



aicep Portugal Global

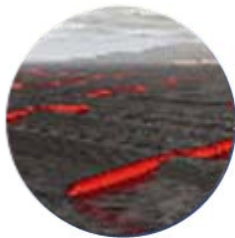
The Ocean as a Driver of Innovation

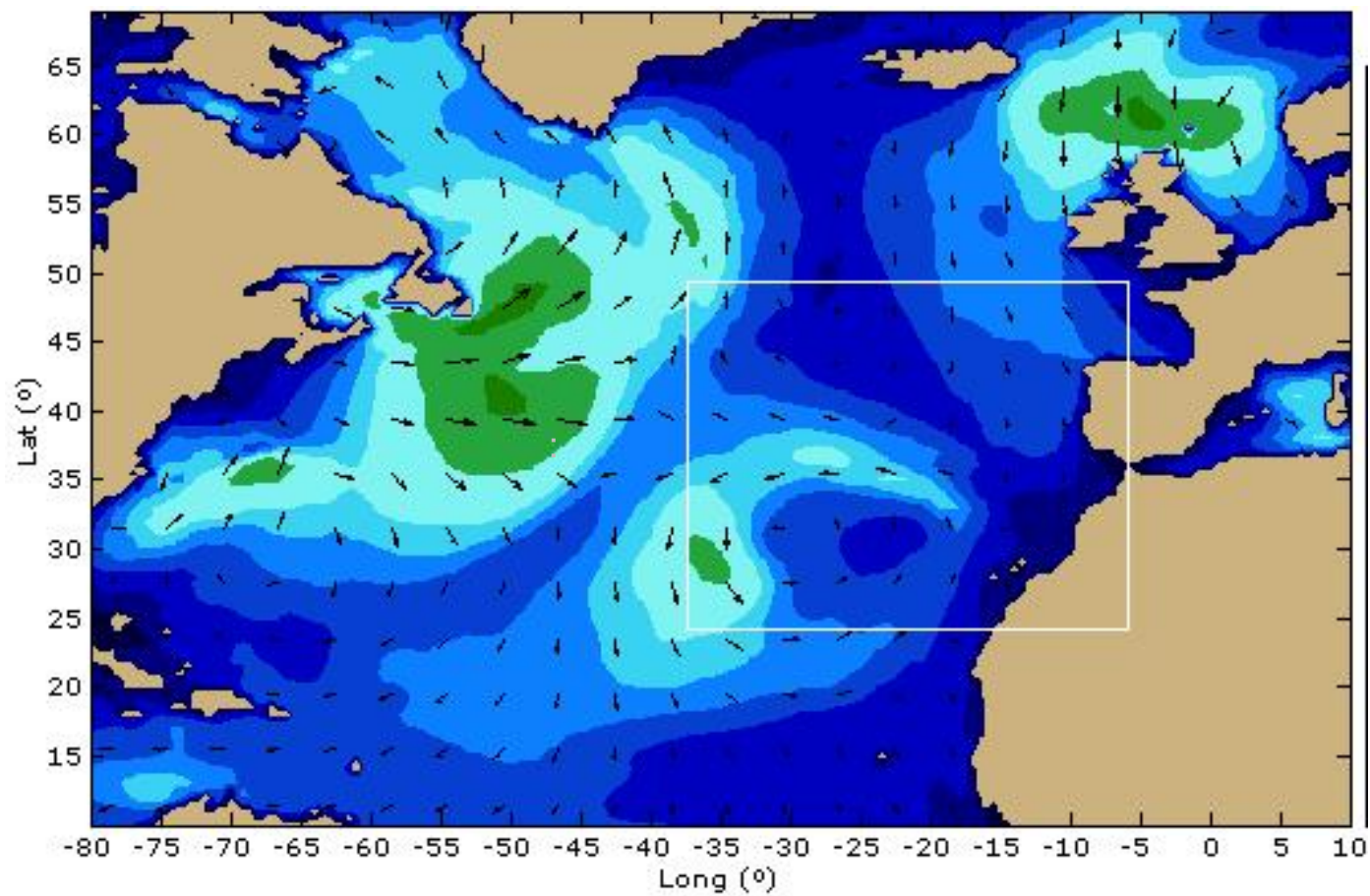
London, 3rd February 2010





Portugal and the Ocean – A historical partnership looking into the Future





Portugal and the Ocean

- ✓ 528 miles of coastline;
- ✓ Largest EEZ of Europe;
- ✓ 2% of the GDP (can represent between 4 % and 5% in 2025. considering the non-direct effects it goes up to 12% - source: “Hypercluster da Economia do Mar”, 2009);
- ❖ Linking the great achievements from the Past with the innovation and development of the Future





