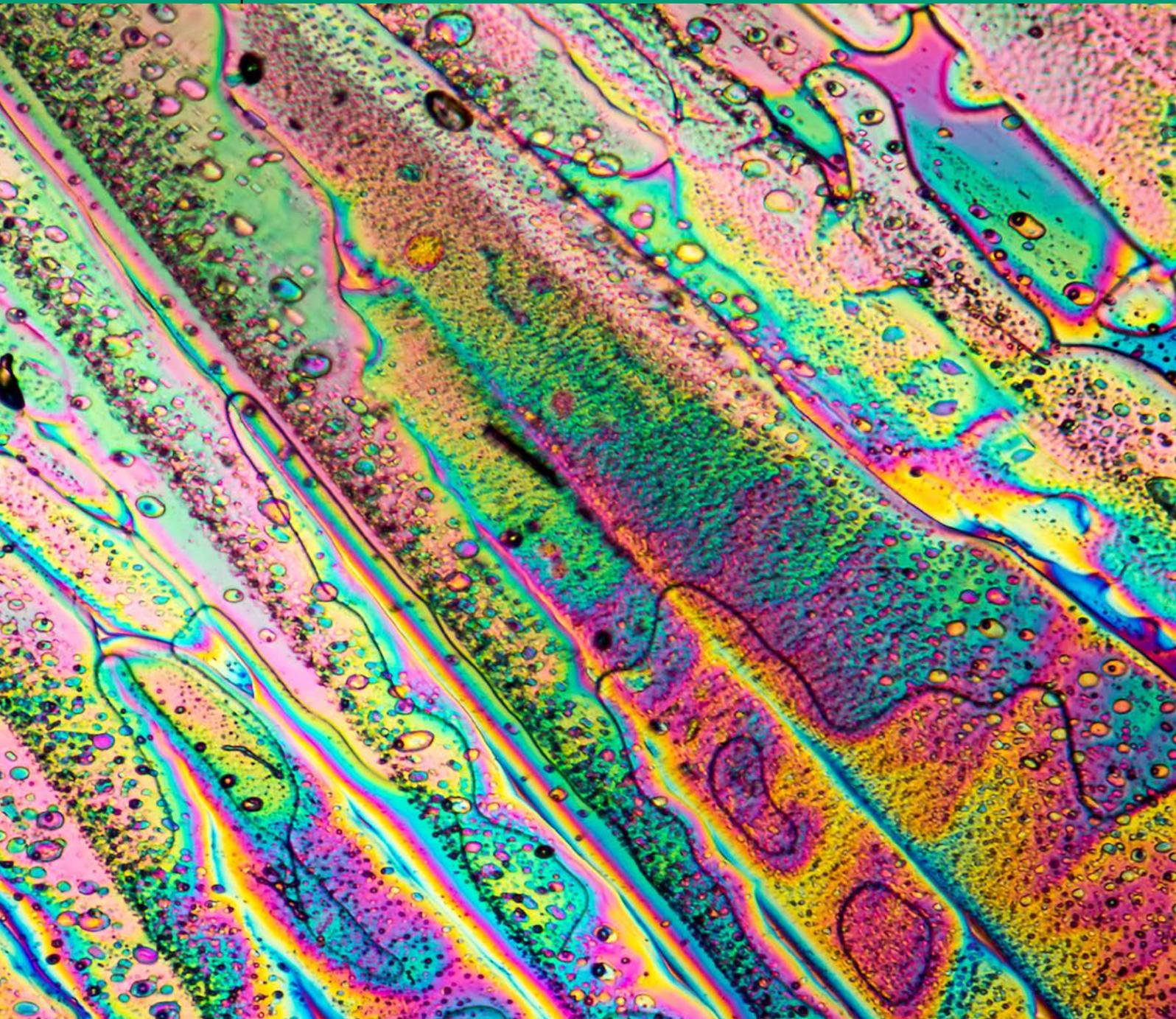


Rödl & Partner

# SHOW VARIETY

ELEVATOR PITCH – PORTUGAL



# Elevator Pitch

## Portugal

Portugal, the country of discoverers, is suited to be an appealing hub for the access to other markets in Europe, Africa, Brazil and Asia due to its geographic position. Owing to its economic resilience and political stability, numerous investors, particularly German medium-sized as well as start-up companies, have entered the country. The high demand for consultancy, real estate for offices and industry as well as housing illustrates the economic development.

In 2017, the Portuguese economy experienced an unprecedented growth. The pleasant rate of economic expansion, fueled by export and investments, led to an even higher increase than the European average.

On top of that, Lisbon, the economic center of Portugal, has established itself as the new location of the digital world and has been the location of the biggest internet technology conference worldwide, the so-called "Web Summit", since 2016.



Monument to the Discoveries | Lisbon

Form of government	Parliamentary republic
Autonomous regions	Both archipelagoes Azores and Madeira
Capital	Lisbon
Climate	Warm and sunny summers as well as mild and rainy winter months (depending on region)
Largest river	Tagus
Stretch of land (km <sup>2</sup> )	92,212 (Comparison Germany: 357,386)
Population (Mio.)	10,3
Commercial language	Portuguese, English
President	Marcelo Rebelo de Sousa
Administration	5 years
Currency	Euro
Gross Domestic Product	192.6 billion euros (Comparison Germany: 3.28 trillion euros)

Economic growth	2.7%
Inflation rate	1.6%
Unemployment rate	6.7% (dropped)

**PRIVATE PUBLIC PARTNERSHIP (PPP)**

PPP have an important role in the Portuguese development throughout the years. In particular over the last two decades PPP have been used intensively to build new roads and hospitals. It also includes the energy and the security sectors. The first PPP was launched for the construction of the Vasco da Gama Bridge in 1992.

