

ポルトガル外務大臣の訪日公式訪問

Official Visit of H.E. the Minister of Foreign Affairs of Portugal to Japan

ポルトガル経済代表団  
PORTUGUESE BUSINESS DELEGATION

3月27、28、29日

Tokyo 27<sup>th</sup> - 29<sup>th</sup> of March 2013

# ポルトガル

信頼できるパートナー

# Portugal

a reliable partner

ポルトガル外務大臣の訪日公式訪問  
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Organisation



aicep Portugal Global  
Trade & Investment Agency

# どこに投資し、何を買い、どう生きるか、ポルトガルがお答えします。

あなた自身で発見してください。私共はあなた方を、新しいビジネスパートナーをみつけるため、投資のチャンスをつかむため、この戦略的、革新的国家の利点を理解していただくために、歓迎いたします。

## 製薬、バイオテクノロジー部門

ポルトガルのバイオテクノロジー産業の会社の殆どが2001年から2006年の間に設立され、40年以上にわたり国際的注目をあびてきました。R&Dに力をいれ、何百万ユーロの投資をし、この分野の企業は発展してきています。時には他の分野でも、薬品は生活の質を改善してくれています。製薬産業は、質の高い労働者のための重要な就労のセクターでもあり、調査と科学的分野に著しく貢献し、ポルトガルの経済発展全体への主要な役割をはたしてきました。

## 産業設備部門

ポルトガルはとりわけ産業用の機械、設備、機器、ケーブルセット、回線、ケーブル、テレコミュニケーション設備、情報関連機器、専門の電子機器、及び電子部品などを生産しております。これは、自動車産業の発展において、役割が拡大されているサブセクターでもあります。機械と機器関連は、ポルトガルの輸出、輸入のトップの項目で、国内総輸出入量の20%を占めています。世界の大企業がポルトガルでの操業を選択し、かなりの数のポルトガル企業が、この分野において重要な役割を担い、活躍し続けています。

## 再生エネルギー部門

ポルトガルは再生エネルギーの発電容量、クリーンエネルギーの生産設備の開発において先進国となっています。全体の52%の発電量が既に再生エネルギーからで、2012年には、60%へ到達目標を掲げています。すでにこのゴールへ向かって大きな進歩を見せ、この分野におけるビジネスの機会がどんどん増えています。

ポルトガルは、さまざまな再生エネルギーを展開しており、無公害の風力、太陽光、水力、波エネルギーなどがあります。ポルトガルは、世界最大の太陽光発電所を都市部に構え、また、ヨーロッパで第二の風力発電設備も有しています。

## IT部門

金融サービスから、ソフトウェア、ハードウェア、テレコミュニケーションまで、ポルトガル企業は優れた高い技術レベルを持ち、最先端の製品とサービスを提供し、国際的評価を得ています。IT分野の革新的、有望な企業が数多く誕生し、また多くの国際企業が、共有サービスセンターやR&D部門などの拠点をポルトガルに構えています。

ポルトガルを選択することは、最適の投資、高品質のサービス、製品が約束されている、西ヨーロッパのエキサイティングな国を選ぶことであります。このことはまた、ビジネスの戦略に地理的に有利であることを示しています。ヨーロッパのマーケットへ商品を提供するといった、世界の他地域へビジネスを拡大するためには、理想的な選択をすることでもあるからです。

ポルトガル  
信頼できるパートナー

# Think Portugal to invest, buy or live.

Come and discover for yourself. We invite you to find new partners, to embrace the opportunities and learn all about the advantages of this stimulating and innovative country

## Pharmaceutical and biotech industry

Over 40 companies, most of which created between 2001 and 2006, are attracting international attentions over the biotechnology industry in Portugal. With a strong focus on R & D, and millions of euros invested, these companies work – in some cases – in different areas of activity and are developing, among others, pharmaceutical products that help to improve your quality of life. The pharmaceutical industry is one of the sectors that generates significant employment for qualified workers, contributes significantly to research and scientific and in the past few years has contributed a major way to Portugal's economic development.

## Industrial Equipment

Portugal produces above all industrial machinery, equipment and appliances, cabling sets, lines and cables, telecommunications equipment, information, and professional electronic equipment, and electronic components. It is a subsector that has an ever expanding role in the development of the automotive industry. Machines and tools are top export and import products in Portugal. They represent almost 20% of national total foreign trade. Major world players have established operations in Portugal and there is a number of growing national companies that are developing an important role in this sector.

