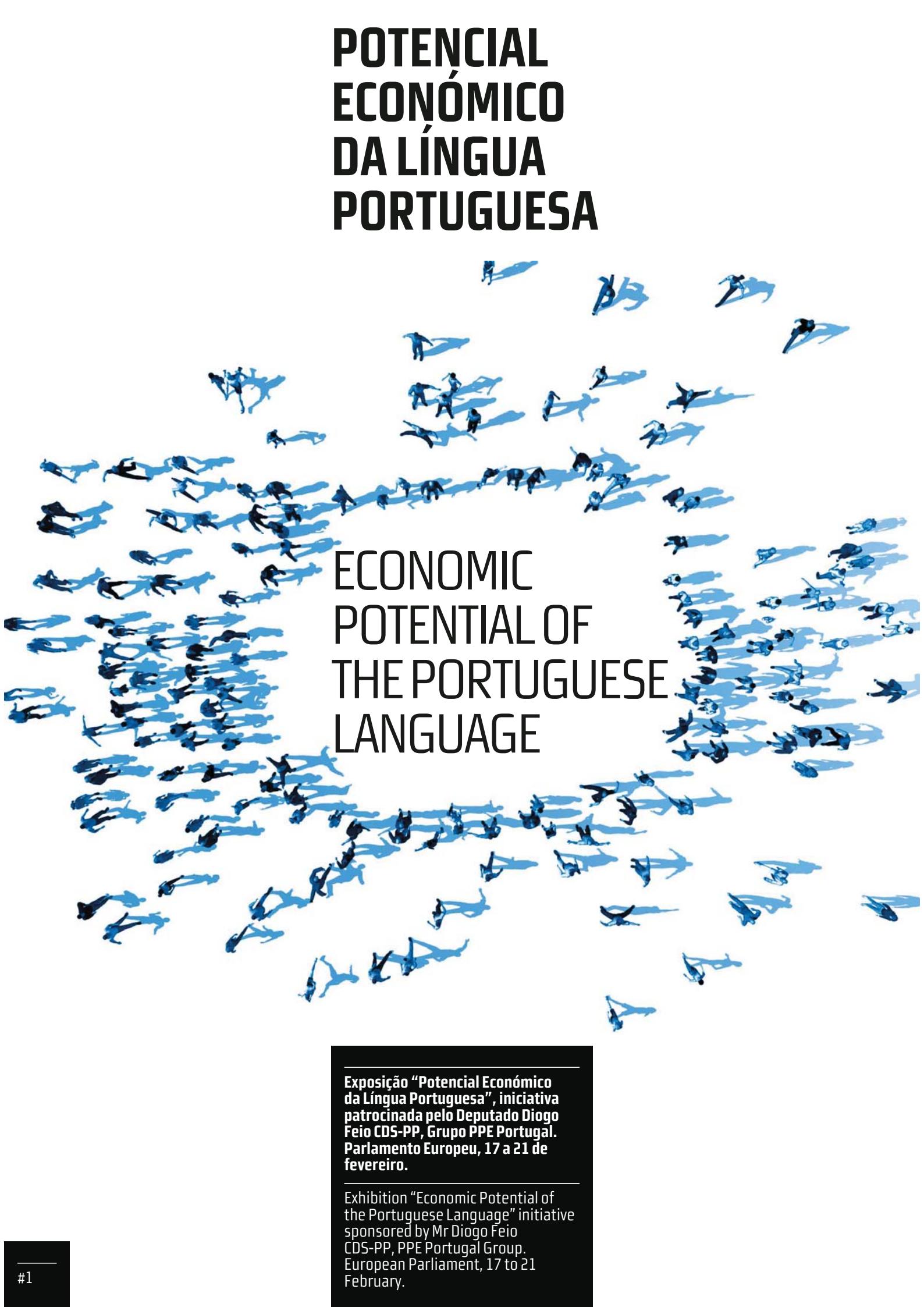


POTENCIAL ECONÓMICO DA LÍNGUA PORTUGUESA



ECONOMIC
POTENTIAL OF
THE PORTUGUESE
LANGUAGE

Exposição “Potencial Económico da Língua Portuguesa”, iniciativa patrocinada pelo Deputado Diogo Feio CDS-PP, Grupo PPE Portugal. Parlamento Europeu, 17 a 21 de fevereiro.

Exhibition “Economic Potential of the Portuguese Language” initiative sponsored by Mr Diogo Feio CDS-PP, PPE Portugal Group. European Parliament, 17 to 21 February.

Sumário

Os 250 milhões de falantes do português representam cerca de 3,7% da população mundial e detêm aproximadamente 4% da riqueza total.

Os 8 países de língua oficial portuguesa ocupam uma superfície de 10,8 milhões de quilómetros quadrados, cerca de 7,25% da superfície continental da Terra, possuindo todos eles amplas plataformas marítimas.

A língua portuguesa é a quarta mais falada no mundo e regista uma das taxas de crescimento mais elevadas, na Internet, nas redes sociais e na aprendizagem como língua estrangeira.

Abstract

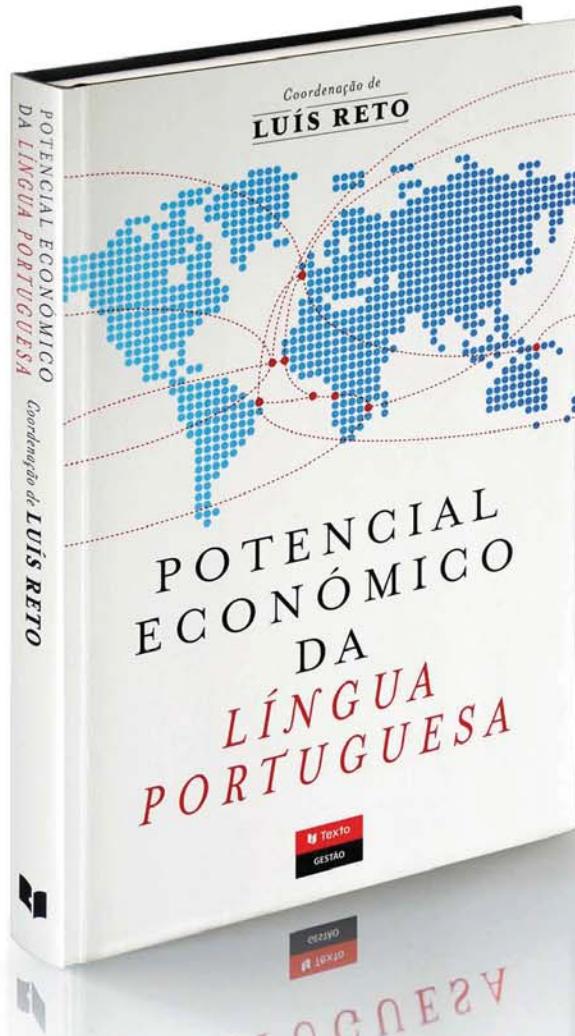
250 million Portuguese speakers represent about 3.7% of the world's population and hold approximately 4% of the total wealth.

The eight Portuguese-speaking countries occupy an area of 10.8 million square kilometers, about 7.25% of the land surface of the Earth. All of them have large offshore platforms.

Portuguese is the world's fourth most spoken language. It also has one of the highest growth rates as a second language in the Internet, in social networks and in learning as a foreign language.

A importância crescente da língua portuguesa tem sido objeto de estudos académicos e de órgãos de comunicação de impacto global.