Portugal and the Ocean

- Maritime border connecting Europe, America and Africa - one of the most important maritime nation in Europe;
- Portuguese's territorial waters is 18 times its land mass;
- A committed Scientific and Technological Community whose competence is recognized and highly regarded at both EU and International levels;
- A sustainable, healthy and safe Ocean is the Portugal's main physical and socio-cultural active asset;
- The Ocean as the strategic resource for the country's development;





Portugal and the Ocean

Portugal – Public Policy:

CNUDM, October 1997;

Prioritize the Ocean and boost internationally such priority

Follow a sustainable management of the maritime area under national legislation taking advantage of its economic, political and cultural fully potential

National Strategy for the Ocean (Nov, 2006):

- Interministerial Commission fo the Ocean (CIAM);
- Policies' articulation, definition of strategic directions, action and competences;
- Sinergy between different bodies: Autonomic Regions, Local Authorities, Economic Agents, Scientific Community, NGO's, Civil Society. All together are co-responsible for the Ocean exploration as a differentiator factor of the economic and social development;
- Optimize the association of the Ocean to Portugal as an identity factor;
- Ensure the Knowledge and Protection of the Ocean;
- Promote the sustainable development of the maritime economic activities;
- Assume a distinctive position on the Ocean related subjects' specialisation;
- Meet the Marine and Maritime Policy of the EU.

“Honour our past and succeed in the future”, Minister of National Defense and Ocean Affairs, Nov 2009





Portugal and the Ocean

Portugal – Public and Private Bodies:

Comissão Interministerial para os Oceanos (CIAM)

Estrutura de Missão para os Assuntos do Mar

EMEPC – Estrutura de Missão para a Extensão da Plataforma Continental

Fórum Permanente para os Assuntos do Mar

SAER – Sociedade de Avaliação Estratégica e Risco Ltd

Instituto Nacional dos Recursos Biológicos

IPIMAR – Instituto de Investigação das Pescas e do Mar

Comissão Estratégica dos Oceanos

Associação das Indústrias Marítimas

Associação Portuguesa do Património Marítimo

Associação dos Portos de Portugal

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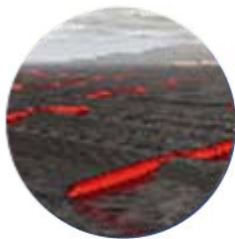
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The Ocean within the world of Economics



The Ocean within the world of Economics

Ocean's potential for exploration and exploitation – Portuguese Clusters of the Ocean

1. Naval Construction and Restoration



2. Aquaculture and Fishing Industry



3. Energy and Biotechnology

Necton: A Empresa.



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The Ocean within the world of Economics

Ocean's potential for exploration and exploitation – Portuguese Clusters of the Ocean

4. Maritime Services (Transports and Logistics)



IPM - Instituto Português e dos Transportes Marítimos



Qualidade Total e Logística, Lda.

5. Research and Development - Innovation



6. Environment and Nature



The Ocean within the world of Economics

Ocean's potential for exploration and exploitation – Portuguese Clusters of the Ocean

7. Leisure (nautical activities) and Tourism



8. Defense and Security



9. Maritime Culture



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aicep Portugal Global

Business Development Agency

Think Global, Think Portugal
AICEP role



Think Global, think Portugal

How we view the world:

Policentric;

Multicultural;

Interlinked;

Interactive.

How we position ourselves:

Open and friendly;

Heritage and Future;

Gateway of continents and cultures.



Aicep Portugal Global

Who are we?

aicep Portugal Global results of the merger between API and ICEP, the former investment and trade promotion agencies of Portugal.

We are a Business Development Agency, focused on the development of a competitive business environment that contributes to the international expansion of the Portuguese Economy.