## Renewable Energies

Portugal is becoming a leading country in terms of renewable energy generation capacity and development of equipment for clean energy production. 52% of total electricity generation comes already from renewable sources and the target for 2020 is 60%. Huge steps have been taken towards this goal and a wide range of business opportunities are being created right now. Portugal has a wide range of renewable and non-pollutants sources of energy such as wind, solar, hydro, tide and maritime wave energies. Portugal has both the world largest Photovoltaic Central within urban environment and also the 2<sup>nd</sup> largest wind farm in Europe.

## Information Technologies

From financial services, to software, hardware and telecommunications, Portuguese companies have achieved a high level of excellence and international recognition with state-of-the-art products and services. A series of innovating and promising companies are emerging and many International companies have nearshore Shared Services Centres and R&D departments in Portugal.

To choose Portugal is to choose an exciting country, in the West Coast of Europe, to invest and buy high quality services and products. It is also the choice for a privileged, geographically strategic location, ideal for those seeking to supply the European market or expand their businesses to other parts of the world.

**Portugal**  
a reliable partner

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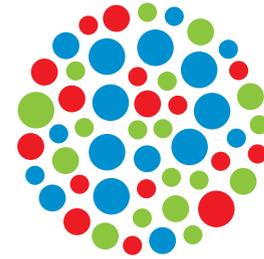


組織  
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## aicep Portugal Global



Pedro Reis  
取締役会長 Chairman & CEO

aicepポルトガル投資・貿易振興庁は、ポルトガル経済の競争力を高めるために創設された政府機関です。その目的のため、綿密に計画された構造的政策を実施し、またポルトガル企業の国際化のサポートのために、以下のことを行っています。

- 投資プロジェクトの誘致、支援するため、競争力あるビジネス環境の  
プロモーション
- 輸出企業を増やし、輸出品の技術力向上への奨励による、ポルトガルの輸出の  
プロモーション
- ポルトガル経済がオファーできる消費財、サービスの宣伝とプロモーション
- 特にポルトガル中小企業の国際化へのサポート
- ポルトガルのイメージ、ブランドの海外でのプロモーション

aicepポルトガル投資・貿易振興庁は、5大陸に広がる、海外のビジネスオフィス、ビジネスユニットなどの代表とのネットワークに支えられて、活動しています。このネットワークは、ビジネスのコンタクトの調整役としての、当庁の任務を実行する鍵となるのです。

aicep Portugal Global - Trade & Investment Agency is a government business entity, focused in developing a competitive business environment and the globalization of the Portuguese economy.

The mission of aicep Portugal Global is to increase awareness about Portugal, in particular the Portuguese economy, by enhancing investment and by implementing structural support measures to the internationalization of Portuguese companies, in order to:

- Encourage and divulge investment opportunities in Portugal;
- Boost exports, increase the number of exporters and the added value of advanced technology;
- Create awareness about Portuguese economic activities, such as, manufactured goods and services;
- Support Portuguese companies' internationalization projects, in particular SME's
- Promote Portugal's image and its brands overseas.

aicep Portugal Global is supported in its activities by an overseas network, made up of business centres and offices, throughout the five continents. aicep Portugal Global's overseas network, is a fundamental element that enhances the Agency's know-how, encouraging business and trade contacts.



ポルトガル企業  
Portuguese  
Companies

## Airfree Produtos Eletrónicos, Lda.

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**Carlos Matias**  
CEO

The history behind the creation of Airfree® is fairly unique. Its technology was developed by the initiative and creativity of a caring father in the attempt to find an effective response to the relief of the allergy symptoms of his son caused by mold and dust mite allergens. The caring father was in fact an inventor with many published patents, all still in use. It took less than two years from the initial patented idea to the first prototype of Airfree® based on a natural way to destroy airborne allergens simply using heat.

After successful tests at home, independent tests were hired with international laboratories to confirm the effectiveness of the new technology the results being so impressive that the idea of producing large-scale devices, so more families in the world could enjoy the benefits of such a simple, natural and effective concept, quickly developed creating the start up of Airfree Products as a multinational corporation.