The rising importance of the Portuguese language has been the subject of academic studies and the media with a global impact.



A REPORT Azores

WAITING IN THE ISLES —São Miguel

Preface
They're sunny, beautiful and safe but Portugal hasn't seem to know what to do with them. Maybe it's time to start recognising the potential of the Azores.

WITTER
Andrea Müller
ILLUSTRATOR
Rado

It's the middle of nowhere, and it's closer to Africa than to the UK. This isolated two-hour flight from Lisbon is a bit like being in a time warp. The island of São Miguel is a mix of traditional and modern life, with a rich history and a vibrant culture. The people are friendly and welcoming, and the food is delicious. The landscape is stunning, with rolling hills and mountains, and the sea is always there, providing a sense of calm and tranquility. The weather is perfect, with plenty of sun and warm temperatures throughout the year. The infrastructure is well-developed, with good roads and airports, making it easy to get around. Overall, the Azores are a great place to visit, and I hope they will continue to develop and thrive.

Lisbon was obliged to announce a €135m bailout for the islands. But now does São Miguel seem obviously poor – just a bit dishevelled and disinterested.

Even Ponta Delgada, the biggest town on São Miguel, the biggest island, feels careworn and sleepy, the kind of town where the people have long been so impressed for time that they've built intricate patterned mosaics into the footpaths: checks and whorls and stars in the same black and white as the oldest of the buildings. Ponta Delgada's architectural signature of foundations and frames of dark volcanic rock cradling bright white brickwork makes the city look like it has been constructed exclusively from the last Liquorice Allsorts left in the box.

Ponta Delgada is recognisably a tourist town, but manages to be endearingly half-hearted about it. Though there are souvenir shops, there's almost nothing to buy in them but t-shirts and magnet representations of such regional totems as whales, cows and hydrangeas, and shelf after shelf of religious tat gaudily even by the standards of southern European Catholicism (during Lent, São Miguel is beset by groups of pilgrims, known as *romeiros*, who undertake an eight-day pilgrimage around the island). Though there are manifold opportunities during daylight hours to take to the surrounding ocean to gawp at whales or ammoy dolphins there is almost nothing to do after sunset.

São Miguel is, indeed, the kind of place where, for want of much in the way of competition, agricultural smallholdings are able to pass themselves off as tourist attractions. In Fajã de Baixo, on the outskirts of Ponta Delgada, coaches stack up outside the Arruda Pineapple Plantation – where, unusually, the fruit is grown indoors in triangular white

Ten modest suggestions for uses for the Azores

01 Conference centre
Meeting on Terceira may have been only a good idea to have emerged from the summit between Tony Blair, George W. Bush and José Maria Sócrates in view of the invasion of Iraq. It's a convenient base to both sides of the Atlantic and easy to secure; hats, the EU, the number of international organisations could be repeatedly tempted, especially if they consider how far projects will need to row.

02 Prison
The residents may need convincing that the Azores could set itself as a safe haven for Atlantic Alcatraz. The most notorious fugitives for transportation would be convicted by the International Criminal Court, echoing Napoleon's exile to St Helena. The ICC itself could also be recruited to a spot handy for both the European Union and the Azores, which would be useful hereafter if the experiments undertaken by Norway with more common criminals on Bastøy Island, the last prison farm that has recorded a 100 per cent rate of 16 per cent – Europe's best.

03 Lusophone news network
Portuguese is spoken by roughly 250 million people in Europe, Africa, South America and South-East Asia; it's one of the half-dozen most understood languages on Earth. The Azores could easily accommodate all these databases – separate bureaux may be required in Timor-Leste and Macau – would be an ideal base for a global Portuguese broadcaster, and its Angolan counterparts. Just as Al Jazeera has revolutionised coverage of the Middle East, so an Azores-based network could shine fresh light on Brazil, Angola, Mozambique and others.

04 Wildlife reserve/incubator
The Azores' temperate climate and remoteness could make it a suitable halfway house for the breeding of endangered species as zoos and aquariums turn them for a return to their own habitats. Also, a few Asian elephants, scimitar-horned oryxes, clouded leopards, giant pandas and maned wolves would enliven the Azores' somewhat pedestrian native wildlife and would please tourists who've decided that there are only so many whales they can watch.

05 Showroom
New & Used Ships
at Vila do Condeiro – could be encouraged to establish outposts. Others would surely follow.

IF YOU GO DOWN TO THE WOODS TODAY — YOU'RE IN FOR A RUSTIC SWEDISH ARCHITECTURAL SURPRISE

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

Generation Lusophonia:
why Portuguese is the new language of power and trade

From Brazil to Mozambique MONOCLE REPORTS on the people, policies, friends and opportunities at the heart of a global Portuguese push

MONOCLE 27, volume 66 OCTOBER 2012

- **AFRICA'S** Maracabu: inside Venezuela's assertive city
- **BRAZIL**: Diver on the unstoppable rise of UAVs
- **C** China's big top: a F1 race goes to town
- **FRANCE**: Dress for diplomacy: join the united fashion nations
- **GREECE**: Putting a cork in it, and Italy's last meal
- **PORTUGAL**: Maguire: a report on an African architectural gem

A revista Monocle dedica o número de outubro de 2012 à "Geração Lusofonia".

The Monocle magazine dedicates the October 2012 issue to the "Lusophone Generation".

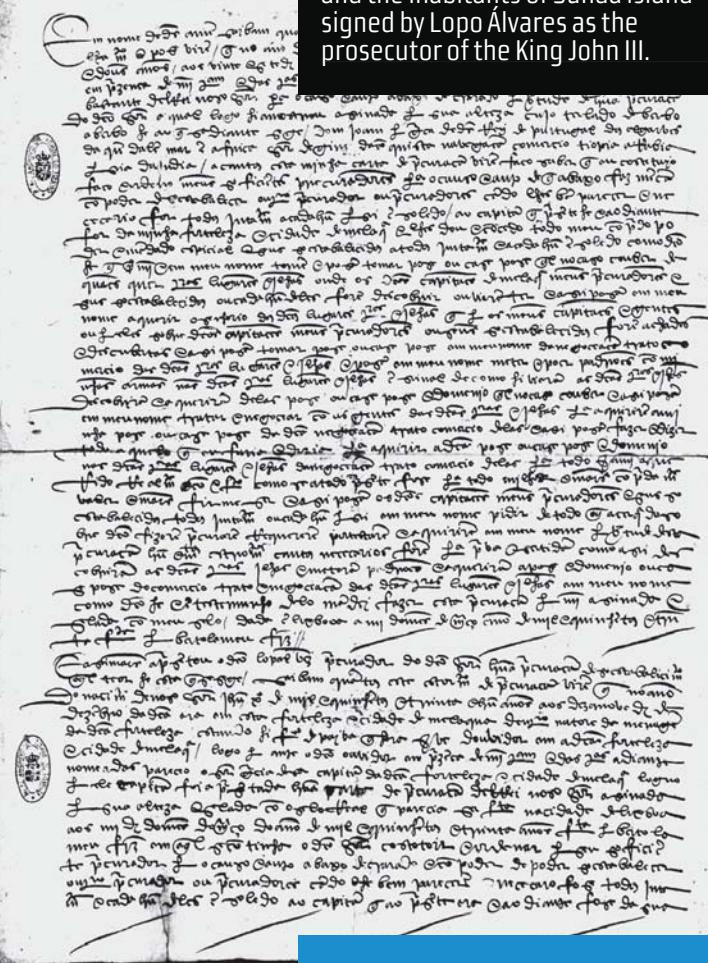
at Vila do Condeiro – could be encouraged to establish outposts. Others would surely follow.

