



Associação Portuguesa
dos Industriais
de Águas Minerais
Naturais e de Nascente



FACTS AND FIGURES

- APIAM has 15 members (85% of the market's value). Is a co-founder and member of the European Federation of Bottled Water (EFBW), which represents and supports the industry at both EU and international levels.
- In Portugal, natural waters have always been highly appreciated for their remarkable quality, variety and health benefits;
- The bottled natural mineral and spring water industry comprises 22 bottling plants, located in different areas of the country; the industry is responsible for more than 10,000 direct and indirect jobs, both upstream and downstream
- The per capita consumption of Natural Mineral and Spring Water in Portugal is about 112 litres/year, which is close to the average European intake, yet quite lower than that of Italy, France, Spain, Germany and Belgium, countries culturally prone to the consumption of natural mineral water, much like Portugal.
- Regarding exports, it should be stressed that there are 42 target countries, mainly Portuguese-speaking nations (64%) and those with Portuguese migrant communities (36%)
- Natural mineral and springs waters are intrinsically associated to sustainability issues. In fact, the renovation of natural resources in terms of quantity (water flow) and quality (original purity) is a sine qua non condition for the activity itself.
- Natural mineral and spring waters are products extracted directly from nature, preserved and transported under the most rigorous conditions of purity, safety and hygiene, from their origin to the end consumer. Waters are highly monitored food products, with traceability assurances
- The bottled water industry has pioneered a decrease in the environmental impact of packages, promoting a system consisting of separation, selective collection and recycling of bottles. All packages used for water bottling, made either of glass or PET, are 100% recyclable.
- Our main commitment is to promote a high quality natural resource, while improving employability in the Portuguese countryside and following an environmentally responsible agenda. Still, we combine this goal with the will to offer our consumers a 100% healthy and natural product, retaining all its original purity; by doing so, we respect a Portuguese tradition and an industry which has always been committed with the best sustainable practices available.

OUR COMMITMENTS

SUSTAINABLE GROWTH

- **PRESERVATION OF AN EXCEPTIONALLY VALUABLE NATURAL RESOURCE**
 - PROTECTING THE AQUIFER AND THE WATER'S ORIGINAL PURITY (PROTECTION BOUNDARIES)
 - ENSURING THE AQUIFER'S NATURAL BALANCE IN TERMS OF BOTH QUANTITY (FLOW) AND QUALITY
- **CONTINUOUS JOB CREATION IN THE COUNTRYSIDE**
- **ENVIRONMENTAL RESPONSIBILITY PROGRAM:**
 - CONTINUOUS IMPROVEMENT OF ENVIRONMENTAL INDICATORS
 - PACKAGE WEIGHT REDUCTION
 - FURTHER RECYCLING
 - CIRCULAR ECONOMY

NATURAL MINERAL WATER AND SPRING WATER:
SUPPLYING THE CONSUMER WITH A
100% HEALTHY AND NATURAL
PRODUCT, PRESERVING ALL ITS
ORIGINAL PURITY, WITH RESPECT
FOR A PORTUGUESE TRADITION
AND AN INDUSTRY COMMITTED TO
THE BEST SUSTAINABLE
PRACTICES AVAILABLE...

APIAM is...

APIAM IS A NONPROFIT BUSINESS ASSOCIATION BASED IN PORTUGAL.

► Its origins lay in the Grémio Nacional das Águas, Refrigerantes e Sumos (National Guild for Water, Soft Drinks and Juices), founded in 1963.

► Nowadays, the association has 15 members (85% of the market's value).

► It represents 22 bottling plants and 28 commercial brands.