Airfree Products is a privately owned company based in Lisbon, Portugal. Five different factories in Europe guarantee the growing demand, the quality, and the timely delivery of Airfree® products.

## Around Knowledge

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**Tiago Costa**  
Head of Sales & Marketing.

Around Knowledge has been created in 2009 by three university researchers with the main purpose of establishing a bridge between the academic and business world.

Focusing on the ability to offer its customers the most innovative solutions and adapted to their needs, the company developed a patent pending technology to analyze shopping patterns in retail called BIPS.

BIPS, Business Intelligence Positioning System, is a patent pending technology that anonymously captures radio frequencies emitted by cell phones (GSM, Wi-Fi, Bluetooth) to provide fast, convenient and effective, real-time reports available in the cloud 24/7.

Around Knowledge has won several awards and recognitions since its formation. The most notable was the MIT Portugal Venture Competition, in partnership with the MIT Deshpande Center for Innovation, the Sloan Business School and Caixa Capital, with BIPS project. Currently the company is a MIT startup. Recently Around Knowledge won the GSI - Accelerators Startup Challenge 2011, allowing access to the Plug & Play Tech Center in Silicon Valley, USA.

## ATRAL CIPAN

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**Carlos Novais de Araújo**  
International Department Director

AtralCipan has 2 complementary Industrial businesses lines: Biological and Chemical Production of Active Pharmaceutical Ingredient (API) and Production of Pharmaceutical Finished Dosage Forms (FDFs); 2012 Turnover was 40 million Euros, with an EBITDA of 7,5 million Euros. With a pax of 318 persons, 63% of Business are Exports, to more than 25 countries.

Main markets are North America, Latin America, Middle East, Europe and Africa.

From the joint of the Technologies developed on both Chemical and Pharmaceutical areas, several Technology Transfer Projects have been performed since the 70's: Europe, South America, Africa, Middle East, Far East and China.

AtralCipan's main products and services are:

- API: Minocycline, Potassium Clavulanate, Tetracycline, Oxi-tetracycline and Limecycline  
Under development: Sancycline and Tigecycline
- Contract Manufacturing: Fermentation, Dow-stream
- Contract Development: Pilot Fermentation, Kilo-Lab
- Regulatory Experience (FDA – 50 years, Europe – 65 years)
- FDFs : Rx products, Generics, OTCs and Nutraceuticals

The main objective of the Mission is to find partnerships for development of new products / technologies and agents for API's distribution; FDF's licensing is also a target.

## DEPRADO

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**Paula Lopes**  
Export Manager

De Prado is a family project that, since 1831, generation after generation, cares of its olive groves with an inherited perfection and a century old knowledge.

At present we are recognized as a world leader in the art of well making olive oil and table olives.

At each harvest, De Prado is proud to, from amongst its best extra virgin olive oils and table olives, make a selection of those that, under our brand, will surprise your palate.

## dst, s.a.

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**Hernâni José Gonçalves Teixeira**  
Group Administrator

History is written by men with values in their hearts. We have forever sought to balance a sense of “mission accomplished” with rigour and artwork in all our projects.

Our mission is accomplished when our clients give us a complimentary word or a satisfied smile and our work stays in their memories. We apply good taste to everything we do. We operate in various business areas with the ambition to build a better society. We respect our roots and believe in loyalty as a sign of trust. We face new challenges with courage. We seize opportunities with passion and repay them with solidarity. We accept distinction and commitment with respect and responsibility. We know that tomorrow the world will be bigger. And that is the least we can demand, the magnificent opportunity to contribute to enriching the future, the strengthening of values such as: Rigour, good taste, ambition, loyalty, courage, passion, solidarity, respect and responsibility.

We aim to tell a love story through our freedom, daring and talent. And a love story is something timeless as we look to the future, which is forever and reinvents us.

## EDIA, S.A.

Empresa de Desenvolvimento e Infraestruturas do Alqueva

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**Cláudio Cabral de Oliveira Basto**  
Chairman of the Board

EDIA is a public company created by the Portuguese Government to design, build and manage the largest agro-hydraulic multipurpose Project in Portugal: The Multipurpose Alqueva Project.

This project, in addition to ensuring the distribution of water for public supply, creates an irrigated area with 120 000 hectares available for new crops.