O PORTUGUÊS COMO LÍNGUA FRANCA

THE PORTUGUESE AS A LÍNGUA FRANCA

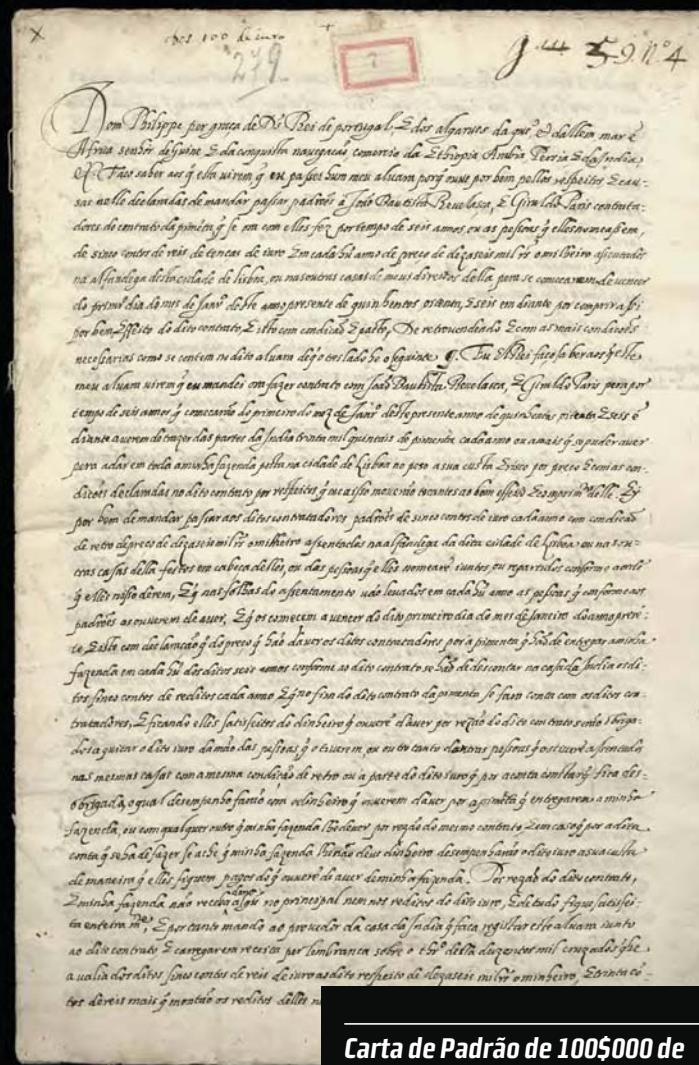
Instrumento de fé e certidão passado pelo tabelião de Malaca, Bernadim Cordeiro, da posse e tratado de amizade entre Portugal e os habitantes da ilha de Sunda, firmado por Lopo Álvares como procurador do Rei D. João III.

Faith and certified instrument used by Bernadim Cordeiro (Notary of Malacca) that expresses possession and friendship between Portugal and the inhabitants of Sunda island signed by Lopo Álvares as the prosecutor of the King John III.



Apesar da diminuta população, o português afirma-se como língua franca, sendo a língua veicular de muitos tratados da diplomacia e do comércio.

Despite the small population at the time, Portuguese became a lingua franca, is the language used in many treaties of diplomacy and trade.



Carta de Padrão de 100\$000 de tença de juro, passada aos Padres da Companhia de Jesus da cidade de Coimbra em 29 de maio de 1586 e que será paga pelos Contratadores da Pimenta entre portugueses, italianos e alemães, escrita em português.

Carta de Padrão de 100\$000 de tença de juro, sent to the Priests of the Jesuit Order of the City of Coimbra on May, 29, 1586 which will be paid by pepper merchants between Portuguese, Italian and German, written in Portuguese.

População de Portugal Portugal population	População da Europa ocidental Western Europe population
Século XV/ 15 th century 1.000.000 1,000,000	Século XV/ 15 th century 57.268.000 57,268,000
Século XVI/ 16 th century 1.100.000 1,100,000	Século XVI/ 16 th century 73.728.000 73,728,000
Século XVII/ 17 th century 2.000.000 2,000,000	Século XVII/ 17 th century 81.460.000 81,460,000

Imagen cedida pelo Tribunal de Contas. Photo Rights by Court of Auditors.
Imagen cedida pelo ANTT. Photo Rights by ANTT.

Fonte/Source: Angus Maddison, Statistics on World Population, pesquisa/retrieved: 2014.

