PORTUGAL REAL ESTATE
AND TOURISM INVESTMENT TRADE SHOW

PART OF THE 2ND EDITION OF
“THE PORTUGUESE OFFER”

20 - 21 OCTOBER, 2017
BUSINESS DESIGN CENTRE | LONDON

In parallel with:

With the support:

THE PORTUGUESE OFFER
EXHIBITION 20 & 21 OCTOBER 17
LONDON | BUSINESS DESIGN CENTRE

aicep Portugal Global
"USING OUR EXPERIENCE TO HELP YOU"
WHAT IS IT?

A professional event, with the focus on Real Estate and Tourism Investment in Portugal, target to British and international investors based in London.

It will be held in parallel with the 2nd edition of the business meeting “The Portuguese Offer”, within a specific area, where potential investors’ opportunities in real estate and tourism in Portugal will be presented.

DIVERSITY OF PARTICIPANTS:

- Real estate companies (promoters, brokers and consultants)
- Owners, builders and managers of real estate projects;
- Investment firms and consultants, financial advisors;
- Insurers and auctioneers;
- Representatives of hotels, resorts and other tourist investments;
- Services companies (law offices, tax attorneys, architects, interior design and decoration companies, property and condominium management companies, security companies and other maintenance services);
- Municipalities, promotion and economic development agents;
- Regional tourism authorities / tourism agencies and investment promotion structures.
TO WHOM?

TARGET

The Trade Show will attract investors and other professionals from the real estate and tourism sectors interested in obtaining information, developing networks and establishing relevant contacts regarding business opportunities in Portugal.

Being London one of the most thriving and relevant financial centres in the world, the event is aiming to attract investors and professional visitors from different countries in Europe, Gulf and Middle East, China and Asia, Africa and Portuguese speaking countries, among others, who develop their business operations from London.

The Trade Show will be held in parallel with “The Portuguese Offer”, which is attended by:

- representatives of British travel agencies and tour operators;
- air, rail, sea and trucking transportation companies;
- builders and stores of building materials, decoration and garden;
- public relations firms and consulting companies specialized in the management of international businesses and internationalization processes;
- hospitality and F&B procurement professionals and companies; Buyers of small and medium distributors; bartenders and wine brokers; hotel managers, restaurants and pubs (bars);
- cash & carry; Importers, agents and distributors; Small and medium traders; generalist and specialized retailers;
- e-commerce platforms.

Parallel to the Trade Show there will be a specific Work & Meeting Program with professional visitors specialized in real estate and tourism, including British websites and blogs editors.
ATTENDANCE GOALS

The Trade Show is a unique opportunity for business and networking, bridging the gap between international and British investors and Portuguese real estate and tourism professionals.

The exhibitors will have the opportunity to meet face-to-face with these potential investors and professional visitors, through previous scheduled meetings. To achieve this goal, the organization executives will:

- request the exhibitors to identify potential contacts with whom they would be interested in meeting with;
- promote among professional visitors attending the event the exhibitors in order for them to identify in advance with whom they wish to meet.

In both cases, the organization will be in charge with the invitation and set-up of a meeting program agenda for each of the professional visitors, as well as the organization of a professional welcome package with specific information regarding the exhibitors.

"BRINGING PROFITS TO YOUR POCKETS"
RELEVANCE OF THE TRADE SHOW
WHY TO ATTEND?

THE BRITISH MARKET AND THE INVESTMENT IN PORTUGAL

The United Kingdom is the 5th economy in the world and the 2nd in the European Union, according to the World Bank. The country has been the 5th worldwide importer of goods (2nd in EU) and the 5th in services (3rd in EU) in 2015. It has been the 2nd worldwide exporter in services (81st in EU) and 9th in goods (49th in EU).

British enterprises and investment companies (alongside the direct investment of families and individuals) based in the United Kingdom are among the main direct foreign investors in Portugal, with an increasing interest in real estate and tourism.

Portugal is already an important investment destination in the UK, namely the Algarve region, Lisbon and Madeira Island. There is also a growing interest in identifying opportunities in other regions, particularly in the North (Porto and Douro Valley), Alentejo and Azores islands.

The golden opportunities are increasingly focused on projects of high value and exclusivity, which combine a high quality of construction, with landscape and architectural value, fast accessibilities and offer of complementary services, such as sports infrastructures (golf, water sports, horse riding, etc.), fusion cuisine and traditional gastronomy, inspiring landscapes, cultural activities and general and specialized high quality medical services.

