

### **“The new vision of Portugal – a nation of innovation”**

**Mr. Joao Schmidt**  
**Producer**  
**‘Ollivus**  
**Portugal**

Lisbon, October 4<sup>th</sup>, 2010

Dear Mr. Joao Schmidt,

I would like to introduce you to an exciting project that I am currently conducting with my colleague, Ms. Aline Calabria, for **Business Outlook**, which will be published in **TIME Magazine**.

Business Outlook is a keen observer of international events and current affairs and constantly monitors economic trends globally. Our investment-focused reports are published inside the world's biggest selling current affairs magazine, TIME Magazine. TIME readers are internationally minded decision-makers distinguished by high levels of income, education, business and political influence as well as personal wealth and are therefore the ideal target for our special sections.

**“The new vision of Portugal – a nation of innovation”** will examine some of the leading Portuguese companies' strategies to maintain their competitive advantage nationally and internationally. We will profile the brightest and most successful business leaders in several key sectors, including Banking & Finance, ICT, Transport, and Infrastructure development and discuss how you are implementing the most innovative technologies and business practices into your strategic business plans.

The Portuguese economy has recently posted a 1% growth in GDP, a surprising statistic if one were to only read certain mainstream international media. Now is the time for you to send a clear message of confidence to a highly important audience in the United Kingdom that innovation and success within certain key sectors are opening up new opportunities in Portugal, particularly in wine and olive oil.

We would therefore like to meet with you, as Producer of ‘Ollivus olive oil, to discuss your vision how your group of companies are staying at the forefront of international competitiveness and how you keep innovating even during the most testing economic circumstances. We would be honored to meet you at your earliest convenience.

Yours sincerely,

Phil Smith  
Senior Director  
Business Outlook