



“A WORLD IN ONE COUNTRY”

A GLANCE AT THE STUNNING PORTUGUESE PAVILLION AT EXPO 2020 DUBAI

- The Portuguese Pavilion at Expo 2020 Opens Portugal's First Concept Store
- PLM handles the Management of Portuguese Pavilion Operations at Expo 2020 Dubai
 - Al-Lusitano Restaurant Offers a Taste of Portugal at the Pavilion

October 3, Dubai – Lisbon - PLM Global, the international retail and design specialists, celebrated the grand opening of The Portuguese Pavilion at Expo 2020, Dubai as the experts who manage the Pavilion, PLM also is responsible for the manager of the First Portuguese Concept Store, in addition to all brands activations and events at the Pavilion's Traditional Portuguese Restaurant; Al-Lusitano and its exhilarating terrace.

Earlier last month, The Agency for Investment and Foreign Trade of Portugal (AICEP) and PLM held an event at the Pavilion of Portugal on the 19th September, to celebrate the completion of the construction work with the presence of Joaquim Moreira de Lemos, Portugal's Ambassador to the UAE, Eurico Brilhante Dias, Secretary of State for Internationalization; Francisca Guedes de Oliveira, Portugal's Deputy Commissioner for Expo 2020 Dubai, Manuel Couto Miranda, Director of the Pavilion of Portugal and Daniel Pereira Pontes, Economic Advisor AICEP.

Pedro Rodrigues, PLM Global Chairman said: “The UAE has become an epitome of progress and achievement in the past 50 years. Today the blessed country is hosting Expo 2020 Dubai, the first mega event in the region. The whole nation is proud, jubilant and ecstatic. This indeed is a great achievement. It is a result of tremendous efforts and visionary leadership of the country. On this momentous day I congratulate leadership and people of UAE and we trust in the success of the event, continued progress and prosperity of the UAE and for further strengthening and deepening of the ties and economic relations between the UAE & Portugal”.

Rodrigues continues: “This first event was a symbolic night for PLM in the Middle East. We came to raise the flag of Portugal and held the first reception at the Pavilion. It was the beginning of creating unforgettable experiences for visitors, brands and artists present. We are ready! Welcome to the Portuguese Pavilion!”



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World known chef Chakall, co-founder of Al-Lusitano Restaurant, commented: “We are bringing a real Portuguese food experience, we are using local products, all authentic and genuine Portuguese flavours in addition to the traditional way of cooking. Wines, coffees, deserts, music and ambiance, we are offering a little bit of beautiful Portugal et ALLusitano at the Portuguese pavilion”.

Chakall continued: “We have an amazing position, we have a direct view of the mains stage, it is the only pavilion with a terrace overlooking the stage, so our guests can enjoy amazing food, and watch a concert at the same time”.

With an area of 1,800 square meters and two floors, the Portugal Pavilion at Expo 2020 Dubai is inspired by the Caravel, the greatest symbol of Portugal's connection with the world, and in the Praça, in traditional Portuguese pavement “Calçada Portuguesa”, an expression of the space for meeting cultures. It was under the Portuguese theme “A World in one Country” that these two structuring conceptual lines were born in a project signed by Saraiva Associados. “We are enthusiastic about the launch of Expo 2020 Dubai, which will be the perfect showcase to promote Portugal's external image. An image of an innovative Portugal, of a Portugal that surprises, of a Portugal open to the world, with talent and diversity”, says the General Commissioner of Portugal for Expo 2020 Dubai and President of AICEP, Luís Castro Henriques. And he reinforces: "We are confident in the success of the Portuguese participation that will bring a world of opportunities to the country."

PLM Global has been chosen by the Agency for Investment and Foreign Trade of Portugal (AICEP) to manage and ensure the operation of the Portugal Pavilion at EXPO 2020 Dubai. The choice for PLM Global resulted from an international public tender, with the final contracted value over 5 million AEDs. Under the contract, PLM will be responsible for "management and operation, in the areas of assistance to visitors, security, technical assistance for audio-visuals, as well as the logistical assistance service and operational of the Portugal Pavilion at Expo 2020 Dubai”.

Luís Castro Henriques, President of AICEP and General Commissioner of Portugal for Expo 2020 Dubai commented: “I would like to congratulate PLM, a Portuguese company with decades of experience in both national and international market, on winning the international competition for managing the operation of the Portugal Pavilion at Expo 2020 Dubai. I am sure that PLM will contribute with its know-how and excellence of service to the success of the Portuguese participation as Expo 2020 Dubai is the perfect showcase to promote the image of Portugal in a region with potential for business growth for Portuguese companies”.



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The Executive Chairman of PLM Global and CEO of PLM Middle East, Pedro Rodrigues said: “We believe that PLM’s main competitive advantage is the fact that we have already consolidated a proven presence in the United Arab Emirates, as we have created from scratch a Research and Development project for the design of unforgettable experiences that create relationships between brands and users – the ‘R&D Experience Studio’ – in partnership with the renowned SRTIP – Sharjah Research Technology and Innovation Park.

Rodrigues added: “It has been from this base that we have developed several reference projects in the region, being an active part in the organization of events and in ensuring compliance with the necessary safety rules in the pandemic context for the realization of highly relevant events such as the Arab Aviation Summit that took place in RAK last March (first in-person post pandemic event), events for the Vida Hotels group, Armani Burj Khalifa and partnership with EMAAR Hospitality in the organization of events and exhibitions also at Expo2020, among others that we will be announcing very soon”.

“I feel privileged to lead this fantastic PLM team of +70 colleagues from 10 different nations chosen between 12.000 candidates. Our mission is to elevate Portugal's brand, tradition, innovation, and unique way of welcoming to over 25 million expected visitors at Expo Dubai 2020.” stated Frederico Fernandes, PLM Middle East Head of Operations.

According to Joana de Almeida, PLM Global Head of Market Access “The Portuguese government would like to optimize its presence at Expo Dubai — the world exhibition that expects to attract 25 million visitors to the Middle East between October 1, 2021 and March 31, 2022 — to test one of the most emblematic measures of its strategy to internationalize the country: the Portugal Concept Store, a Portuguese flagship store, opening in different foreign capitals, to sell Portuguese brands. It was with with honor and responsibility that PLM assumed this challenge. A Portugal brand perception study revealed that only 52% of international decision makers would consider purchasing a Portuguese-made product. Let’s change this figure” . Carlos Pacheco, General Manager of Portugal Conep Store detailed : “Portugal Concept Store is an Embassy of Portuguese Brands and Brand Portugal aiming to increase international awareness of Portuguese Brands with high potential. Portugal is mostly



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