BUY FROM PORTUGAL
CULTURAL AND CREATIVE INDUSTRY SECTOR
## Cultural and Creative Industry Sector

### Profile

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural Heritage</td>
<td>7</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>10</td>
</tr>
<tr>
<td>Crafted Arts and Interdisciplinary Arts</td>
<td>13</td>
</tr>
<tr>
<td>Architecture and Design</td>
<td>12</td>
</tr>
<tr>
<td>Visual Arts</td>
<td>9</td>
</tr>
</tbody>
</table>

### Key Indicators

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audiovisual and Multimedia</td>
<td>8</td>
</tr>
<tr>
<td>Publishing and Bookselling</td>
<td>11</td>
</tr>
</tbody>
</table>

### Competitive Advantages

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest in the Cultural and Creative Industry</td>
<td>14-15</td>
</tr>
</tbody>
</table>
This sector is made up of small cultural agents, cultural associations and non-profit making bodies, private institutions of social solidarity and individual artists.

Performing arts and supporting industries represent about 31% of the creative industry.

Books and periodical represent 33.2% of GVA of this sector.

Architecture, Design and cross-curricular represent about 28% of this sector’s activity.

TENDANCES

- Focus on markets outside the EU: USA, UAE, Japan, Saudi Arabia, Canada, Latin America.
- Incorporate new technology and services to support innovation.
KEY INDICATORS

**INDICATORS**
- **TURNOVER**: 4.6 billion€
- **NR OF COMPANIES**: 66 469
- **NR OF EMPLOYEES**: 88 749
- **EXPORTS**: 402,7M€
- **PORTUGUESE GVA**: 1,7%
- **SECTOR’S GVA**: 2,6 milliards €

**MAIN MARKETS**
Spain, France, United Kingdom, Germany, USA, UAE, Angola, Mozambique and Brazil.

**SNAPSHOT**
- SME
- Large portfolio of skills
- Highly qualified employees
- Global recognition
COMPETITIVE AVANTAGES

- Integration of modern technology in conception, production and control
- A strong connection with Tourism, Household and ICT sectors
- Innovation and design
- Quality, versatility and flexibility
- Tradition and prestige
- Creation and production in an EU country
SECTORS

Cultural Heritage
Audiovisual and Multimedia
Visual Arts
Performing Arts
Publishing Andbookselling
Architecture and Design
Crafted Arts and Interdisciplinary Arts
CULTURAL HERITAGE

Conservation and restoration: places and historical monuments, museums, libraries and archives.

INDICATORS
NR OF COMPANIES : 10 023
NR OF EMPLOYEES : 20 150
GVA: 228,2 M€
SECTOR’S GVA: 8,6 %
SECTOR EMPLOYMENT: 9,8%

MAIN MARKETS
France and Spain.
CULTURAL AND CREATIVE INDUSTRY SECTOR

AUDIOVISUAL AND MULTIMEDIA

Cinema, television, video games, festivals.

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**INDICATORS**

NR OF COMPANIES : 11 044
NR OS EMPYREES: 17 084
GVA: 842,4 M€
SECTOR'S GVA: 31,6%
SECTOR EMPLOYMENT: 18,6%

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**MAIN MARKETS**

PALOP, Canada and USA.
VISUAL ARTS
Painting, sculpture, art galleries

INDICATORS
NR OF COMPANIES: 6 494
NR OF EMPLOYEES: 5 944
GVA: 133,9M€
SECTOR’S GVA: 5%
SECTOR EMPLOYMENT: 6,7%

MAIN MARKETS
Spain and Italy
PERFORMING ARTS

Music and orchestra, opera, dance, theatre groups, circus.

INDICATORS

NR OF COMPANIES: 20 453
NR OS EMPLOYEES: 10 262
GVA: 215,7M€
SECTOR’S GVA: 8,1%
SECTOR EMPLOYMENT: 11,6%

MAIN MARKETS

USA, Canada, France, Germany and the United Kingdom.
ÉDITEUR ET LIBRAIRE

Edition, arts graphiques, traduction, marketing et communication.

INDICATEURS

NB D'ENTREPRISES : 9 179
NB DE COLLABORATEURS : 32 454
VAB: 884,3 M€
VAB de la Filière: 33,2%
Emplois de la Filière: 36,6%

MARCHÉS TOP

Allemagne, Brésil, France, Cap-Vert, Angola, Mozambique et Colombie.
ARCHITECTURE AND DESIGN

Architectural design, interior design, product design, communication design.

INDICATORS

NR OF COMPANIES: 8,866
NR OF EMPLOYEES: 4,472
GVA: 120.5 M€
SECTOR’S GVA: 4.5 %
SECTOR EMPLOYMENT: 5%

MAIN MARKETS

Angola, Brazil, Mozambique, France, United Kingdom, Switzerland, Morocco and UAE.
CRAFTED ARTS AND INTERDISCIPLINARY ARTS

Handicraft: home and fashion, rural design, interdisciplinary arts

INDICATORS

NR OS COMPANIES: 9,554
NR OF EMPLOYEES: 9,837
GVA: 241,Me
SECTOR'S GVA: 9,1%
SECTOR EMPLOYMENT: 11,1%

MAIN MARKETS

Spain, Germany, France, United Kingdom, Japan and USA.
INVESTI
IN THE CULTURAL AND CREATIVE INDUSTRY SECTOR
INVESTMENT OPPORTUNITIES

- International partnerships for museum projects
- Sponsorship of festivals in Portugal
- Patronage for artists and projects.