



**PORTUGUESE  
HUB ICT**

quality technology

# Portuguese ICT Hub

**WE DO IT BETTER**

**INOVARIA**  
REDE DE INOVAÇÃO EM AVEIRO

 **Fraunhofer**  
PORTUGAL

Financed by:

**COMPETE  
2020**

 **PORTUGAL  
2020**



**UNIÃO EUROPEIA**  
Fundo Europeu  
de Desenvolvimento Regional

# About

The Portuguese Hub ICT is a project for international promotion and capacity building of Portuguese SMEs, dedicated to the ICT sector. It has a special focus on the European markets Germany, United Kingdom, Ireland, Netherlands, Belgium, Spain, Sweden, Denmark, Norway and Finland. Outside of Europe, the project covers the markets of Morocco and the United States of America.

The project aims to create conditions to give international visibility to Portuguese companies that make up the sector through action in the areas of training, innovation, cooperation between various agents and stimulation of promotional activities in foreign markets to respond to the poor and inadequate external visibility of the national ICT sector.

The entities responsible for the project are Inova-Ria and Fraunhofer Portugal Research.

## Promoting Entities

### Inova-Ria

Inova-Ria - Associação de Empresas para uma Rede de Inovação em Aveiro, founded in 2003, is a non-profit organization that aims at the creation and consolidation of the Information, Communication and Electronic Technologies area, with special focus on telecommunications.

Inova-Ria aggregates and strengthens its Associates and the surrounding community through the creation of synergies that promote technological development, knowledge and economic growth.

### Fraunhofer Portugal

Fraunhofer Portugal is a private non-profit association founded by the Fraunhofer-Gesellschaft (Europe's largest research center) and the Portugal-Germany Chamber of Commerce. Aims to creating scientific knowledge capable of generating added value for its customers and partners, exploring technological innovations oriented towards economic growth, social well-being and the improvement of the quality of life of its end users. It promotes and coordinates cooperation between its research centers, other research institutions and industrial partners, in order to carry out applied research of direct utility to private and public companies and of great benefit to society.

# Main Goals

- Access new skills, good practices, concepts and knowledge generated in spaces with strong innovation dynamics, seeking to internalize them and integrate them creatively into the knowledge base of the companies.
- To reinforce by 20% the degree of ICT sector exports, namely technology intensive products.
- Reinforce the presence in external markets, as an alternative to the reduction of the domestic market share.
- To reinforce the cooperation networks, international replication of relationships established with other companies/research centers of I&I.
- Promote the Portuguese ICT sector in target markets as a synonym of quality, sophistication, and technologically robust.
- Promote international partnerships (chambers of commerce, research and development centers, business associations, agents, importers, among others).
- Dynamize participation and dissemination processes at the international level.
- Attract structural investment (FDI) to the sector, allowing it to strengthen its productivity and international exposure in global value chains.
- Through participation in international reference fairs for the sector, (i) identify the needs and evolution trends of international markets in the most relevant ICT subsectors; (ii) signal the main clients and draw up the respective international prospection profiles; (iii) access new knowledge and establish collaboration agreements with international reference agents in the sector.

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