Países de língua oficial portuguesa

Portuguese speaking countries

População/Population

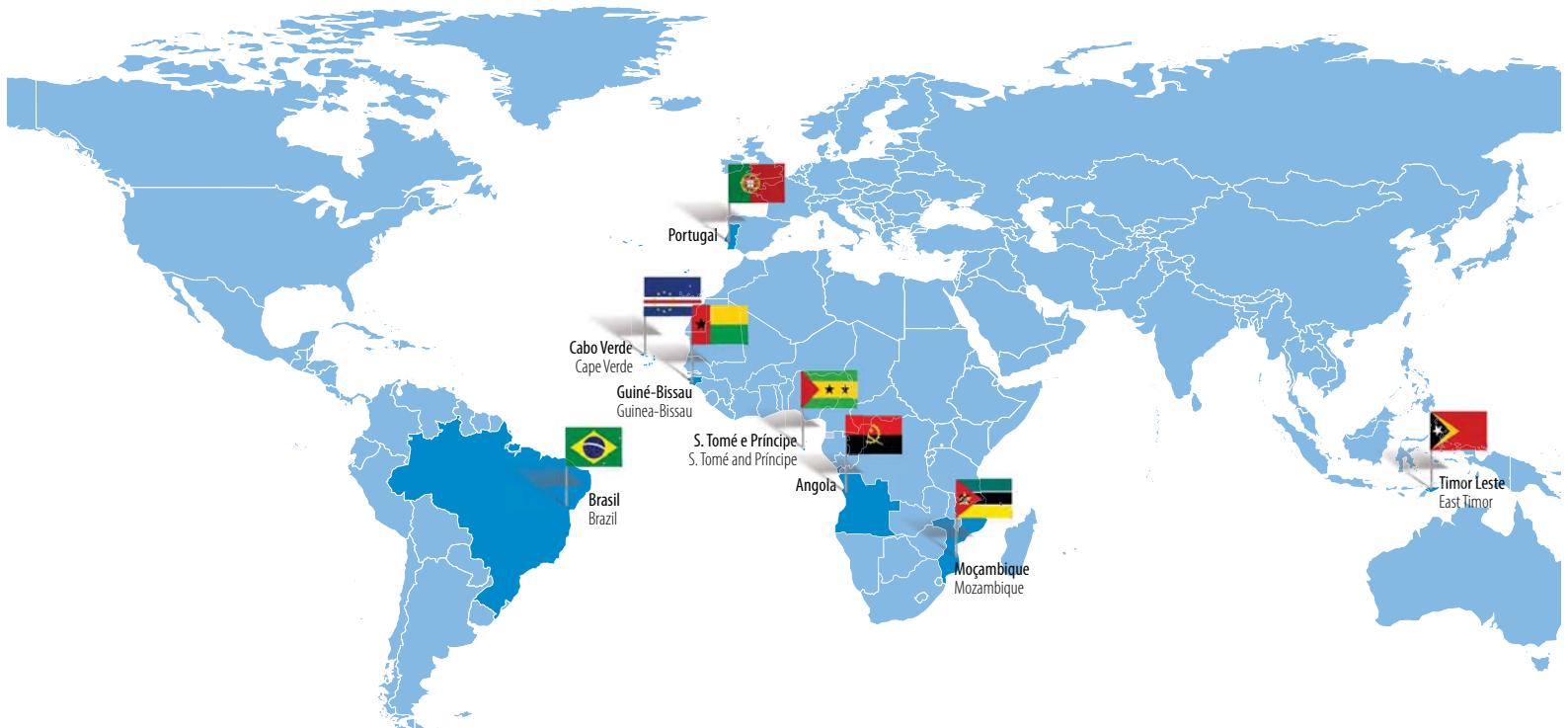
250 milhões 3,7% / 250 million 3.7%

Superfície / Area

10,8 milhões km² 7,25% / 10.8 million km² 7.25%

Riqueza / Wealth

1.862.727 milhões 4% / 1,862,727 million EUR 4%



O PORTUGUÊS NO MUNDO

PORTUGUESE AROUND THE WORLD

Português, é a língua mais falada do hemisfério sul.

Portuguese is the most spoken language in the Southern Hemisphere.

O português é uma língua materna nos cinco continentes, o que só tem paralelo com a língua inglesa.

Portuguese is a mother tongue in the 5 continents, parallel only to the English language.

O português é hoje a primeira língua estrangeira no sistema de ensino de diversos países.

Portuguese is now the first foreign language in the education system of many countries.







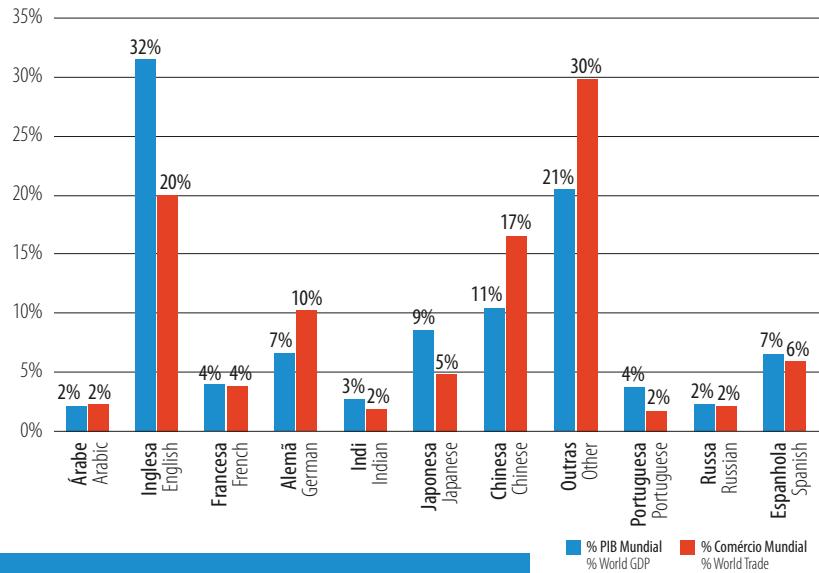
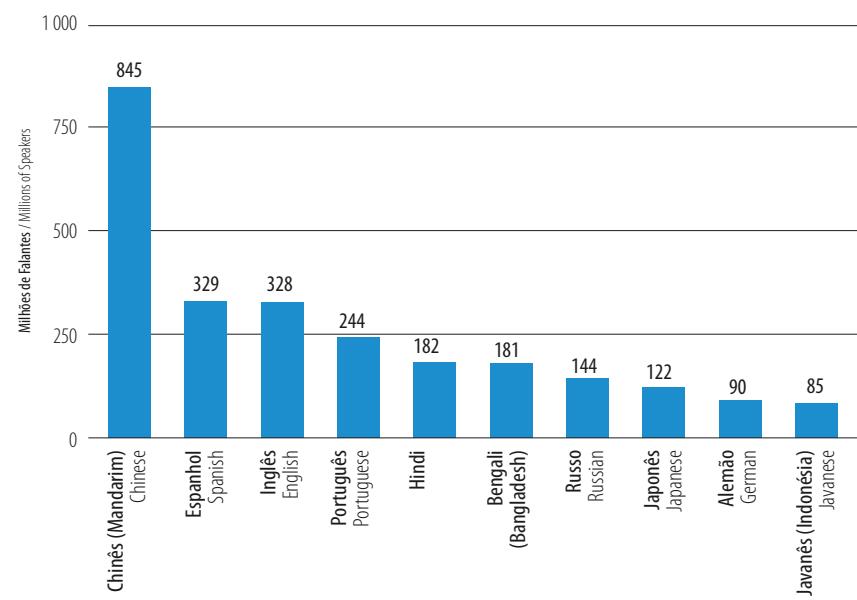
Algumas personalidades lusófonas de projeção global

Some Lusophone Personalities with Global Projection

Carlos Lopes
Carlos Brito
Carmen Miranda
Cesária Évora
Clarice Lispector
Cristiano Ronaldo
Durão Barroso
Elis Regina
Eusébio
F. Henrique Cardoso
A. Horta Osório
A. Sousa Mendes
Agostinho Neto
Amália
Amílcar Cabral
António Coutinho
Antonio Damásio
António Guterres
António Vieira
Ayrton Senna
Bento de Espinoza
C. Drummond de Andrade
Caetano Veloso
Carlos Brito
Carlos Duarte
Carlos Ghosn
Carlos Lopes
Manoel de Oliveira
Mariza
Mia Couto
Naide Gomes
Oscar Niemeyer
P. Álvares Cabral
Paula Rego
Pedro Gadanho
Pedro Pires
Pelé
Fernão Magalhães
Fernando Meirelles
Fernando Pessoa
Gilberto Gil
Gisele Bundchen
Graziano da Silva
Infante D. Henrique
Joaquim Chissano
Jorge Amado
José Mourinho
José Saramago
Josué de Castro
L. Felipe Scolari
Luís de Camões
Lula da Silva
M. João Pires
Machado de Assis
Malangatana

ECOLOGIA DA LÍNGUA

LANGUAGE ECOLOGY



O português ainda não tem no comércio mundial, um peso correspondente à importância do seu PIB. Neste âmbito, tem um perfil semelhante às línguas inglesa e japonesa, onde a economia de um único país ocupa uma posição predominante.

The Portuguese language has a lower weight in world trade than would be expected given the size of its GDP. It has a similar profile to English and Japanese, whose main economies play a dominant role.