A aicep Portugal Global

Mission

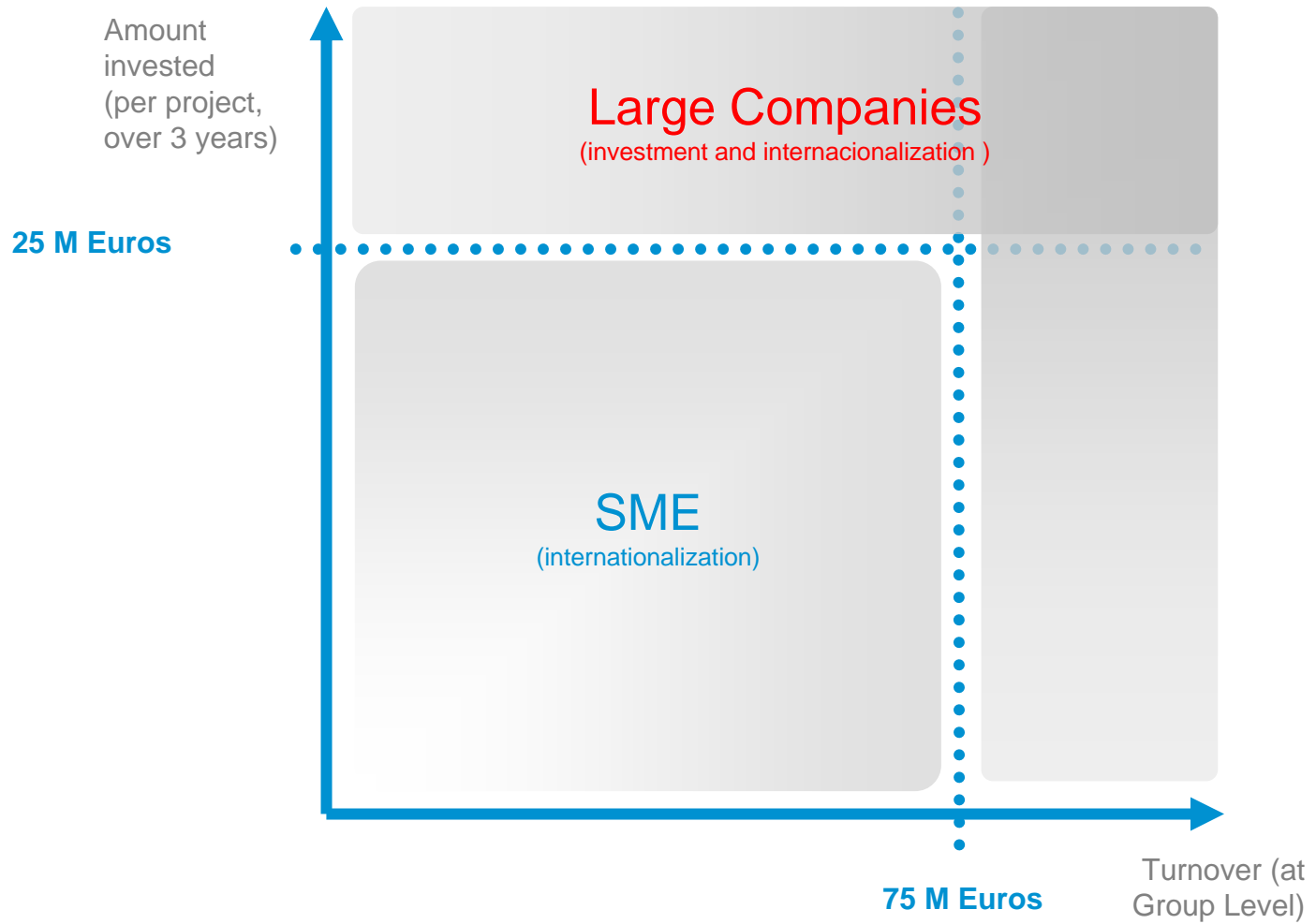
Increase Portugal's competitiveness and reputation by giving a boost to structural investment and making companies international in scope, with special emphasis on SME's

