



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*The Trade Council*

**AMBASSADOR LARS FAABORG-ANDERSEN**

**PRESENTS:**

**THE PORTUGUESE MARKET IN THE  
SHADOW OF COVID-19**

**SPAIN, PORTUGAL, GREECE AND ROMANIA  
WEBINAR HOSTED BY DANISH INDUSTRY  
18 JUNE 2020**

# POLITICAL AND ECONOMIC SITUATION

- Portugal has made it fairly well through the crisis reg. death tolls
- The economy is hit hard
  - Budget surplus turned into a deficit
  - Large public investments and funds from the European Recovery Fund to stimulate GDP
  - Government will try to avoid austerity measures
- Third phase of reopening strategy implemented
- Access for all EU- and Schengen nationalities
- Land border between ES and PT to open 1 July





# MARKET OPPORTUNITIES

## ENERGY AND ENVIRONMENT

- DK and PT levelled in climate and environment policies
- Waste water solutions, energy efficiency in buildings, supermarkets as energy hubs, retrofit of wind turbines

## TECH SOLUTIONS

- Lisbon developed as a tech hub over the last 10 years
- Accessible work force with high level English skills
- Web Summit, start-up environment, nearshore office, digitalization of public offices

## SUPPLY CHAIN AND CREATIVE INDUSTRIES

- Due to geopolitical concerns related to covid-19 we are facing a disruption of current global value chains.
- Portugal is a uniquely placed shipping hub to most of the world
- Strong sectors within textile, leather and shoe production, ceramics and porcelain and great focus on sustainability and other environment friendly solutions

## FOOD TECH / AQUACULTURE

- 60 % of the consumed fish is imported – scout for local production solutions
- Desire for increased productivity in agriculture and upgrade of food tech
- Danish production is regarded as high-level quality and energy efficient



# THE TRADE COUNCIL TEAM IN LISBON



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