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• What's your opinion of the Textile sector in Portugal?

The Textile sector is a structural sector of the economy in **Portugal**. Both in terms of employment and exports, it is one of the most important ones for the country, representing around:

10% of all Portuguese exports

20% of employment in Manufacturing

9% of turnover in Manufacturing

9% of production in Manufacturing

Portugal has around 6,000 companies working in all subsectors of the **Textile** and **Clothing** industries, some of which are vertical units, although most are small and medium-sized companies, all known for their flexibility and rapid response, their know-how, and innovation.

Most are located in **Northern Portugal** (Porto, Braga, Guimaraes and Famalicao), but there are also some in Covilha (**Eastern Portugal**) dedicated to wool products.

Given that the **Portuguese market** is very small for its installed capacity, the Textile industry is essentially an exporter, which brings with it great challenges, as it competes on a global scale, but it also boasts a capacity for adaptation, and technical and commercial know-how, which are its greatest assets.

For the future, I envision a **Portuguese Textile Industry** increasingly focused on the production of items featuring important technical components, for applications in areas like Health; The Military; Transport; Construction and others registering high demand, and garments for market niches with greater added value.

This also represents a great challenge, but also a huge opportunity for our division in **Portugal**, since we will have to oversee and often even lead projects of great technical complexity, but with greater added value.

Increasingly, technical knowledge and the ability to anticipate opportunities, as well as adequate business follow-up, will make the difference between success and failure.

• What products and/or services does Grupo ADI offer?

The **Grupo ADI** started its activity in Portugal with the Textile division, initially as a distributor of Tanatex, a multinational company, recognized in the sector.

Over the years, the gaps in **Tanatex's** portfolio were filled through other representatives for specific areas, such as Auxicolor for pigments and localized printing, or **Organik Kimya** in acrylic resins, and also the development of a portfolio under its own brand.

In recent years the strategy of expansion and diversification continued with the establishment of a new partnership with **SPG**, a leading company in the area of the production of rollers for engraving, and inks and machines for digital printing, which allowed us to be present in the Industry 4.0 revolution and the consequent digitalization of production.

We currently offer a complete range of all types of chemicals necessary for textile production in the areas of **Clothing, Dyeing, Refining, Printing and Coating**.

In parallel, a strategy of area diversification was also employed, with structures created in **Portugal** for the different divisions of the Group: **Instruments, Electroplating and, more recently, Personal Care and Home Care**.

• What are the main differences between your product/service and the competition's?

There are many companies competing on the market, and some with great quality, but I think we stand out for the quality and reliability of the products we offer; the guarantee of an exemplary logistical service, with a remarkable response speed; and our enormous flexibility, which allows us to adapt and respond to the needs of each customer; and, above all, for the excellence of the service and technical support we provide our customers.

• What are the growth expectations for 2023 in Portugal?

As we all know, the economic outlook for 2023 is generally downbeat. With the current level of inflation and the consequent loss of household income, consumption is expected to retract.

In this scenario, the **Textile sector** will obviously be affected.

We believe, nevertheless, in the ability of our customers to find new markets, of our partners to propose solutions increasingly adapted to the needs of the market, and in our own work, so we foresee slight growth off 2022.

From a more global perspective, the **GRUPO ADI** is aiming for significant growth in **Portugal**, reaping the fruits of the diversification strategy it has followed in recent years.

One of the biggest vectors of this growth will be the **Home Care** and **Personal Care** division, which I myself was responsible for launching in **Portugal** in 2019, and that has seen solid growth in recent years, and that is expected, with the integration of another full-time person, to grow significantly in 2023.

Vitor Silva

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