The main EDIA's aim is to promote the regional development in areas such as the Agriculture and Food-industries.

EDIA's expertise are centered on strategic planning, conception and execution of water supply infrastructures, management of water and irrigation infrastructures, agribusiness and agro industry promotion and, on the long-term, promoting of sustainable projects based on the use of the water.

To achieve these goals, EDIA has created a technical and a commercial team to support both local farmers and new agribusiness investors.

EDIA's account managers guarantee a personalized and close support to the promoters of new agricultural and agro industrial projects.

To identify the land available for the implementation of new projects and crops, EDIA has developed a software – SISAP – that maps the territory aptitude to any crop, a relevant support for the investor's decision taking process.

## EDP – Energias de Portugal

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**João Manuel Veríssimo Marques da Cruz**  
Board Member of EDP Group

EDP ranks among the most advanced European energy utilities (electricity and gas), being one of the largest energy operators of the Iberian Peninsula and the largest Portuguese industrial group.

EDP is present in 13 countries, it is the biggest Hydro developer in Europe and the third largest wind power producer in the world.

In 2010 and 2011 EDP was voted the best electric utility worldwide in terms of sustainability by the Dow Jones indexes.

China Three Gorges Corporation (CTG) is EDP's major single shareholder since December 2011. CTG is China's first clean energy group and a leader in large scale hydropower projects having developed the world famous "Three Gorges Dam Project".

EDP and CTG have celebrated a strategic partnership to develop international projects in renewable energy.

EDP searches for opportunities in consultancy, asset management and investment in the energy sector in the entire Asian region (including Central Asia and the Middle East) with a special emphasis on hydroelectric, solar and wind power projects.

## GRANETOS MARMORES E GRANITOS, S.A.

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**Miguel Cerejeira**  
General Manager

Granetos is a family business established in 1981 by Sr. Raul Neto, who started his life in the marble business in the early fifties. We have over 60 years of experience in the marble world and a team of skilled and qualified workers provide us the capability and know how, that enabling us to cooperate with you with competitiveness while respecting high standards of quality.

Mainly oriented towards exportation, that consumes more than 75% of our production, Granetos is a globalized company that distributes their products all over the world. We have as main markets: Far East, Middle East, Europe, America and Africa.

Although working all types of stones (marble, limestone, granite and slate both national and from abroad), we are experts in Portuguese marble and limestone and we are prepared to execute every project in specific, standard sizes, slabs and block.

We extract and commercialize the blackest granite of the Iberian Peninsula, product much appreciated for its characteristics and resistance to adverse weather conditions.

## Imaginew

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**Rui Pedro Oliveira**  
CEO

We are a company with more than 10 years in the market, acting in a national and international level. With the additional work and the opening of a new office in Brazil, made us considering creating a new company, Imaginew Internacional.

This new company provides services and solutions in several areas such as internet, marketing, multimedia, mobile apps and software. We operate in the area of digital technologies; our goal is to be the main counselor of information and communication technologies. We work with a wide range of services connected to technologies such as websites, domains and hosts, e solutions and protection.

Our company is formed by young, innovator, dynamic, creative and qualified team. Professionalism, dedication, ability, image and Know How represents our commandments, motive why we count with large portfolio clients of reference.

In our portfolio you can find several companies and Institutions of all areas of action inside and outside Portugal.

## Italagro, S.A.

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**Antonio Coutinho**  
Chief Comercial Officer

Italagro SA is part of the HIT Group with two Tomato processing factories in Portugal.

Together these process 340,000 tons or aprox 30% of the Portuguese crop.

Our companies have developed a long term relationship with many Japanese Food processors who use Tomato products.

We are looking to expand our sales in the Japanese market and can supply many specifications and products derived from Tomatoes

## Janz Contadores de Energia, S.A.

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**António Papoila**  
CEO

Janz is renowned for its precision measuring devices and is one of the most competitive suppliers of energy metering products and systems for energy management. It provides products to a high quality and the company, its laboratories and its processes fulfill the requirements of several international standards (e. g. ISO 9001: 2008 and EN ISO/IEC 17025). In particular, its products meet international standards to an expected lifetime for 20 years.

