

## WHY YOU SHOULD COME TO CONCRETA

The enormous changes in the economic context are marked by the domestic recession and with a strong impact in the management of most Small and Medium Enterprises (SMEs).

That impact is particularly powerful on the Construction sector, resulting in:

1. A considerable reduction in levels of activity, drops in sales and employment;
2. Unprecedented financial crisis;
3. Restrictions on access to credit;
4. Instability and uncertainty;
5. Reduced profitability and increased insolvencies;
6. Internationalization difficulties and increased tax and labor requirements.

All these factors force the sector to urgently reflect on new scenarios and responses to the challenges it faces.

The sector needs to increase the return on sales, whilst improving environmental and strengthen the growth in demand

In other words, the sector intends to enhance the performance of the business economy, sustainable growth markets and also to reduce environmental impacts.

However, to achieve these goals, the sector needs to find ways to enhance the qualification of the offer, which means the interconnection of three factors:

7. Higher demand and technical knowledge;
8. More innovation, turnkey projects, quality and reliability;
9. Greater collaboration between public and private entities.

**Indeed, the strategic plan designed for the sector identifies that it is necessary to:**

- ✚ **Strengthen the quality of national supply**, redefining business models, expanding the intervention of the companies in the value chain and improving the skills of the human resources involved in this sector ;
- ✚ Create **networks of expertise and experience**, diversifying and introducing innovation in the areas of intervention of the companies and their products and services;
- ✚ **Promote cooperation between business and technical institutions** to create environments favorable to knowledge transfer and application of business practices capable of encouraging business together.

Despite the difficulties listed, the market has several opportunities to improve sales, justified by the following increasing demand:

- ✚ **Urban Rehabilitation of the built heritage:** the conservation of the housing stock needs and the improvement of safety, comfort and environmental efficiency enhance new business opportunities (networks and water installations, sewage, gas, electric, telephone, television / internet, ...). Also worth mentioning is the need to reactivate works at schools, playgrounds and hospitals, to invest in upgrading port infrastructures and to modernize the road network ;
- ✚ **Environmental sustainability:** what promotes innovation (new products and solutions) in a way so as to be compatible with the preservation of natural resources;
- ✚ **Energy Efficiency:** gives agility in the integration of new business opportunities, specially new sales of energy optimization solutions to meet all legal requirements of the certification of buildings;
- ✚ **The lease:** the new law of the lease is intended to promote appropriate conditions to the mobility needs of the people as an alternative to home-ownership;
- ✚ **Tourism:** the growth of tourist demand has implications for investment in works aimed at protecting cultural heritage and historic city centers, hotels, restaurants, accessibility, etc.

Summing up, **rehabilitation** promotes new business dynamics, greater added value, economic growth and employment.

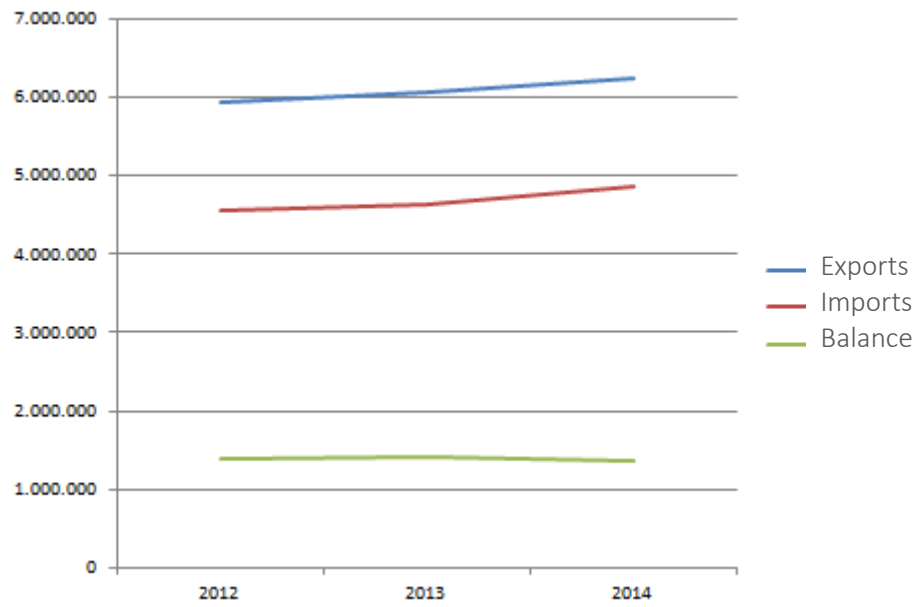
The **lease** is focused on addressing the needs of the families, adjusting supply to demand in the various quality segments and price and promoting investment in construction.

## Why Portugal?

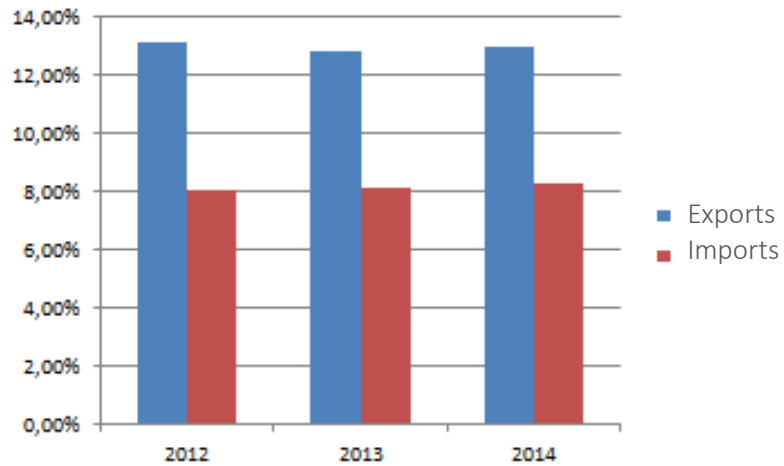
- ✚ Internationally recognized for their **quality and continuous innovation** in the design and production of Construction solutions (architecture and engineering awards);
- ✚ Ability of large construction and public works companies **to develop projects in different locations** and with **specific technical requirements** (highways, bridges, public housing, tourism infrastructures, dams, etc.);
- ✚ High motivation to **technological modernization** and integration of **R&D dynamics** in projects;
- ✚ Good level of **technical skills** that contribute to the **quality/price/ service effectiveness**.

## Some data

Trade Balance of Goods and Equipment for Construction (Thousand Euros)



Share of Products and Equipment for Construction in Portugal International Trade (% Total)



Main Customers for Construction (% Total)

2014

