



MEISTERKREIS



For an German & Portuguese Common Culture of Excellence

Meisterkreis And Laurel

companies meet to discuss strategic priorities for the high end industry.

Berlin, November 16 & 17, 2023. 30 German and Portuguese companies, members of Meisterkreis and Laurel, met on November 16th and 17th in Berlin to share a common passion and objective: excellence, manifested daily through manufacturing, culture, design, management, science, and innovation.

For the first time and with the main goal of this mission who aims to build a closer relationship and exchange views on the future of the industry between Germans and Portuguese brands, based on investment projects or partnerships for existing or future projects. Through this trip, we aim to initiate a relationship that seeks to develop projects among the brands, fostering an open-minded approach without fear, and promoting the exchange of people and ideas between Portuguese and German brands.

Another objective is to promote and raise awareness about the importance of craftsmanship, rooted in the work carried out by generations of artisans, forming the basis of European success in quality, a standard unique in the world. Preserving this knowledge is crucial, and this trip also serves to explore how, together, we can make this mission an honourable endeavour for the cultures of our brands and our countries, focused on valuing the integrated excellence craftsmanship within the brands.

With over 80 million inhabitants and a high culture of excellence, Germany is one of the world's largest economies and a major global exporter and importer. As an important market for Portugal, Germany is the third-largest customer and the second-largest supplier to our country. In recent years, there has been a growth in exports between the two countries.

Meisterkreis and Laurel are part of the *European Cultural and Creative Industries Alliance (ECCIA)*, which represents the main Associations of the European high end industries, united together in sustaining the development of a sector which accounts for 4% of the EU GDP, for 17% of its export and 1,7 million jobs. Italian and German companies, in particular, represent together approximately 30% of the worldwide luxury market share.



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The two days visit were conducted by the Clemens Pflanz, Chairman of Meisterkreis and Francisco Carvalheira – CEO of Laurel, and by several representatives of German and Portuguese Institutions.

The German Institutions

The Portuguese Institutions, *Aicep, Atelier Francisco Torres, Ayres Bespoke Tailor, Barmat, Boca Do Lobo, Casas Vivas, Innuos, Leitão & Irmão, Maria João Bahia, Movecho, Renova, Revigres, Rondinart, Savoy Palace, Vista Alegre, Viuva Lamego, Wy Group*

Clemens Pflanz, Founder & Chairman, MEISTERKREIS stated: "It was a very good start for the first joint Portuguese-German business meeting of the High-end Culture and Creative Industries in Berlin. If we strengthening our common clusters of excellence, we will be able to secure and expand our competitive advantages, for each country and for Europe."

Jorge Leitão President of Laurel, the Portuguese association for excellence, the meetings of our associates in Berlin with Meisterkreis represent a unique start for future work on the field of High end Cultural and Creative Industries.

Knowing each other with work developed under empathy and trust will certainly expand horizons and ad tools to pursue a path of a stronger Europe with stronger linked countries under common interests.

Laurel is keen to welcome Meisterkreis in Portugal developing and finding professional common interest in the field of excellence.

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