



Building an Isagenix Business in  
**PORTUGAL**



# Portugal OVERVIEW

- Portugal is 8 hours ahead of Isagenix HQ and is on Western European Time (UTC/GMT +1).
- The Isagenix European Office is located in London (UK).
- In 2020 Portuguese purchasing power stands at €31,109 (\$33,665) per capita.
- The capital Lisbon is the financial and commercial heart of the country and has one of the largest ports along the Atlantic coast. About 3 million people live in Lisbon's metropolitan area which accounts for roughly 27% of the country's population.
- Portugal currently has a population of just over 10.2 million with 64.5% between the ages of 15 and 64 years old.
- Portugal is the world's top cork producer, and is home to the largest cork forest in the world. Cork and cork-based products make up roughly 2.3% of Portugal's exports.
- Portugal is one of Europe's top destinations for both golfing and surfing. The country receives around 7.7 million tourists per year.

Portugal is located in Southwestern Europe and shares its borders with one other Country.



# Portugal

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Greet with a handshake and direct eye contact.
- The proper form of address is 'senhor' or 'senhora' followed by the surname.
- Appointments are mandatory and should be made 1-2 weeks in advance.
- The Portuguese prefer face-to-face meetings.



### LOCAL MENTALITY

- Portugal is a hierarchical culture that respects age and position.
- Avoid comparing Portugal to Spain or assuming similarities between the two countries.
- It's best not to speak about religion, politics or personal finances.

# Portugal CONSUMER CONCERNS

Economy

28%

Health

12%

Savings

20%

Holidays / Vacations

27%

New Clothes

51%

# Portugal COMMUNICATION

## CONSUMER SOCIAL MEDIA

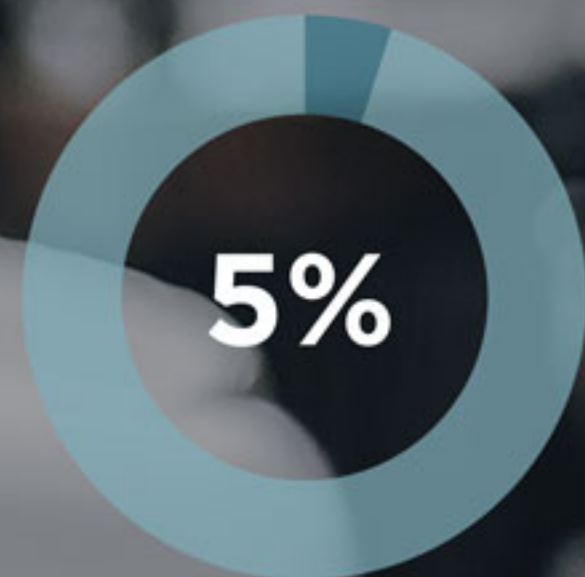
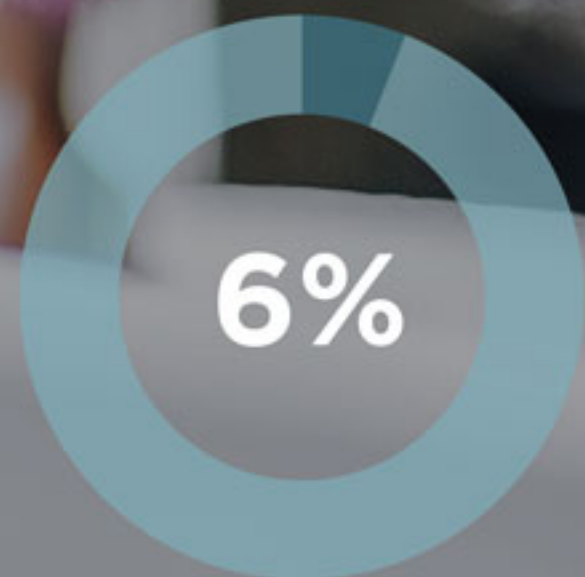
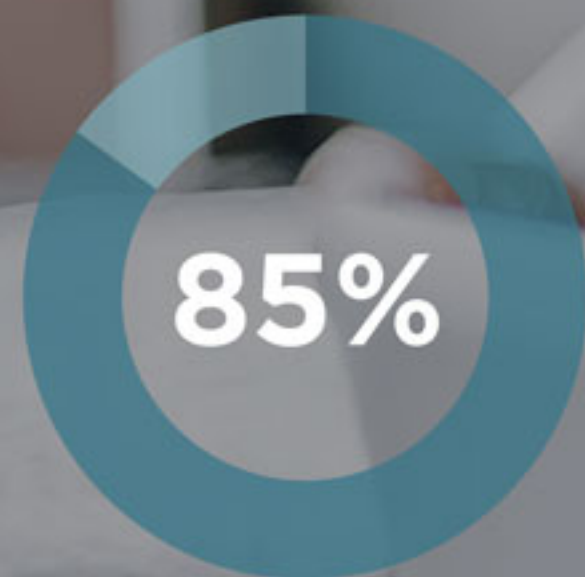
FACEBOOK 

INSTAGRAM 

TWITTER 

PINTEREST 

YOUTUBE 



## LANGUAGE BASICS

**Olá** | Hello

**Bom dia** | Good morning

**Boa tarde** | Good afternoon

**Boa noite** | Good evening

**Adeus** | Goodbye

**Por favor** | Please

**Obrigada** | Thank you

**Com licença** | Excuse Me

**Eu não entendo** | I don't understand

