



LAUNCH EVENT – PORTUGAL

9TH JULY 2024 | 9H30-11H30 AM

RUA DAS PORTAS DE SANTO ANTÃO, 89 LISBOA

[CLICK HERE TO REGISTER](#)

09h30-10:00 Check In

10:00-10:15 Welcome and Keynote addresses

Mr. Nuno Pinto de Magalhães – Vice President of the Portuguese Chamber of Commerce and Industry (CCIP); H. E. Ms. Susana Vaz Patto – Ambassador of Portugal to the Republic of Korea (via recorded video); H. E. Mr. Vítor Sereno – Ambassador of Portugal to Japan (via recorded video); H. E. Mr. Ota Makoto – Ambassador of Japan in Portugal; H. E. Mr. Cho Yeongmoo – Ambassador of the Republic of Korea in Portugal

10:15-10:35 The EU Business Hub programme

- Markets overview;
- Overview of the programme's objectives and anticipated impact;
- Benefit for EU companies: the service offer, structure of the business mission week, eligibility criteria for participation, the selection process.

Nicoletta Favaretto, Senior Project Officer, Eurochambres

10:35-10:55 Unveiling the First Missions

- Overview of the sectors and industries covered in the initial missions;
- The business missions programme;
- Selection process: timeline and how to apply.

Nicoletta Favaretto, Senior Project Officer, Eurochambres

10:55-11:10 Successful business stories:

- Testimonials from Portuguese companies doing business in Japan and the Republic of Korea

António Dinis, Head of External Affairs at Hovione

11:10-11:25 Q&A

11:25-12:00 Closing & Networking Coffee

