

The international marketing magazine for fresh produce buyers in Europe



By Maura  
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## Portugal woos international buyers with new event



The first international Digital Agrifood Summit Portugal takes place from 20-23 January, 2021

**A** group of leading Portuguese agrifood organisations including Portugal Fresh are to take part in a new event showcasing the best of Portugal's premium food offer.

The first-ever Digital Agrifood Summit Portugal, which takes place from on 20-23 January, is being organised by the Agrofood Cluster, with the support of the Portuguese government, trade promotion agency Aicep and the Federation of Portuguese Agro-Food Industries.

Thanks to its strategic geographical location, with more than 1,000km of coastline and a mild climate, and its modern and innovative production infrastructure, Portugal is a major exporter of quality foods throughout the world.

Fruits, vegetables, fish, preserves, meats, oils and confectionery are just some of

the products that will be displayed in a virtual showroom where the exhibiting companies can hold business meetings with buyers from more than 20 countries around the world. The event will also feature thematic workshops and a space dedicated to current trends.

"The current movement restrictions should not stop our companies' export push. With this event, we want to take advantage of the opportunities that digital environments offer us and continue building relationships of trust with international buyers," said Amândio Santos, president of PortugalFoods and head of the Portuguese Agrofood Cluster.

"Our main destinations continue to be the European Union and countries like Brazil and Angola, with whom we have a historical relationship. However, we are seeing very interesting growth in countries such as China, Japan, South Korea, the US, Canada, Mexico,

Colombia, Peru, Chile, Algeria or Morocco.

"Our objective with this first international meeting is to continue consolidating our position in all of them, whether they are traditional destinations or new markets."

Portugal exported €6.5bn of agri-food products to 185 countries last year. Exports have grown rapidly over the past decade and today they currently represent more than 10 per cent of the country's total exports.

Interested buyers can participate for free by filling in the registration form that they will find here: <https://bit.ly/DASP2021>

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