



Portugal Pavilion kicks off “Home & Design” month at Expo 2020 Dubai

Lisbon, November 20th 2021. The Portugal Pavilion has officially launched its “Home & Design” theme month at Expo 2020 Dubai. The inaugural event took place this Friday, November 19th, at 5 pm, at the Expo site.

The ceremony was marked by the presence of the Ambassador of Portugal, Joaquim Moreira de Lemos, the Deputy Commissioner of Portugal for Expo 2020 Dubai, Francisca Guedes de Oliveira, and the President of Portuguese Association AIMMP, Vítor Poças, and inaugurated the month-long program dedicated to the Portuguese Home Cluster, which will be highlighted at Expo until December 5th.

“It is important to show in this part of the world what we do, our know-how and how we can distinguish ourselves. Indeed, know-how and quality are characteristics of the national products that the Wood and Furniture Sector represent well”, said Ambassador Joaquim Moreira de Lemos.

“World events, such as Expo 2020 Dubai, are an excellent opportunity to promote Portuguese products that present themselves with tradition and authenticity. The Home Sector is a good example of the sophistication and exclusivity of the national offer”, said the Deputy Commissioner of Portugal for Expo, Francisca Guedes de Oliveira.

“Furniture for your home Made in Portugal by Associative Design is Innovation, Technology, Design and Sustainability! Enjoy!”, said Vítor Poças, President of the Association of Wood and Furniture Industries of Portugal (AIMMP).

Over the coming weeks, the Portugal Pavilion will host companies and Associations from the Home Cluster, which will participate in the World Expo through conferences and exhibitions of Portuguese furniture, design pieces and decorative objects.

The first conference took place this Thursday, in the pavilion's amphitheater, and addressed the theme “The importance of traditional techniques”, with the participation of two Portuguese designers – Alda Tomás, designer at Vista Alegre, and Artur Soares, interior designer and founder of Designer's Mint Studio.

The program also features a daily live showcase of ancestral arts, where Portuguese artisans can be found working several pieces in the pavilion's amphitheater. The first themed week will highlight hand-painted ceramics and wood marquetry.

This month-long initiative is coordinated by the [Portuguese Trade & Investment Agency\(AICEP\)](#) in partnership with the [Association of Wood and Furniture Industries of Portugal\(AIMMP\)](#), which is responsible for leading the project and boosting partnerships with other industry associations – [Portuguese Association of Furniture and Related Industries](#) (APIMA), [Portuguese Lighting Association](#) (API), [Home from Portugal](#) and the [Portuguese Association of Industrial Marble, Granite and Related Branches](#) (ASSIMAGRA).

Photos attached.