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## Prysmian Group: a global brand with an 80 yearlong connection to Portugal

The Prysmian Group, based in Milan (Italy), recently added another successful chapter to its history, with the celebration of an 80 yearlong connection to Portugal. The event gathered last May, in Porto, two hundred people, marking this important milestone in its relationship with our country.

Prysmian's ability to innovate and its global presence make it a worldwide business partner. The national cable production reaches the entire world as part of this partnership, taking advantage of the collective experience of a Group that is established in more than 50 countries and 112 production centres.

"We offer our technological capacity and innovation to the Portuguese market. We are a benchmark due to our ability to lead the markets where we are present. We have financial and productive capacity. A capacity that we will see increased thanks to a planned investment of 4 million", says Jordi Calvo, the Managing Director of Prysmian Group Iberia.

These are cables that started being produced in Portugal 80 years ago and that "continue to be made here, by Portuguese hands, but today with the renewed strength of a great global partner", underlines Jordi Calvo.

Entire generations of the same family have gone through the historic General Cable CelCat factory, located in Morelena, in the municipality of Sintra, where it all began. In here, there are people whose first and only job was in this factory. It was acquired by the Italian group five years ago (in 2018) from the North American General Cable, which had purchased the Portuguese CelCat at the beginning of this century.

According to the Iberian head of Prysmian, the Sintra factory employs 198 people and generates a turnover of around 200 million euros, with the entire Group closing last financial year with a turnover higher than 16 billion euros and profits of 504 million.

The technological leader is watching the world and the future, focusing on sustainable, innovative technologies that ensure greater and better durability of the cables produced. "The focus will be to manufacture more and more 'green cables': recyclable and made of recycled materials. Safer and greener with sustainable packaging", assures Jordi Calvo.



## 20% of E-Redes cables are from Prysmian

In Portugal, the old EDP Distribuição, now E-Redes, is the company with the highest cable consumption, so this partnership with Prysmian is fundamental. "We have 235 thousand kilometres of cables and 20% are, surely, from Prysmian. They are trustworthy suppliers who deliver what we are looking for, allowing us to provide a good service to our customers", says Pedro Godinho Matos, head of business development at E-Redes.

The Prysmian Group is engaged in projects in the main solar parks in Europe, being at the centre of all energy modelling processes worldwide.

The Iberian Managing Director further stressed the commitment to a greener future. "We promise to continue to serve society and our planet, building a sustainable future that enriches the lives of people everywhere", he concluded.

### About Prysmian Group:

Prysmian Group has a multi-brand architecture, consisting of a strong corporate brand that covers the entire organisation. It is the brand under which all corporate initiatives are executed. With an experience of more than 140 years, it employs 29.000 workers in more than 50 countries and owns 112 production centres. It operates through General Cable, Draka and Prysmian in multiple industrial environments and business scopes.

Each year, it manufactures thousands of kilometres of underground and submarine cables, electric power transmission and distribution systems, besides medium and low voltage cables for infrastructures and the construction sector. It also produces a complete range of optical fibres, copper cables and connectivity systems for voice, video and data transmission for the telecommunications sector. Visit [www.prysmiangroup.com](http://www.prysmiangroup.com).

Thank you for your attention. We are available to further clarify or discuss any question. Please contact us:

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