APIAM IS A MEMBER OF:

- Federação das Indústrias Portuguesas Agro-Alimentares (Federation of Portuguese Food and Agriculture Industries) (Presided by APIAM)**
This federation represents and protects the interests of Portuguese Food and Agriculture Industries, both domestically and in the EU. It is a member and vice-president of the Confederação Empresarial de Portugal - CIP (Confederation of Portuguese Business). At EU-level, it is also a member of FDE (FoodDrinkEurope)
- EMBOPAR - Embalagens de Portugal, SGPS, SA**
EMBOPAR is a holding company which currently has 69 shareholders - packing companies and associations of packing companies. Leading shareholder of Sociedade Ponto Verde
- Instituto Civil da Autodisciplina da Comunicação Comercial (Civil Institute for Self-Discipline in Commercial Communication)**
An entity which protects the rights and interests of both the civil society and the industry. It fosters credibility in the context of marketing language and the preservation of freedom of speech for commercial purposes
- European Federation of Bottled Water**
Nonprofit European association, based in Brussels. EFBW was created in 2003, as the successor of the UNESEM (Paris, 1953). It represents and protects the industry's interests at both EU and international levels. It is a member of the ICBWA (International Council of Bottled Waters Associations) and of FDE (FoodDrinkEurope)



THE INDUSTRY

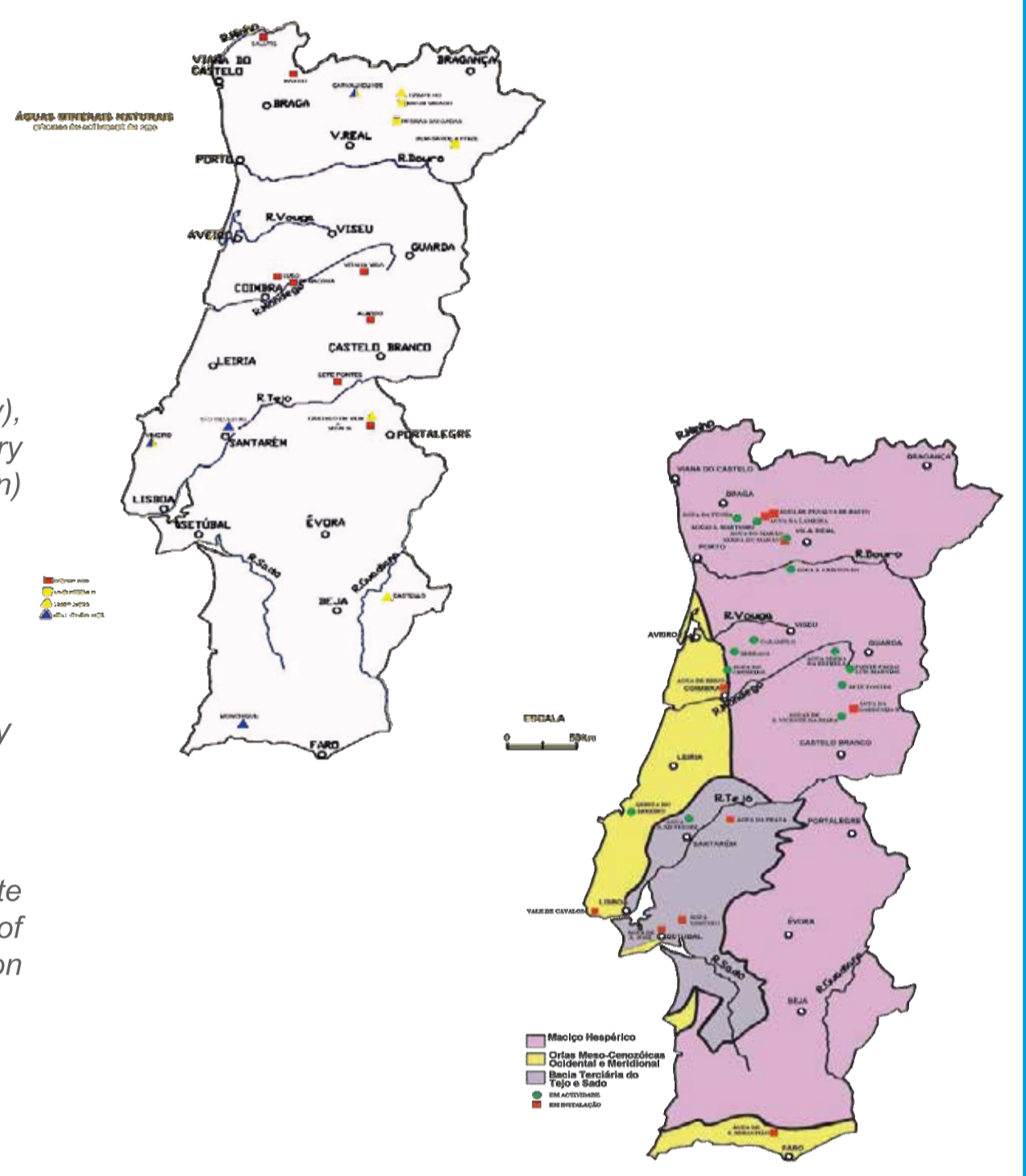
ABUNDANCE AND VARIETY OF RESOURCES

«Portugal's great geological diversity results in the variety of physical-chemical compositions in our natural mineral and spring waters.»

DGGE (Directorate-General for Energy and Geology), Ministério da Economia e Inovação (Portuguese Ministry of Economic Affairs and Innovation)

«Nowadays, hydromineral resources are absolutely essential for maintaining society's quality of life.»

Professor Machado Leite
Director of the INETI/LAB - National Institute of Engineering, Technology and Innovation

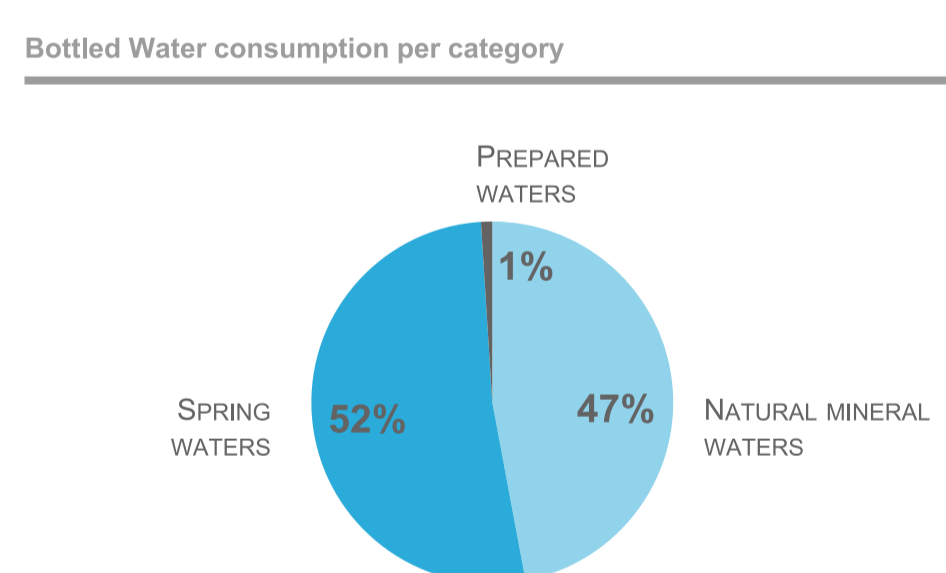
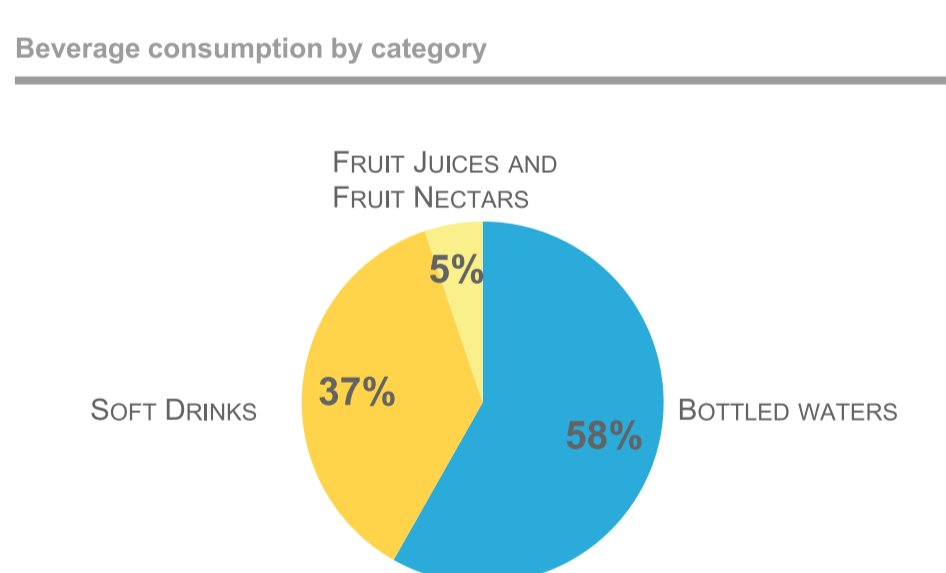


