

Fashion From Portugal in the German market:

THE PORTUGUESE ECONOMY MINISTER AT HEIMTEXTIL

The Portuguese Economy Minister, Prof. Dr. Manuel Caldeira Cabral, will visit Heimtextil in Frankfurt on January 12th by invitation of the Portuguese Textile and Clothing Association - ATP.

Heimtextil is the most important Home Textiles exhibition worldwide and is, therefore, a platform exhibition for business and trends for the entire Home Textiles Industry worldwide. Portugal has over eighty exhibitors and occupies a substantial part of the Pavillion 11, where premium companies and collections are located.

Home Textiles contributes with 16% of all Portuguese Textile and Clothing exports and we estimate that in 2016 the total sales to the exterior will sum 700 million euros. This means a growth 2% higher than the previous year.

The presence of the Portuguese Economy Minister - who had already visited Heimtextil in 2016 – is a clear sign of support to the Portuguese most dynamic and strategic industries. Thus, the present visit is framed in an international image and promotion program, undertaken by ATP by the name “**Fashion from Portugal**”, co-financed by European Structural and Investment Funds (FEEI), by POCI (Internationalization Competitiveness Operational Program) on Portugal 2020 and Compete 2020. This project has a space at the exhibition and it is where the visit will be concluded.

The Project **Fashion from Portugal** is the first incursion as initiative exclusively dedicated to image promotion and external visibility of this sector, reinforcing its reputation of excellence as “made in Portugal” in fashion and home textiles, as well as in the technical know-how and technological innovation in some of the main markets, Germany included. In the future there will be other actions in distinct countries, always bearing in mind a higher positioning of this Industry more and more internationalized and integrated in the global market.

Vila Nova de Famalicão, 6th January 2017

ATP's General Director,
Paulo Vaz