As línguas mais faladas no Mundo

Most spoken languages in the World

Super-centrais (12) incluem o Português

Centrais (200)

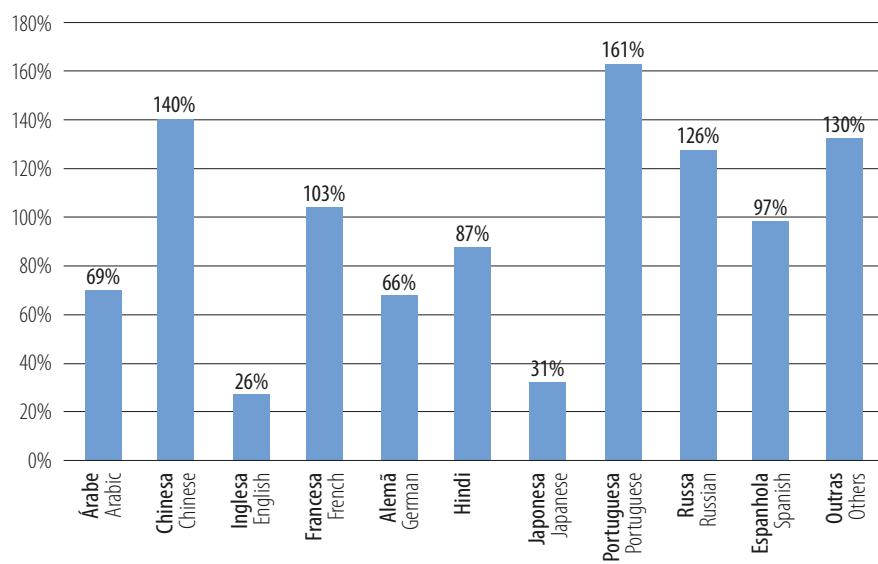
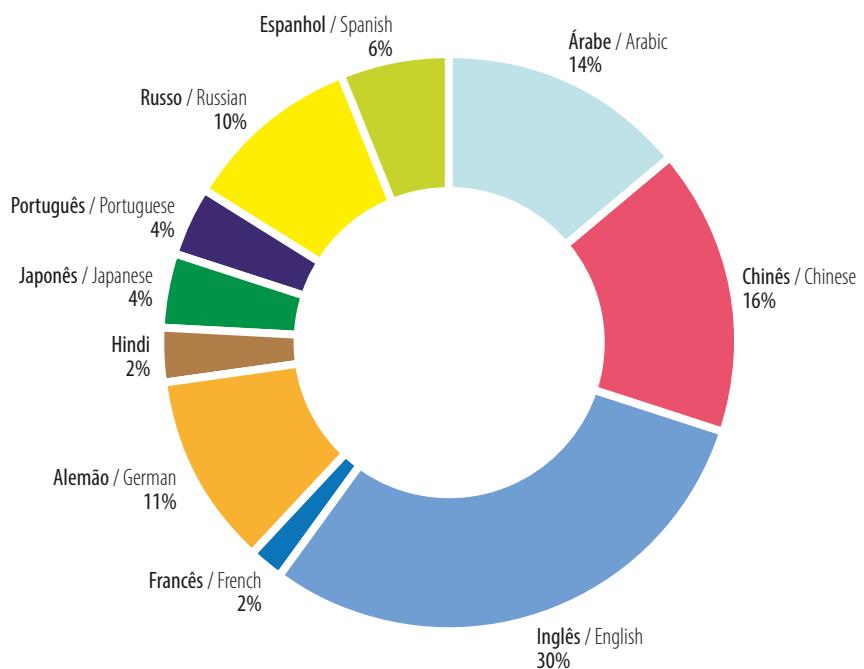
Outras (4 a 5.000)

TROCAS COMERCIAIS ENTRE A UNIÃO EUROPEIA E O MUNDO LUSÓFONO

FOREIGN TRADE BETWEEN EUROPEAN UNION AND PORTUGUESE SPEAKING COUNTRIES

Trocas comerciais entre a União Europeia e as 10 principais regiões linguísticas.

Foreign Trade between the European Union and the top 10 linguistic regions.



Taxa de Crescimento entre 2005 e 2012.

Growth Rate between 2005 and 2012.

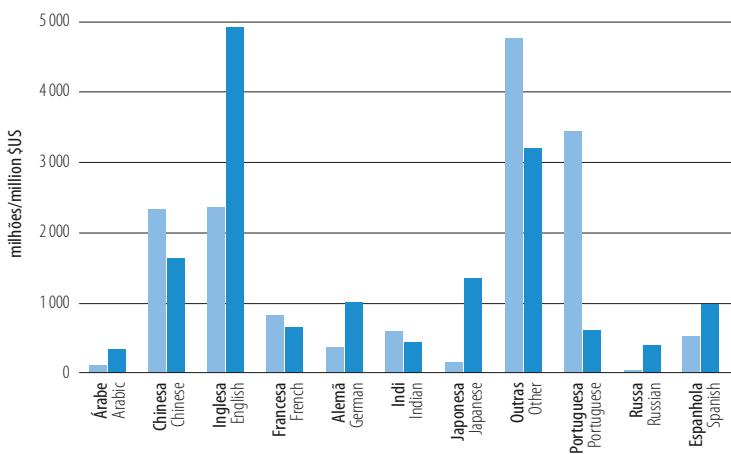
UNCTAD (2005-2012).

COMÉRCIO EXTERNO LÍNGUA VS. EFEITO GRAVITACIONAL

A "quota natural" é baseada no peso relativo do PIB das regiões linguísticas. Embora a geografia seja um fator preponderante para o comércio, a partilha de uma língua comum é importante. A maioria dos países lusófonos efetua mais trocas comerciais que a "quota natural", apesar da distância que os separa. A região de língua espanhola é favorecida pela dupla proximidade geográfica e linguística.