The company is headquartered in Lisbon (Portugal) and it is particularly strong in the Portuguese market, in the export markets (Spain, Angola, Cape Vert, Mozambique and Macao) and now in the Latin American markets as well (Venezuela, Colombia and others). A strong partnership with Contar Electrónica Industrial Lda, allows Janz to offer always the state of art in metering technology.

Janz has a firm interest in sustainable development and placed particular emphasis on having an active role in society, and in the environment preservation through the supply of SMART GRID and AMM solutions, allowing a new perspective of energy management.

Janz had an important role in the development of a new smart meter (EDP Box) integrated in the Inovgrid Project (constitution of a new smart grid). That was Awarded with the Innovation Award in the EDP Partners Awards 2012 (EDP Portugal). The Inovgrid Project was also recognized with the Award Utility of the Year Award 2012 to EDP Distribuição in the Innovation Category.

## Mundotêxtil – Industrias Texteis, S.A.

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**Rogério Matos**  
Board of Directors Member

Mundotêxtil located in Portugal is today the biggest terry towels manufacture in Europe with a capacity of 500tons per month.

Its products are distinguished for latest fashion /designs, innovation and quality.

Continuously introducing advancements in production methods and permanent investment in the latest technology ensures the highest standards which are recognized by all partners all over the world.

Under special consideration of environmentally sensitive criteria, all raw materials are carefully selected from around the world.

## Serrano Mira – Soc. Vinícola, S.A.

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**Luís Mira**  
Administrator

We are high quality wine producers, located in the Alentejo region, deep in southern Portugal.

Serrano Mira family has been producing fine wines for countless generations.

Clay pitchers dating back to 1667, used for wine storage, have been found and preserved on the estate grounds.

The Mira brothers became involved in the family's long history of wine-making at an early age, amassing a wealth of experience which enabled them to bring the Herdade das Servas project to ultimate fruition.

The Serrano Mira family proudly owns and runs an estate deep in the heart of rural Portugal, stretching across 220 hectares of vineyards, divided into four vineyards: Azinhal, Judia, Clérigo and Servas. The vineyards are between 20 and 60 years old, except Servas vineyard which were planted in January 2007.

Here are produced seductive wines, surrounded by beautiful landscape where nature finds the perfect conditions to provide us with its fruits.

Our wines are full bodied, fruity with a long finish. Rich in mouth, complex, and mature nose are other features of our wines.

Herdade das Servas is the birthplace of wines that reflect the history of a demarcated area that clearly reveals its characteristics: Alentejo.

## Sugalidal - Industrias Alimentação, S.A.

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**Tiago Agostinho**  
Commercial

At SUGALIDAL we bring the unique freshness of tomatoes from the Ribatejo fields in Portugal to the products we produce, which will be used for soups, pulps, ketchups, sauces or juices consumed around the world.

Established more than 50 years ago, SUGALIDAL is nowadays the largest factory in Europe and one of the largest in the world with 100 million € annual turnover, nevertheless it remains a family business. The continuous growth has been the result of a team effort along these 5 decades, a continuous investment on the latest technology and a keen attitude toward quality & sustainability as standards that can never be compromised.

Our range of products goes from industrial tomato paste to consumer products like ketchup, in variety of packaging feet for each usage (industrial drums & bins, foodservice cans and pouches and consumer plastic & glass bottles, tetra pack, doypack...)

SUGALIDAL as company it's committed to deliver to his costumers high quality products, in a efficient and competitive way, achieved by a team effort which has a compromise attitude toward coming generations and therefore to the world where we want to continue supply, work and live ...

For further details please see [www.sugalidal.pt](http://www.sugalidal.pt)

## Sutol – Indústrias Alimentares, Lda.

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**E-mail:** helena.cajada@sutol.pt  
**Web:** www.sutol.pt



**Maria Helena R. Costa Cajada**  
General Manager

We are a Portuguese tomato paste factory named Sutol, producing and exporting tomato products for many years now.

We are located in the south of Portugal in a region that due to the excellent climatic conditions produces raw tomatoes with superior colour and quality.

We produce Aseptic Tomato Paste packed in bag in drum and in 5Kg tin, Aseptic Plain Pizza Sauce packed in bag in drum, in A -10 and in 5Kg tin and Spiced Pizza Sauce packed in A -10 and 5Kg tin.

We have a very efficient client service that has an excellent response time.

Our staff have many years of experience in producing tomato products.