BUSINESS NETWORK

- 32 bottling plants located near the springs, mainly in the countryside
- 10,000 direct and indirect jobs created by the industry, both upstream and downstream. The industry improves employability in less densely populated regions, where jobs are scarce.
- Production rate over 1,200 million litres
- Business turnover higher than 172 million Euros
- The industry's exports amount to about 5% of national production and reach 42 different countries

THE MARKET

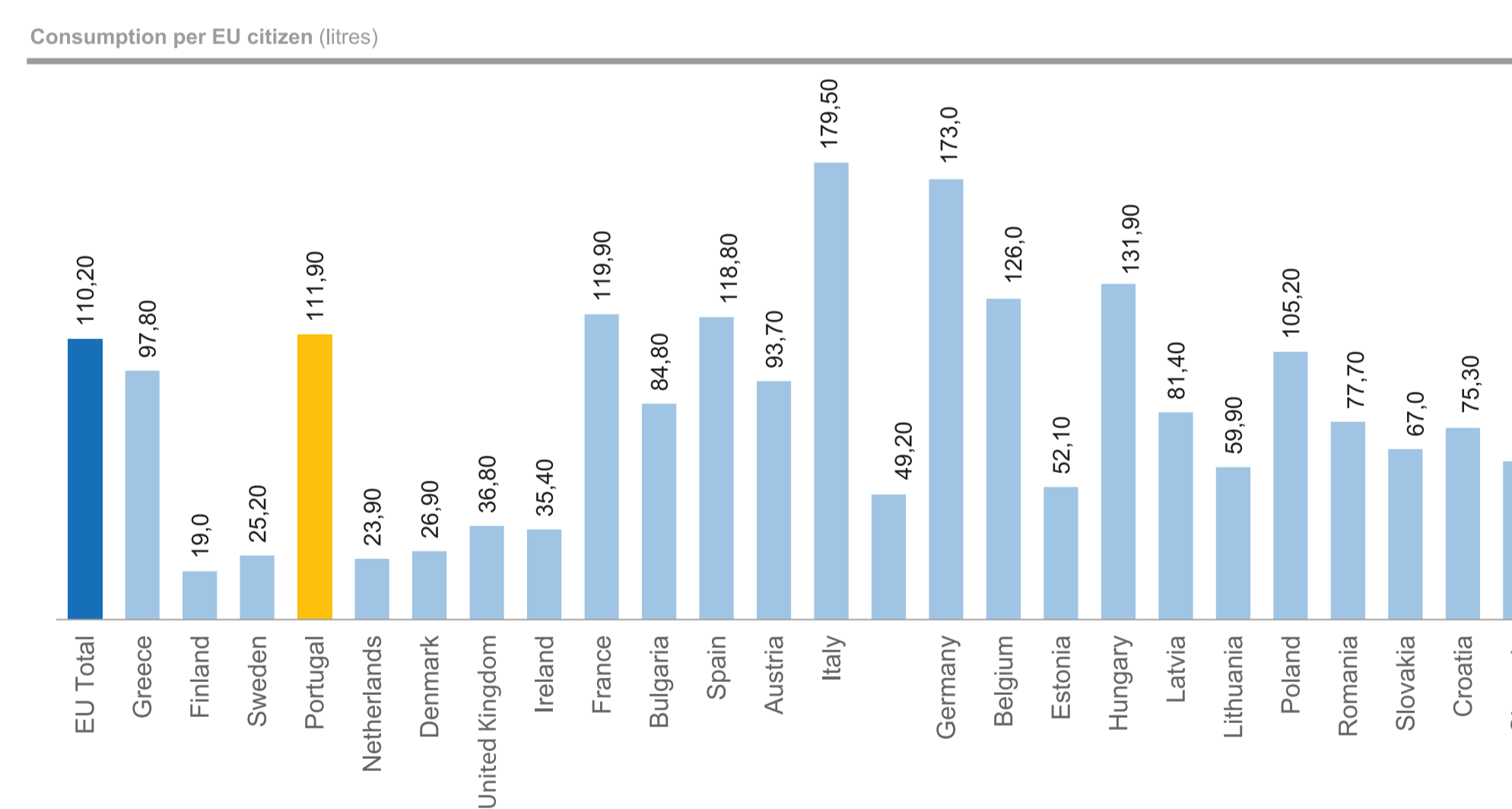
BEVERAGE CONSUMPTION BY CATEGORY



► Bottled waters are the predominant product in the Portuguese non-alcoholic drinks market

► In Portugal, 99% of bottled waters are natural waters

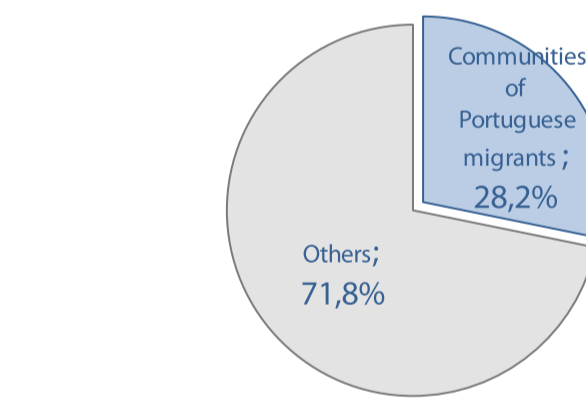
BOTTLED WATER CONSUMPTION IN EUROPE



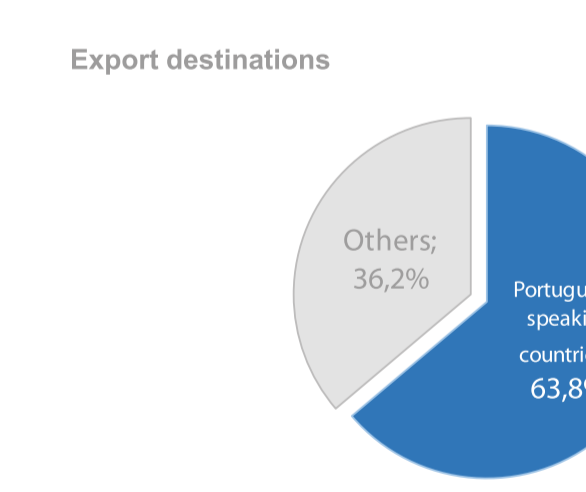
canadean (2014)