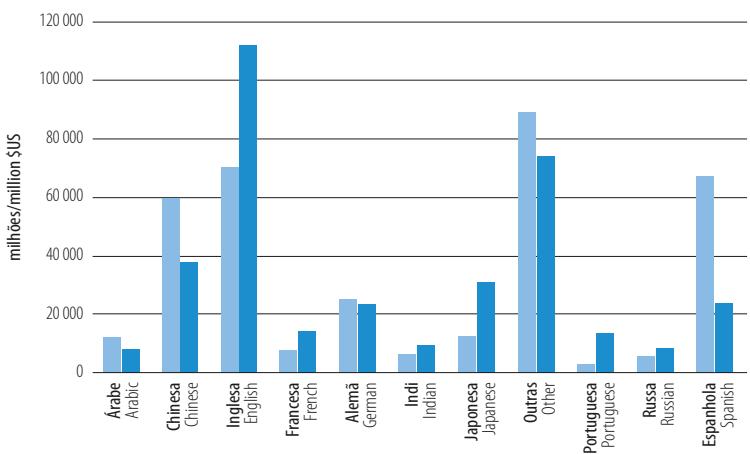
ANGOLA

■ Comércio Externo/Foreign Trade
■ Quota natural/Natural quota



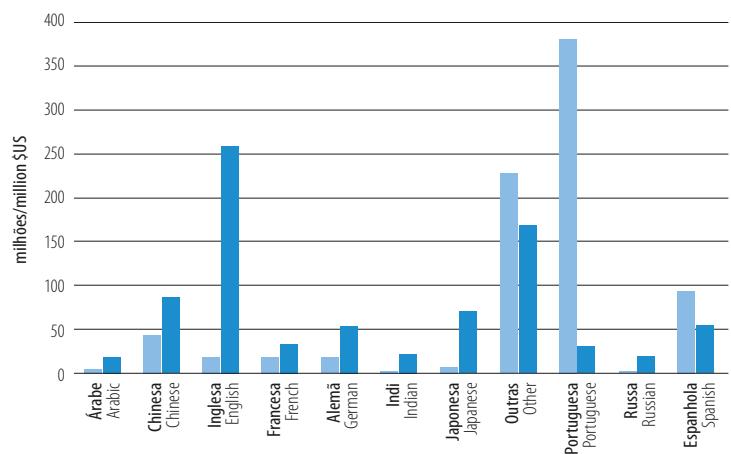
BRASIL

■ Comércio Externo/Foreign Trade
■ Quota natural/Natural quota



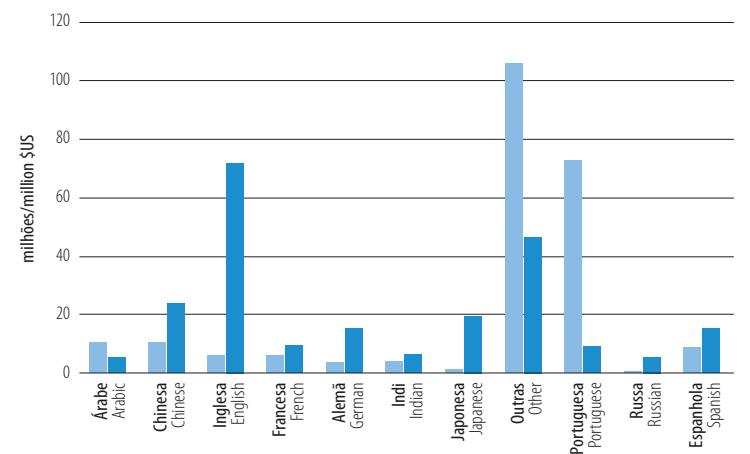
CABO VERDE

■ Comércio Externo/Foreign Trade
■ Quota natural/Natural quota



GUINÉ-BISSAU

■ Comércio Externo/Foreign Trade
■ Quota natural/Natural quota



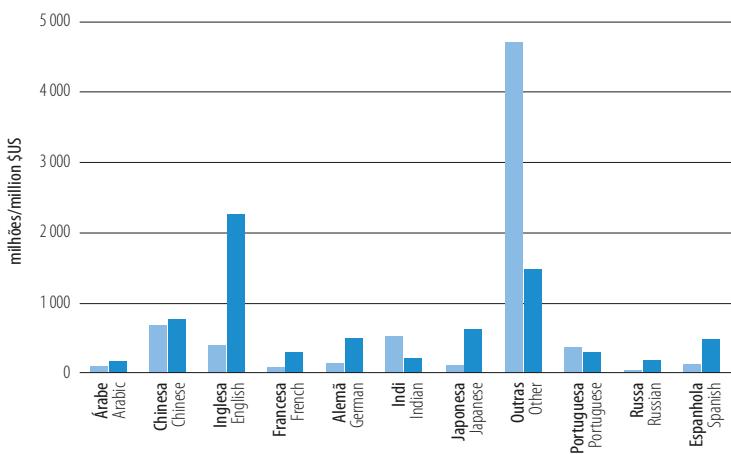
Fonte/Source: UNCTAD (1992-2050).

FOREIGN TRADE OF LANGUAGE VS. GRAVITATIONAL EFFECT

The “natural quota” is based on the relative weight of the GDP of linguistic regions. Although geography remains a predominant factor for trade, the sharing of a common language is also of great importance. The internal volume of trade among most Portuguese speaking countries is far higher than would be expected given the distance separating them. The Spanish speaking region has the advantage of proximity on two fronts: linguistic and geographic.

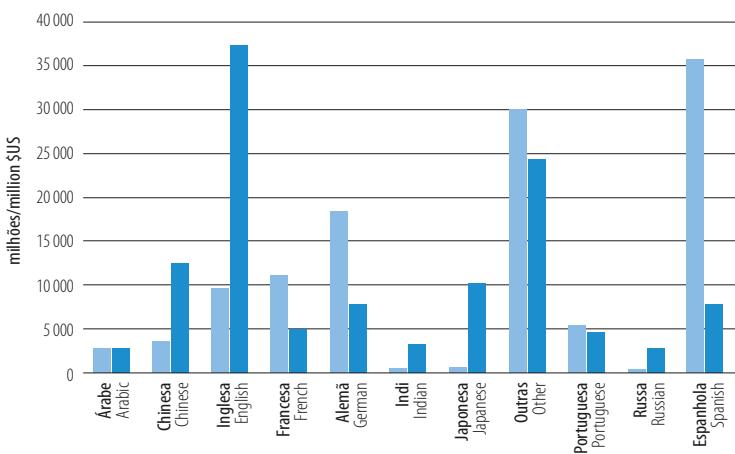
MOÇAMBIQUE

■ Comércio Externo/Foreign Trade
■ Quota natural/Natural quota



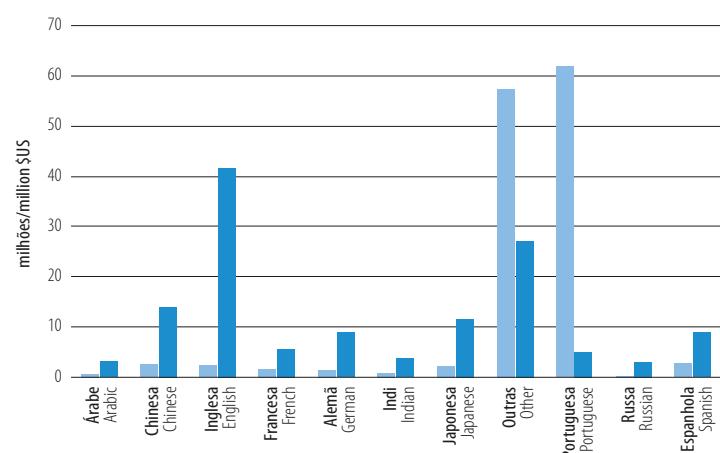
PORTUGAL

■ Comércio Externo/Foreign Trade
■ Quota natural/Natural quota



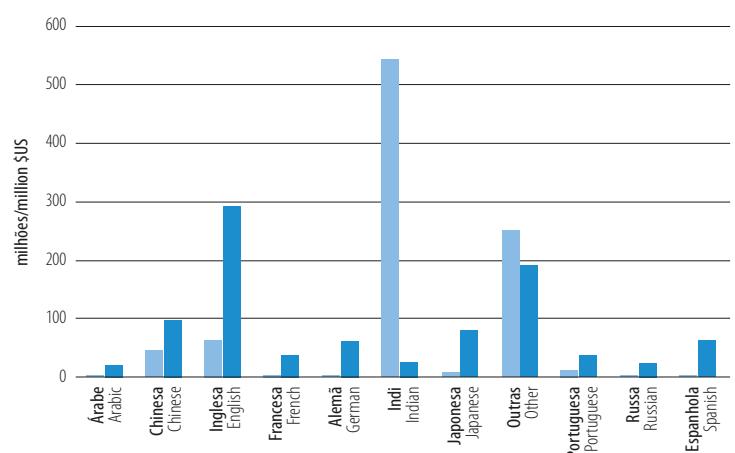
SÃO TOMÉ E PRÍNCIPE

■ Comércio Externo/Foreign Trade
■ Quota natural/Natural quota



TIMOR-LESTE

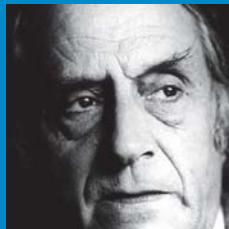
■ Comércio Externo/Foreign Trade
■ Quota natural/Natural quota



Fonte/Source: UNCTAD (1992-2050).