We are an ISO 9001/2008 certified company since September 2002.

## TOUL

Sociedade Portuguesa de Desidratação, Lda.

EN 3 Km 8,9  
Rua 25 Abril, Vale da Pedra  
2050-306 Azambuja - PORTUGAL  
**Phone:** +351 263 400 230  
**Fax:** +351 263 400 239  
**E-mail:** info@toul.pt  
**Web:** www.toul.pt



**Sónia Neves**  
Managing Director

### TOUL – Sociedade Portuguesa de Desidratação, Lda.

TOUL is a Family owned company whose history dates back to 1965 and has set a solid track record with strong recognition in the market.

ATOM is the trademark that has its origin associated with Tomato Powder. Its essentially devoted to the production and Trading of spray-dried tomato, vegetables like carrots, beetroot and pumpkin and several dried fruits such as : Apple, Pear, Orange, Lemon, Pineapple, Strawberry, Banana and Apricot. The Quality Certifications contributes to correspond effectively to most of the specifications demanded by costumers.

### CAMPIL – Agro Industrial do Campo do Tejo, Lda

CAMPIL has a history in the tomato industry in Portugal for more than 40 years. It started in 1968 with the production of tomato paste.

In 2001 , TOUL bought CAMPIL following a strategic growth for the company , Campil is among the three main industries producing in our country. Our capacity is now of 150.000 tons fresh tomatoes with an estimation for growth. TOUL and CAMPIL with its team always excelled by GMP by implementing effective GAP to work for the creation of a sustainable development which guides the worldwide industries of the present and future.

## UNICER Bebidas

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Apartado 1044  
4466-955 S. Mamede de Infesta - PORTUGAL  
**Phone:** +351 229 052 100  
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**Web:** www.unicer.pt



**João Torres**  
Internacional Manager

Unicer is the largest company in the Portuguese beverage sector, and leverages its activities in the beer and bottled water businesses. It is also present in the soft drink and wine segments, malt production and sales, and the tourism business by managing the tourist infrastructures of Vidago Park, Pedras Park and the Melgaço and Envendos spas.

The company, with predominantly Portuguese capital, is 56% held by the VIACER Group (BPI, Arsopi and Violas) and 44% held by the Carlsberg Group. With 1400 employees, Unicer can be found in Portugal from North to South, with 13 establishments including beer, juice, soft drink and wine production facilities, water catchment and bottling facilities, sales and operations.

- Founded in 1890
- Largest portuguese beverage company
- Solid export business
- Sales in 53 countries
- Present in Europe's most demanding markets (United Kingdom, France, Switzerland and Germany)
- Most recent markets include South Korea, Japan, China and Australia
- Number of employees (2011): 1400
- Volume sales (2011): 649 megalitres
- Net sales (2011): 457 million
- Exports (volume in 2011): 212 megalitres
- Exports (net sales in 2011): 144 million
- % Exports vs Unicer (volume 2011): 33%
- % Exports vs Unicer (net sales 2011): 32%
- Total containers and trucks exported: 14 100 containers and 1916 trucks.

## WeDo Technologies

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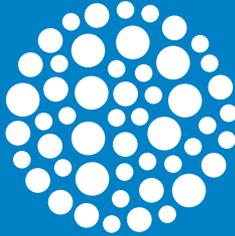


**Alvaro Ribeiro**  
Vice President Asia Pacific

WeDo Technologies (www.wedotechnologies.com ) is a worldwide leader in revenue and business assurance, providing software and expert consultancy, to intelligently analyse large quantities of data from across an organisation helping to negate or minimise operational or business inefficiencies and allowing businesses to achieve significant return on investment via revenue protection and cost savings.

WeDo Technologies works with some of the world's leading blue chip companies from the retail, energy and finance industries, as well as 140 telecommunications operators from almost 80 countries, through more than 400 highly-skilled professionals.

WeDo Technologies is owned by the largest non-financial Portuguese group – Sonae Group which has 61,000 employees in 18 countries. As well as telecommunications, the group is active in Retail, Real State, TMT, the Wood industry and other business areas. Revenue and Business Assurance, sometimes also called Profit or Revenue Protection, are the domains where WeDo Technologies - through its Software and Services - has become recognized as a constant innovator and true market leader.



# aicep Portugal Global

## Trade & Investment Agency

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