Values

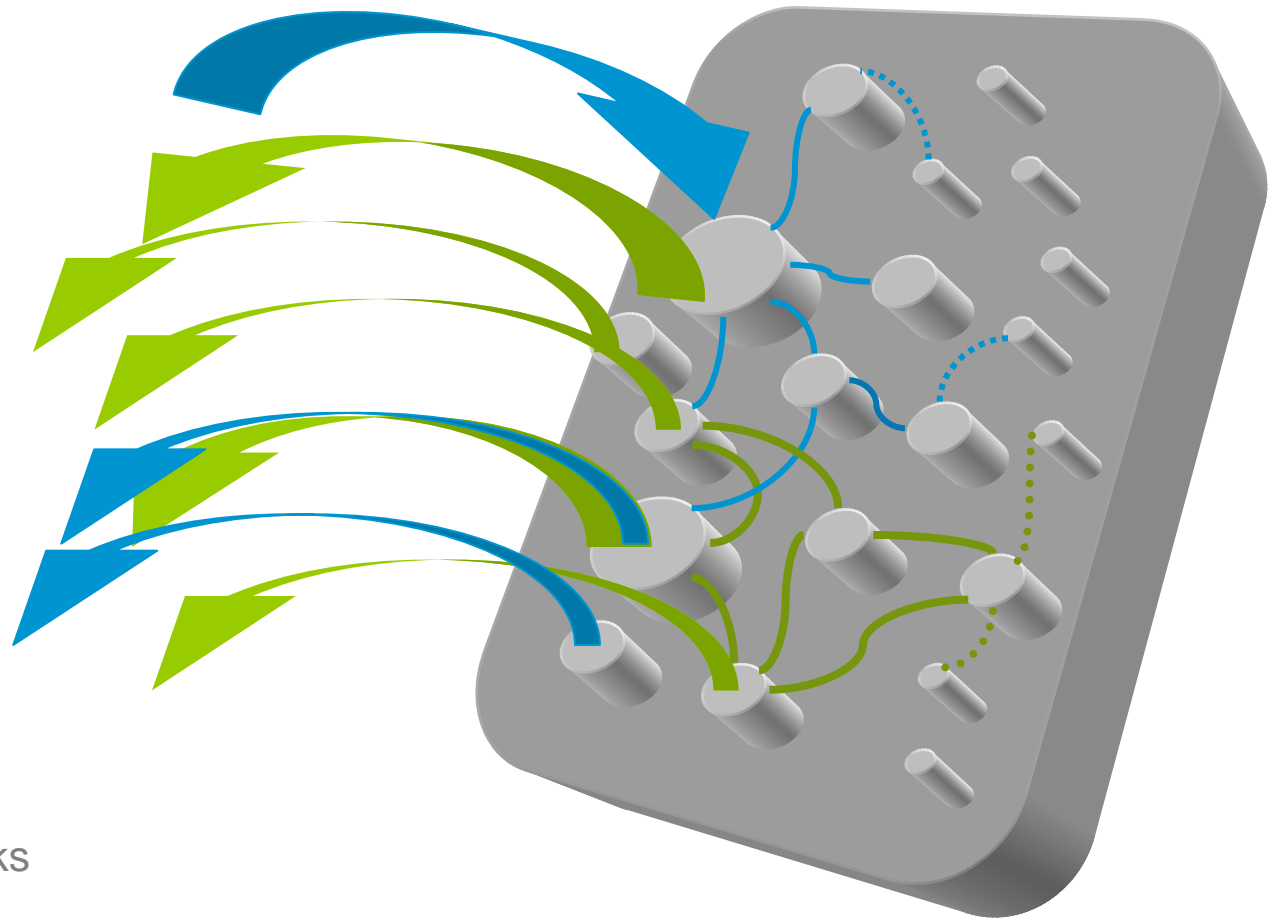
- **Guidance for companies** - serving our clients in accordance to their requirements, through various solutions and long-term relationships
- **Selectiveness** - directing activity towards projects and markets that make a better contribution to company's competitiveness and the sustainability of the Portuguese economy.
- **Excellence** - meeting expectations by means of a rigorous approach, effectiveness, enthusiasm and a willingness to innovate



Our clients



Our business model



-  Investment
-  Exports
-  Supply Networks
-  Export networks





Products and services



Products and Services

Financial Support

- Credit Insurance
- Venture Capital
- Mutual Guarantee
- Financial instruments from QREN
- Fiscal Incentives

Market information

- Market studies
- Legal Conditions
- Fiscal System
- Business opportunities
- Sectorial analyze in each market
- Statistics
- Trade Fairs

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Products and Services

Training

About markets: ABC Mercado, Como Vender em...
About international trade and management

Promotion of Portuguese companies

Business Mission
Participation in trade fairs – multisectorial and sectorials
Advertising in magazines
Point of Sales promotion

Personalised services

Portugal news: clipping of notices
Information about international clients
Business opportunities
Advice a logistic support in the market





International Network



International Network

World map without Europe



- Business Unit
- Business Office
- Business Point



International Network

Europe



- Business Unit
- Business Office
- Business Point



Contacts and further information

1

www.portugalglobal.pt for further information about the agency and the country

2

In Portugal: aicep@portugalglobal.pt or dial 808 214 214

3

Near you, around the globe: search in http://www.portugalglobal.pt/CmsAPI/AICEP/contactos_en.pdf for the contact of the international network that you are looking for.





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Business Development Agency

Thank you