OS OCEANOS E A LÍNGUA PORTUGUESA

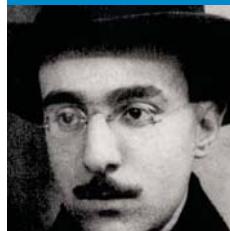
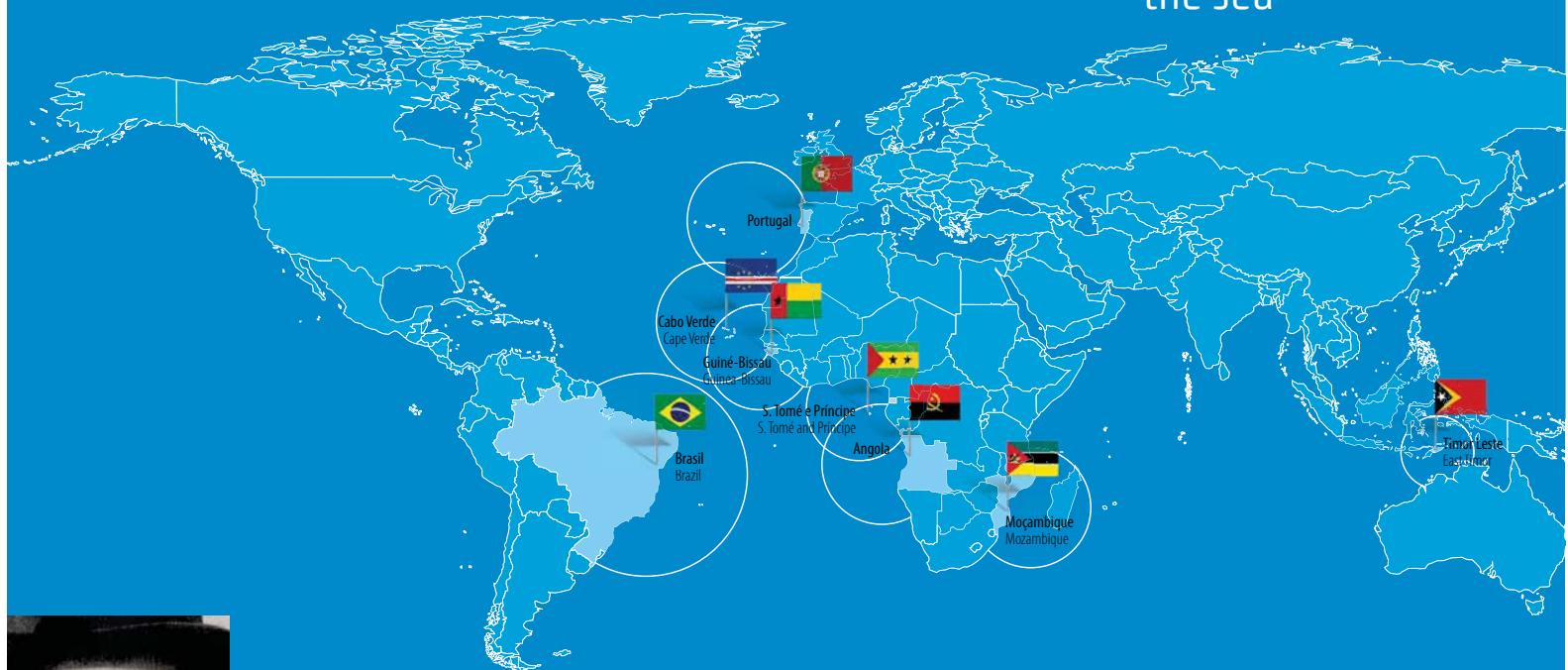
OCEANS AND THE PORTUGUESE LANGUAGE



“Da minha língua
vê-se o mar”

Vergílio Ferreira

“From my language,
one can contemplate
the sea”



“Deus quiz que a terra fosse toda uma,
Que o mar unisse, já não separasse.”

Fernando Pessoa in Mensagem, 1934

“God intended the earth to be one,
United by the sea, no longer separated.”

Dez países com maiores descobertas de hidrocarbonetos (Mboe).
É de realçar que, no conjunto dos países do gráfico, três integram a CPLP.

Ten countries with the largest discoveries of hydrocarbon (Mboe).
Three of these are members of the Community of Portuguese Speaking Countries (CPLP).



Fonte/Source: Galp/Observatório da Língua Portuguesa, 2013.

O CAPITAL HUMANO DA LÍNGUA PORTUGUESA

THE PORTUGUESE LANGUAGE AS HUMAN CAPITAL

Fatores de valorização

Valorization Factors

**Respostas mais significativas à questão aberta:
“Para mim, a língua portuguesa é/tem...”**

Importância estratégica 22,0%

Bela/Expressiva 16,8%

Ligaçāo afectiva 7,8%

Língua oficial 7,7%

“For me, the Portuguese language is / has ...”

Strategic importance 22.0%

Beautiful / Expressive 16.8%

Emotional bonds 7.8%

Official language 7.7%

Usos da língua portuguesa

Portuguese language usage

Situações em que uso o Português:

Comunicar com amigos/colegas 60%

Para viajar 48%

Em casa 39%

No trabalho 34%

**Situations in which I use the Portuguese
language:**

To communicate with friends / colleagues 60%

To travel 48%

At home 39%

At work 34%

No futuro penso usar o Português para:

Para viajar 75%

Para comunicar 67%

Em trabalho 62%

Para estudar 44%

Em lazer/tempos livres 43%

Em eventos internacionais 27%

In the future, I plan to use Portuguese:

