



Portugal's economics Minister has signed a cooperation protocol with Pininfarina

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Portugal's Ministry for the Economy signed a cooperation protocol on January 11th with Italy's celebrated Pininfarina company for the purpose of identifying the basic conditions Portugal offers in the automotive sector.

Pininfarina is one of the greatest names in the automotive industry, a company that not only designs but also engineers and manufactures cars.

Among other things, the partnership will examine market opportunities in the city car segment with the aim of identifying innovative developments in the fields of environmental protection, technology, safety and design.

The automobile has undergone some radical changes in recent years as the responsibilities and skills involved in its production have been transferred from the OEMS to the suppliers and new production plants have been forced to become more versatile.

Today, Portugal stands on the front line of these new trends and this new study, a collaborative effort by INTELI and Pininfarina, will identify major opportunities for the strategic expansion of Portugal's automotive industry.

In particular, Pininfarina is expected to exercise a major influence on the country's design engineering and development capability, at product, system and management levels.

The study is expected to be completed by the end of the current year.