



**Press Release**

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## Export is the watchword

### Portugal Brands in Tortona Design Week | Design Celebration Exhibition | 12-17 April 2011

Portugal Brands is back in Milan with the Design Celebration exhibition. This is the 3rd year followed that we are present at the Tortona Design Week, this time with a collective of 13 national brands representative of the Portuguese Design, displaying an unusual ability to step *out-of-the-box*. In 2011, the concept of the fair is the art gallery with each company presenting its brands and products individually – a format that privileges and enhances the image and personality of the participants.

Portugal Brands is committed to winning the attention of a vast audience of architects, interior decorators, retailers and designers, making known internationally the Portuguese brands.

#### Why? To export.

Up to now, Portugal Brands has promoted 40 brands, most of them unknown in the international market until then. Today, we are proud to announce, some of these brands are strategically positioned in the international design market, winning its place and giving a contribution to the promotion of the Portuguese design worldwide

Our next step is already planned and we will be at the ICFF in New York, from 14 to 17 May.

"These initiatives reflect the efforts of an ambitious country to overcome the difficulties. We believe that export is a fundamental pillar for the Portuguese financial system" says Ricardo Magalhães, from the organization of Portugal Brands.



### Brands in exhibition at Tortona Design Week

Affaire, Alcino, Boca do Lobo, Delightfull, Koket, Munna, Myface, Paulo Coelho, Riluc, So True, Tapetes Beiriz, Tema Home, Tralhão Furniture

### Sponsors

Attitude , Boa Boca Gourmet, Brabbu, Burmester, Luz e Som, Luzza, Nuno Gama, Oficina da Marca, Preggo, Presskit, Quinta dos Jugais, Renova

### Dates and opening hours

#### Exhibition

12-17 April 2011 | 10 AM – 10 PM

#### Location

Torneria 2  
Via Tortona 32  
Milan

#### Press Preview

11 April 2011 | 3 PM – 7 PM  
Only for press.

### Note to the editors:

Portugal Brands was born in July 2008 as a result of a private initiative between the Menina Design company and the communication agency Presskit. The goal was to lead the biggest movement to promote the Portuguese brands, and since then, Portugal Brands has actively been challenging the Portuguese companies and brands to cooperate in common goals: enthusiasm to teach and to learn, cooperating and sharing; to step out-of-the-box, hungry for innovation and to make the difference, ready to participate in an innovating movement in search of success for the fostered brands but the commitment goes even further, when by converging energies through the power of the web, a new image of Portugal emerges: creative, surprising, modern and market leader.

For more about Portugal Brands visit: [www.portugalbrands.pt](http://www.portugalbrands.pt)

For more information about the event, interviews with the organization or companies, please don't hesitate to contact:

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