

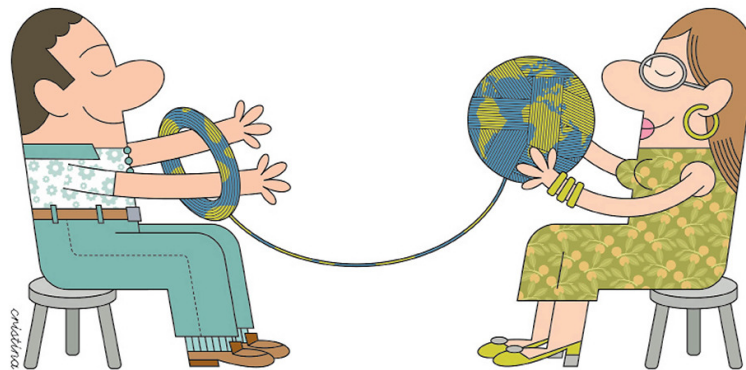
FRIDAY
MARCH 22ND
2019



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THIS WEEK

JORNAL - T.P.T



THAT IS THE QUESTION

IS SUSTAINABLE FASHION HERE TO STAY?

Only sustainable fashion can be in fashion. Any persisting doubts seems now to have completely vanished. Sustainability is no longer the subject of theoretical analysis or a matter for environmental activist, but rather an innovation catalyst for brand and companies.

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JF ALMEIDA PREPARES ENTRY IN THE NIGERIAN MARKET

The JF Almeida group is getting along well with Africa: after consolidating its position in the Algerian market, the company is preparing another channel for its exports, this time in Nigeria. "We will be one of the first in this restricted market" says CEO Joaquim Almeida.

LATINO PRESENTS INNOVATIVE



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FIREFIGHTER SUIT

Latino is doing a roadshow to present an innovative firefighter suit developed in partnership with Critical Software and the University of Minho's 2C2T technological centre. The firefighter suit provides information on the location and vital signs of the user.



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ANA PAULA RAFAEL IS AN EXPORT LEADER

After leading Dielmar for more than a decade, Ana Paula Rafael is now one of the four women who "export more than 40 million euros". In this textile company, the exports are worth 62% of the 13 million turnover, but the goal is to reach 80%.



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SONAE STRENGTHENS POSITION IN LATIN AMERICA WITH LOSAN

The Losan store chain, acquired by the Sonae group in 2015, is at the centre of the Portuguese group expansion to Latin America. In a strategy outlined for 2019, the company plans to enter Ecuador and strengthen its presence in Mexico and Colombia.



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ALEXANDRA MOURA FOCUSED ON THE EAST MARKETS

Alexandra Moura is getting closer to the eastern markets: "There is an attraction between Portugal and Asia, from the silhouettes to fabric overlap," said the designer. Alexandra sells in three stores in Japan, two in China, one in Kuwait, one in Spain and one in Portugal.



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THE HIGH COST OF ENERGY

In a globalized world, the companies competitiveness is a decisive factor, I underline this aspect regarding the high cost of energy paid by Portugal's companies, above the european average , writes Paulo Nunes de Almeida, AEP's (Portuguese Entrepreneurial Association) president.



ALEXANDRA
MOURA

Sustainability was the star at Portugal Fashion . In an edition where sustainability was the star, 33 fashion shows by 46 creators filled Aldândega do Porto with the Autumn / Winter 19 trends of the most talented Portuguese designers. More and more each day a beacon and avant-garde Portuguese fashion, the event was extended to the renovated room on the east wing, where half of the fashion shows took place.

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"The Portuguese Textile is a niche industry, **known for quality, service, product engineering, technological innovation and design.** Not for mass production and much less for the low prices"

PAULO MELO
ATP's President

3,5 millions

pairs of socks are manufactured annually
by A.Fiúza & Irmão

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