**DOUBLE TAX TREATY WITH GERMANY**

Effective since October 1982.

**INVESTMENT PROTECTION TREATY WITH GERMANY**

Effective since April 1982.

Investment incentive	The quality of workforce as well as tax incentives, e.g. Golden Visa, NHR regulation (non-habitual residents)
Ease of Doing Business	25 <sup>th</sup> place of 190 countries
Corruption Perceptions Index	29 <sup>th</sup> place of 180 countries
Investment grade	BBB-
Significant sectors within the GDP	<ul style="list-style-type: none"> <li>- Services (e.g. tourism, IT)</li> <li>- Industry (e.g. automotive, medical technology as well as renewable energies)</li> <li>- Agriculture</li> </ul>
Trading partners	<ul style="list-style-type: none"> <li>- Spain</li> <li>- Germany</li> <li>- France</li> <li>- UK</li> <li>- Italy</li> </ul>
German export products	<ul style="list-style-type: none"> <li>- Motor vehicles and parts</li> <li>- Machines</li> <li>- Electronics and electrical engineering</li> </ul>
German import products	<ul style="list-style-type: none"> <li>- Motor vehicles and parts</li> <li>- Electrical engineering</li> <li>- Machines</li> <li>- Textiles, shoes</li> </ul>
Trading volume Germany to Portugal	15.3 billion euros (Germany to USA: approx. 172 billion euros)
German local companies	Approx. 400 (according to Chamber of Foreign Trade Portugal)

**BENEFITS / MARKET POTENTIAL**

- Further expansion and enhancement of the infrastructure
- Qualified workforce with low labour costs (in comparison with EU)
- Quality-conscious and demanding consumers

- Security
- Social and politic stability
- High level of life quality
- Ideal for projects within the renewable energies sector

#### WEAKNESSES / CHALLENGES

- Bureaucracy
- Measures for the improvement of education

#### MEMBERSHIP IN ECONOMIC ALLIANCES

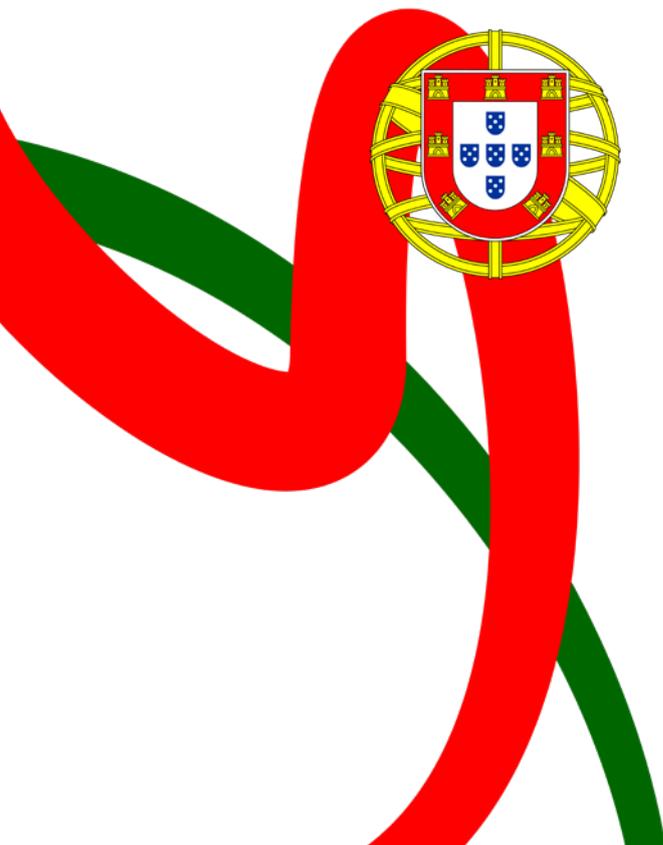
- European Union (EU)
- United Nations (UN)
- International Monetary Fund (IMF)
- Organization for Economic Cooperation and Development (OECD)
- World Trade Organization (WTO)

#### MEDIA

- Jornal de Negócios
- Diário Económico
- Diário de Notícias
- Expresso
- O Jogo
- Público
- Jornal de Noticias

#### TRADITIONAL CUISINE

- „Caldo verde“ (cabbage soup): originates from Northern Portugal
- „Bacalhau“ (stockfish -> cod): does not originate from portugal, but Norway.  
It served as nourishment for the seamen during the discovery periods.
- „Bacalhau à brás“: a mix consiting of cod, French fries, onions and eggs
- „Castanhas“ (roast chestnuts): a tradition during autumn and winter
- „Salgadinhos“: salty snacks
- „Vinho do Porto“: Portuguese port wine, originating from the wine-growing region Alto Douro in Northern Portugal
- „Arroz de Marisco“: rice dish with seafood





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