



International Campaign promotes Portuguese Smart Cities and technology in the international market

(Portugal, 9th of November 2023) Promoting Portugal as a qualified supplier of technological and intelligent solutions for the smart cities cluster and contributing to its international recognition is the main goal of the Campaign that AICEP – Portuguese Trade & Investment Agency has just launched in the foreign market, focusing on Spain. It is a campaign in an entirely digital format and will run throughout the year 2023 and 2024.

The Campaign aims to attract the interest of international institutional decision-makers, particularly in the Spanish market, for the skills of Portuguese companies in smart cities, taking knowledge of emblematic projects promoted by Portuguese municipalities, and, in this way, get to know Portuguese suppliers of technology and specialized services.

The Campaign aims to support the growth of this cluster in international markets, presenting the capabilities of Portuguese players to act in any market as problem solvers, adapting solutions to the requirements of each city or territory under intelligent management.

AICEP's smart cities campaign aims to identify and promote awareness of projects, giving visibility to innovative initiatives related to smart cities developed and implemented by more than two dozen Portuguese cities, municipalities, and startups.

The fundamental axes of the Campaign are the projects, companies and cities that develop intelligent management models, intending to achieve zero climate impact by 2030 while promoting the well-being of residents and providing quality citizenship, with the commitment of the teams that ensure the effectiveness and efficiency of the various urban management systems. Environment, Energy, Mobility and Governance **are the ideas that underpin the selection of cases to be communicated.**

With the signature Changing the Future Together, the Campaign features a [promotional video](#) that illustrates the Portuguese innovation capacity and talent in smart cities, highlighting different solutions and technologies in Portuguese locations. All campaign supports are available on the portugalglobal.pt/portugalmakessense website, where it is also possible to access a [directory of companies](#), promoting direct contact with the Portuguese offer, boosting partnerships and international business.

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