EXPORTS

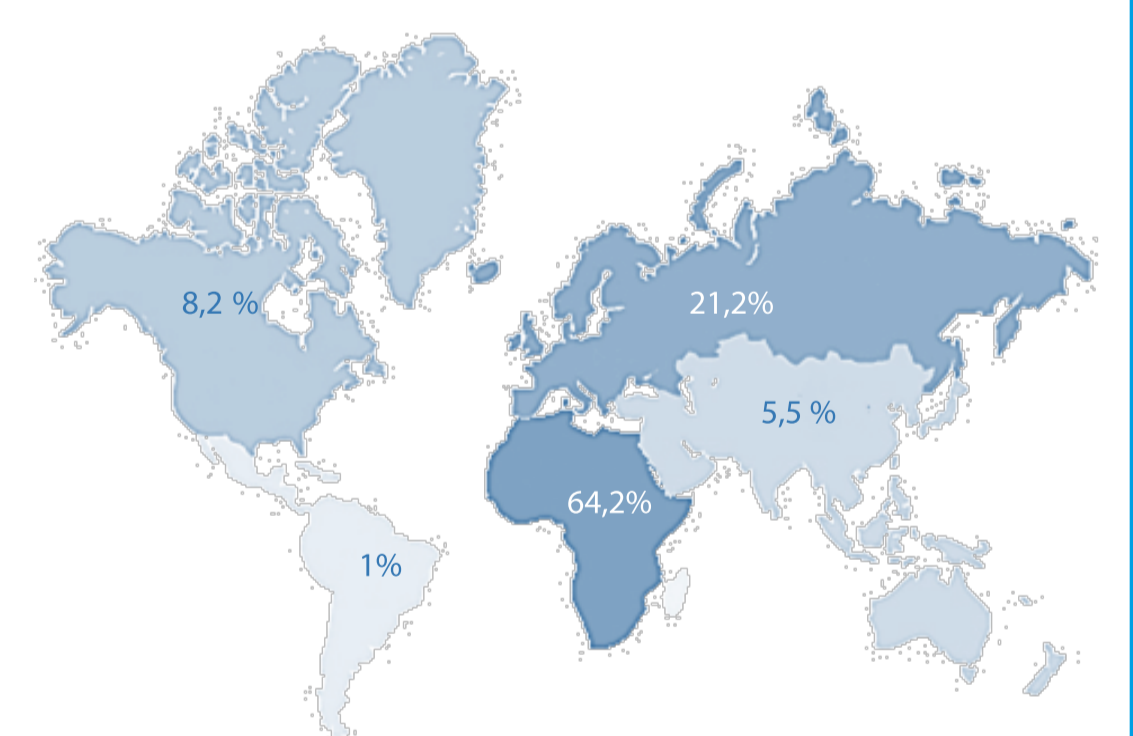
Export rates for the leading destinations for Portuguese migrants (top 10)



Note: Leading migration destinations (top 10): USA, Brazil, France, Switzerland, Canada, Venezuela, Germany, United Kingdom, Spain, Luxembourg



The destination of Portuguese natural mineral and spring water exports is relevant, since they enhance the national bonds with Portuguese communities abroad



CHALLENGES FACING THE INDUSTRY

VALUATION OF THE NATURAL RESOURCE

- Sustainable and renewable management of natural resources
- Promoting the defence, protection, preservation and valuation of aquifers, whenever the mineral waters are part of the State or public domain
- By observing protection boundaries, the natural mineral and spring water industry also takes responsibility for the preservation of natural areas surrounding the aquifers, thus ensuring their conservation and preventing any form of accidental contamination.
- Ensure the aquifers' natural balance in terms of:
 - Quantity (exploitation flow)
 - Quality (original purity)

PROMOTIONAL OF A NATURAL, UNIQUE AND DISTINCT PRODUCT

	BOTTLED NATURAL MINERAL WATER AND SPRING WATER	TAP WATER
ORIGIN AND PROTECTION	Subterranean and protected (protection boundaries)	70% to 80% comes from above ground sources (dams, rivers, etc.)
PURITY	All chemical treatments are forbidden. No contamination risks. Original purity	Treated with chemicals and bactericides (eg. chlorinate is added to tap water)
COMPOSITION	Stable components (mandatory in the case of natural mineral waters)	Chemical variation of components
DISTRIBUTION	Bottled directly at the spring. Protected from external contaminations	Distributed through pipelines (vulnerable to leaks, pipeline conditions, etc.)
NATURE/USAGE	Food product (subject to high standards of food safety, traceability, HACCP); used for dietary consumption exclusively	Public distribution; supplied for several purposes (hygiene, cleaning, flushing)
LABELLING	Origin and chemical composition. The consumer knows exactly what he/she is drinking	Unavailable
DIVERSITY	Different types of water, flavours and compositions	Uniform
CONSUMPTION	0.25 l/day	160 l/day

ENVIRONMENTAL SUSTAINABILITY

Continuous improvement of environmental indicators, with a significant focus on the decreasing of both package weight and number of packages introduced

- Optimisation of packages through design innovation and weight reduction
- Reduction of packaging weight (40% over the last 20 years)
- 100% recyclable packages
- The industry pioneered the establishment of Ponto Verde systems (nationwide systems for bottle collection and recycling)
- The industry presents one of the lowest CO2 footprints in the food business

► Reduction of the number of packages introduced in the market

Bottled waters - Reduction of packages (8 - 10% | 2007/2015)

