Guest Speaker at Growtech Antalya 2026

Investment Opportunities in Portugal



Official session poster published by the organisers of Growtech Antalya 2026

Osvaldo Branco, founder of Horticonsultancy Portugal, was invited by the organisers of Growtech Antalya, the international agricultural technology fair held in Antalya, to speak on the Innovation Stage about investment opportunities in Portugal for Turkish and other non-EU companies, entrepreneurs and investors. This document sets out the guidelines of the presentation.

Event	Growtech Antalya 2026, Antalya, Türkiye
Session	Investment Opportunities in Portugal (Portekiz'de Yatırım Fırsatları)
Date and time	26 November 2026, 16:00 to 16:45
Venue	Innovation Stage
Speaker	Osvaldo Branco, Agronomist M.Sc., FEADER / FEAGA EU Funds Specialist, Horticonsultancy Portugal
Language	English

Objective

Building on the long standing Türkiye EU trade relationship, the session presents to non-EU agricultural and industrial companies the advantages of a presence inside the European Union as a strategy for internationalisation and geographic growth: producing in the EU, alongside their production at home, with full control of the supply chain up to the European customer. Expansion, not relocation. Portugal is presented as the entry point to the EU market.

Target audience

Turkish and other non-EU companies, entrepreneurs and investors that export agricultural products, food, and agricultural or industrial equipment to the EU.

Format

Presentation followed by questions and answers, with approximately 60% presentation and 40% Q&A within the allotted time. The content is informative; the services of Horticonsultancy Portugal are presented briefly in the final section only.

Topics, in order of presentation

1. **Introduction.** The speaker and Horticonsultancy Portugal.
2. **From globalisation to protectionism.** The proposed "Made in Europe" policy and future constraints on non-EU imports: tariffs, counter tariffs and stricter import rules, and why this strategic decision is urgent, including to safeguard current exports to the EU.
3. **The European Union as an economic bloc.** A single market of around 450 million consumers and the world's largest trading power.
4. **Beyond the Customs Union.** A production base in the EU, complementary to production in Türkiye, that also controls imports and the full logistics chain up to the European customer.
5. **Why Portugal.** Lower production costs than in Central Europe (labour and energy), high levels of non-refundable investment support, road, sea and air links to Northern Europe, and political, economic and social stability.
6. **Portuguese and EU investment support programmes.** PEPAC (agriculture and young farmers), COMPETE 2030 (industry and agro-industry) and tourism support programmes.
7. **Golden Visa.** EU residence through productive investment in Portugal.
8. **How Horticonsultancy Portugal can help.** Support for companies setting up and expanding inside the EU.
9. **Questions and answers.**

Key messages

- Exporting to Europe is no longer the same as being in Europe.
- Not instead of Türkiye, but in addition to Türkiye: expansion, not relocation.
- The proposed "Made in Europe" rules make this a decision for today.
- Portugal is a competitive, stable and well supported entry point to the European Union.