



Portugal

MAKES SENSE

Partner Country '22



Portugal Partner Country at HANNOVER MESSE 2022

Portugal brings innovative solutions in industry, technology, and sustainability to HANNOVER MESSE'22

Portugal is the Partner Country of HANNOVER MESSE 2022, participating under the motto "Portugal Makes Sense", showing that Portugal makes sense for German and other foreign companies to **Source, Outsource, Create, Innovate, Invest, Engage, Expand and Win on the world stage.**

Portugal will be present at the fair with **more than a hundred companies**, as well as a strong exhibition presence reflected in four pavilions: a Central Pavilion (Hall 2) and three Satellite Pavilions (Halls 3, 5 and 13). Portugal will also be present in the **Automation, Motion & Drives** area (Hall 9).

Portugal's participation will highlight three areas: **Engineered Parts & Solutions** (Hall 3), **Energy Solutions** (Hall 13) and **Digital Ecosystems** (Hall 5), presenting clusters of technological excellence in the fields of equipment and metalworking, mobility, automotive, aeronautics, textile, technical plastics, molds, production technologies and renewable energy.

The country will showcase its competitive advantages to attract scientific, technological, and productive investment, showing that Portugal Makes Sense to invest, develop industrial partnerships, source, expand, triumph, but also think outside the box, innovate, and make your dreams come true.

The Portuguese delegation will present technologies for the areas of Green Hydrogen, Smart Cities, Smart Materials, Smart Manufacturing, industrial IoT, Artificial Intelligence, and Augmented Reality.

Portugal is a global player in the **Engineered Parts & Solutions** area, covering mechanical engineering, metal, mobility and automotive, aeronautics and space, among other sectors.



Metallurgy, Machinery, Tools, and Transport Equipment represent 32% of total Portuguese exports of goods: Motor vehicles, other Transport Equipment (14%); Machinery, Appliances, Electrical Equipment (9%); Common metals, and Metal products (9%).

In the **Digital Ecosystems** field, Portugal has one of the most vibrant entrepreneurship ecosystems in Europe and is one of the countries with the most open policies to international investment.

At the HANNOVER MESSE 2022, Portugal will be showing a set of innovative, technologically sophisticated companies, specialized in developing high-tech solutions for Smart Industries. Portugal has companies with a proven track record in Cloud Computing (CC), Industrial Internet of Things (IIoT), Cyber-Physical Systems (CPS), Big Data and Artificial Intelligence (AI), and Augmented Reality (AR).

In the **Energy Solutions** area, Portugal will take 13 innovative Portuguese companies with advanced technological solutions in renewable energies to HANNOVER MESSE 2022. Within the scope of innovation and sustainability, several Portuguese companies have developed urban mobility solutions for Smart Cities, from the production of green hydrogen to storage in chargers and circulation of hydrogen-powered buses.

Portugal ranks 9th in the global contribution to Planet & Climate in the Good Country Index and is taking determined action to reduce energy consumption, make more efficient use of resources, achieve more sustainable mobility and greater security of supply, and diversify renewable energy resources.

Portugal is committed to achieving carbon neutrality by 2050 and is a leading EU country in the energy transition. It is also the fourth country in Europe to eliminate coal in electricity production (from December 2021). The country's strategic geographic position benefits the growth of all Renewable Energies, creating opportunities and competitive advantages for exporting goods and services in this sector.

Portugal Partner Country

The 2022 edition of HANNOVER MESSE takes place at the Hannover Exhibition Center, from May 30 to June 2, and will have Portugal as a Partner Country. Portugal's participation will reinforce its image as a supplier of high-quality products and services in the industrial value chain, expand the participation of Portuguese companies in the value chains of German and other international companies, and attract industrial investment projects to the country.

The competitiveness of Portuguese industrial companies is based on engineering skills, incorporation of modern technologies, design production and control, handled by highly qualified human resources who can fulfill the needs of demanding markets, with high-quality standards and service excellence.

Portugal is an international technology center that is open to foreign investment. Located at the southwestern tip of Europe, Portugal is a strategic crossroad to Africa and the Americas and features great quality of life, excellent infrastructure, and high levels of security, political stability, and sustainability.



Portugal's differentiation is centered on highly qualified talent. Portugal has the 3rd highest rate of engineering graduates in Europe; 30% of graduates in ICT, Engineering, Math & Natural Sciences; with a high level of English proficiency, ranking 7 in the English Proficiency Index 2021.

The Portuguese participation at HANNOVER MESSE 2022 is organized by AICEP – the Portuguese Trade & Investment Agency, in partnership with AIMMAP – the Association of the Portuguese Metalworking Industries, and AHK - the Portuguese-German Chamber of Commerce and Industry.

For more information:

www.portugalmakessense.pt