To travel 75%

To communicate 67%

To work 62%

To study 44%

In leisure/ free time 43%

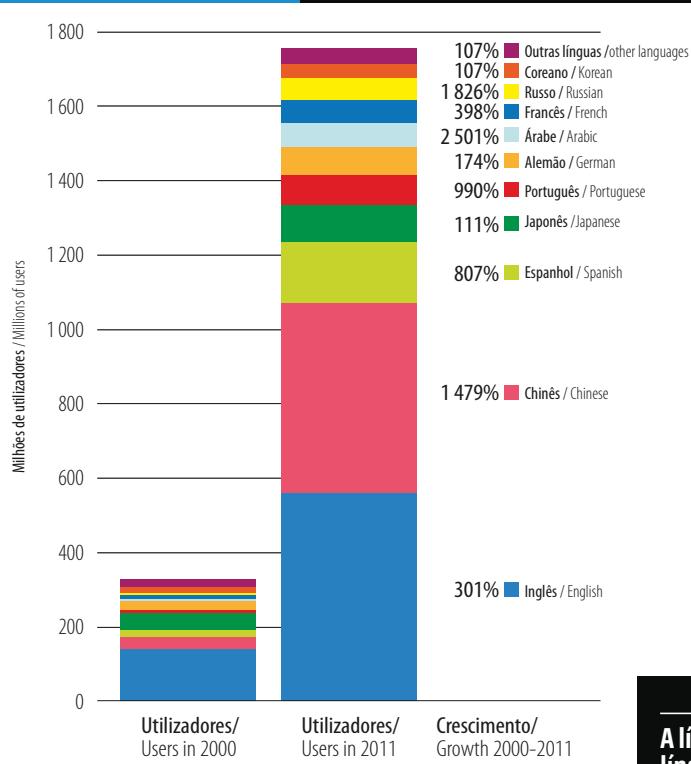
In international events 27%

AS NOVAS TECNOLOGIAS E A LÍNGUA PORTUGUESA

NEW TECHNOLOGIES AND THE PORTUGUESE LANGUAGE

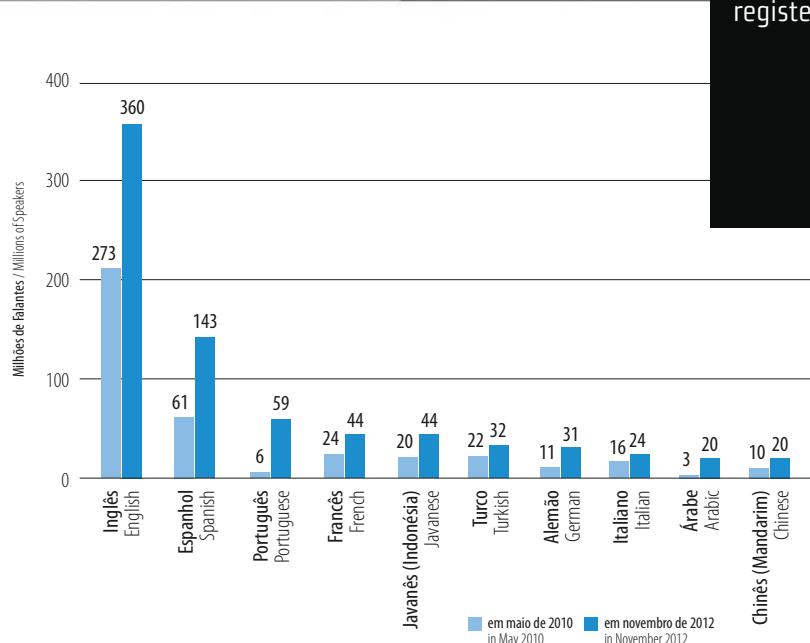
O português tornou-se a quinta língua mais usada na internet, tendo sido a quarta com maior taxa de crescimento.

Portuguese is the fifth most used language on the Internet. It enjoyed the fourth largest growth rate.



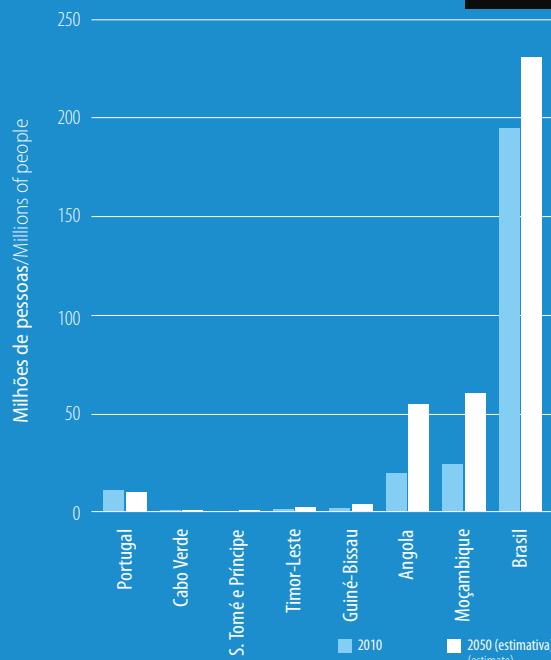
A língua portuguesa é a terceira língua mais usada no Facebook e que também mais cresceu.

Portuguese is the third most used language on Facebook and has registered the highest growth rate.



UMA LÍNGUA COM FUTURO

A LANGUAGE WITH A FUTURE



Comunidade dos Países de Língua Portuguesa

A Comunidade dos Países de Língua Portuguesa - CPLP é o fórum multilateral privilegiado para o aprofundamento da amizade mútua e da cooperação entre os seus membros. Criada em 17 de julho de 1996, a CPLP goza de personalidade jurídica e é dotada de autonomia financeira.

Estados-membros

Angola
Brasil
Cabo Verde
Guiné-Bissau
Moçambique
Portugal
São Tomé e Príncipe
Timor-Leste

Estados observadores associados

República da Guiné-Equatorial
República da Ilha Maurícia
Senegal

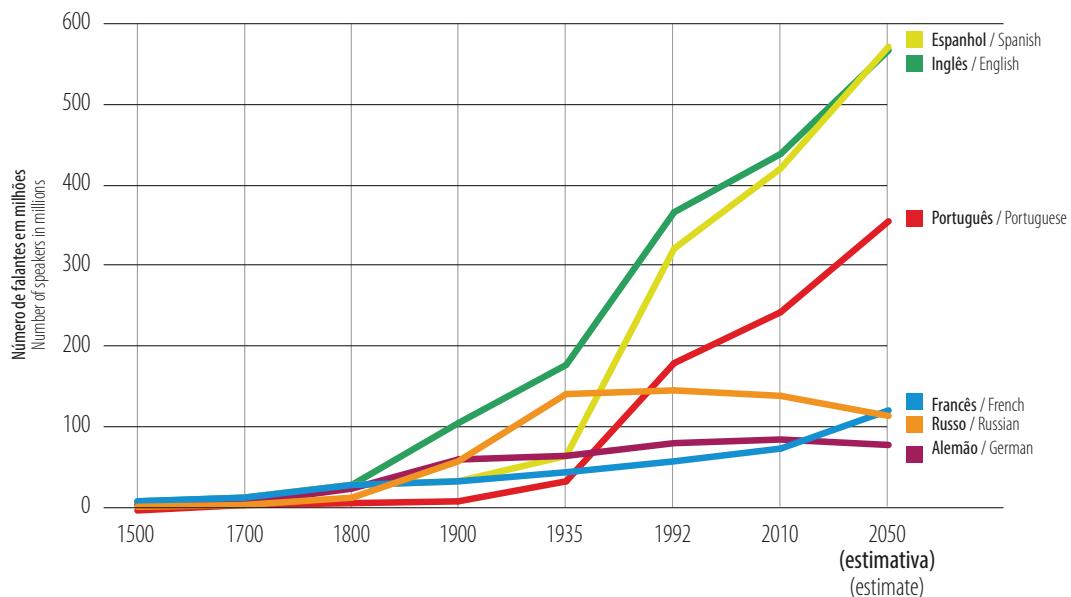
Cerca de meia centena de organizações observadoras

The Community of Portuguese Speaking Countries - CPLP is the multilateral forum for enhancing mutual friendship and cooperation among its members. Created on July 17, 1996, CPLP has legal personality and is financially independent.

Member States Angola Brazil Cape Verde
Guinea-Bissau Mozambique Portugal São Tome and
Príncipe Timor-Leste

Associate Member States Republic of Equatorial
Guinea Republic of Mauritius Senegal

About fifty observer organizations



CAMÕES
INSTITUTO DA COOPERAÇÃO E DA LÍNGUA
PORTUGAL
MINISTÉRIO DOS NEGÓCIOS ESTRANGEIROS

ISCTE IUL

Instituto Universitário de Lisboa

POTENCIAL ECONÔMICO DA LÍNGUA PORTUGUESA

Economic Potential of the Portuguese Language

Organização/Organization

Camões, Instituto da Cooperação e da Língua
Direção de Serviços de Língua e Cultura/Divisão de Ação
Cultural Externa

Coordenação geral e científica/General and Scientific Coordination

ISCTE-Instituto Universitário de Lisboa
Luís Antero Reito; José Paulo Esperança

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