In terms of investment funds and societies, the interest is also in integrated urban rehabilitation projects in Portuguese cities and medium and large-scale tourist projects, with the capacity to attract international buyers and investors.
VENUE

BUSINESS DESIGN CENTRE

The Business Design Centre is one of the most prestigious venues for conferences and exhibitions in London, located 10 minutes from Kings Cross St. Pancras International and at a short distance from Angel underground station.

“SELLING RESULTS, NOT PROMISES”
HOW TO ATTEND

EXHIBITORS

The event foresees the possibility of being present approximately 30 Portuguese exhibitors, with exhibition areas between 9m² and 54m².

In addition to the attendance and access to the event, each exhibitor will be integrated in the professional meetings program of meetings that will take place during the Trade Show. Each exhibitor will also benefit through the multiple promotion touchpoints that will be used by the Organization, including the event directory publication listing participating companies that will be offered to all professional visitors.

SPONSORS

Interested companies are invited to contact the Organization to receive the sponsorship package, which includes specific information about the different ways of sponsorship, costs and benefits.
INFORMATION AND CONTACTS

ADDITIONAL INFORMATION

For more detailed information, please contact Jonathan Monteiro:
Email: tradeshow@theportugueseoffer.com
Telephone: +44 7756 1562 15 or +351 915 487 020
Website: www.theportugueseoffer.com/trade-show

REGISTRATION

Companies interested in attending must send an e-mail submitting their exhibition application including the following information: required exhibition spaces (in square meters) and tax information for invoicing purposes.

After receiving the payment, the Trade Show Organization will schedule a skype meeting with one of the company’s responsible in order to define the specific professional program in which the company will participate, identifying the professional contacts with whom they will meet and other relevant information.

INFORMATION FOR EXHIBITORS

PORTUGAL REAL ESTATE AND TOURISM INVESTMENT TRADE SHOW 2017 | EXHIBITION 20 & 21 OCTOBER | BUSINESS DESIGN CENTRE - LONDON

I) GOAL
Business meeting and B2B exhibition for the British market.

II) TARGET
Portuguese companies and real estate and tourism projects in Portugal, interested in being presented to potential British or international investors operating in the United Kingdom.

III) DATES
Assembly
20 October 2017 - From 09h00 to 13h00
Exhibition
20 October 2017 - From 13h00 to 20h00
21 October 2017 - From 10h00 to 18h00
Disassembly
21 October 2017 - From 18h00 to 20h00

IV) PARTICIPATION CONDITIONS
Cost of stands, according to m2:

<table>
<thead>
<tr>
<th>Area</th>
<th>Cost (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9m2</td>
<td>£ 1,800 + VAT (20%)</td>
</tr>
<tr>
<td>18 m2</td>
<td>£ 3,420 + VAT (20%)</td>
</tr>
<tr>
<td>27 m2</td>
<td>£ 4,860 + VAT (20%)</td>
</tr>
<tr>
<td>36 m2</td>
<td>£ 6,480 + VAT (20%)</td>
</tr>
<tr>
<td>54 m2</td>
<td>£ 9,000 + VAT (20%)</td>
</tr>
</tbody>
</table>

Clients must assure with their bank that the total amount actually credited to the account corresponds to the amount indicated in the previous table, thus avoiding additional costs with the payment of expenses.

Payment of these amounts guarantees access to:
A) Modular stand equipped with table, two chairs, Electrical outlet and electricity point (Companies wishing to use own stands, must search pre-approval from the organization).
B) Promotion of the exhibitor’s contacts on the website and in the official Guide of the Trade Show.
C) Free access to the internet ‘wifi’ with a username and password provided by the organization.
D) Location for loading and unloading of exhibitor material and products.
E) Access to reception service, support and cloakroom / wardrobe.
F) Liability insurance during the exhibition, covering the exhibition area.

In case of need, the organization of the event guarantees all the support to the exhibitors, namely their referral to, specialized local companies, authorized to carry out interventions for specific problems in the exhibition spaces (the costs of these services are to be covered by the exhibitor, who must take into account their payment at the time of purchase).

V) PAYMENT CONDITIONS
With Registration 40%
until 01.08.2017 the remaining 60%

VI) PROFESSIONAL INVITATIONS
The organization assigns 10 professional invitations for each module of 9 m2. These invitations allow free access to the event as well as participation in its activities (some activities are subject to prior registration).

HELPING YOU FROM START TO FINISH
A VISION FOR YOUR LIFE...
OWN YOUR OWN DREAM!

CONTACT US
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