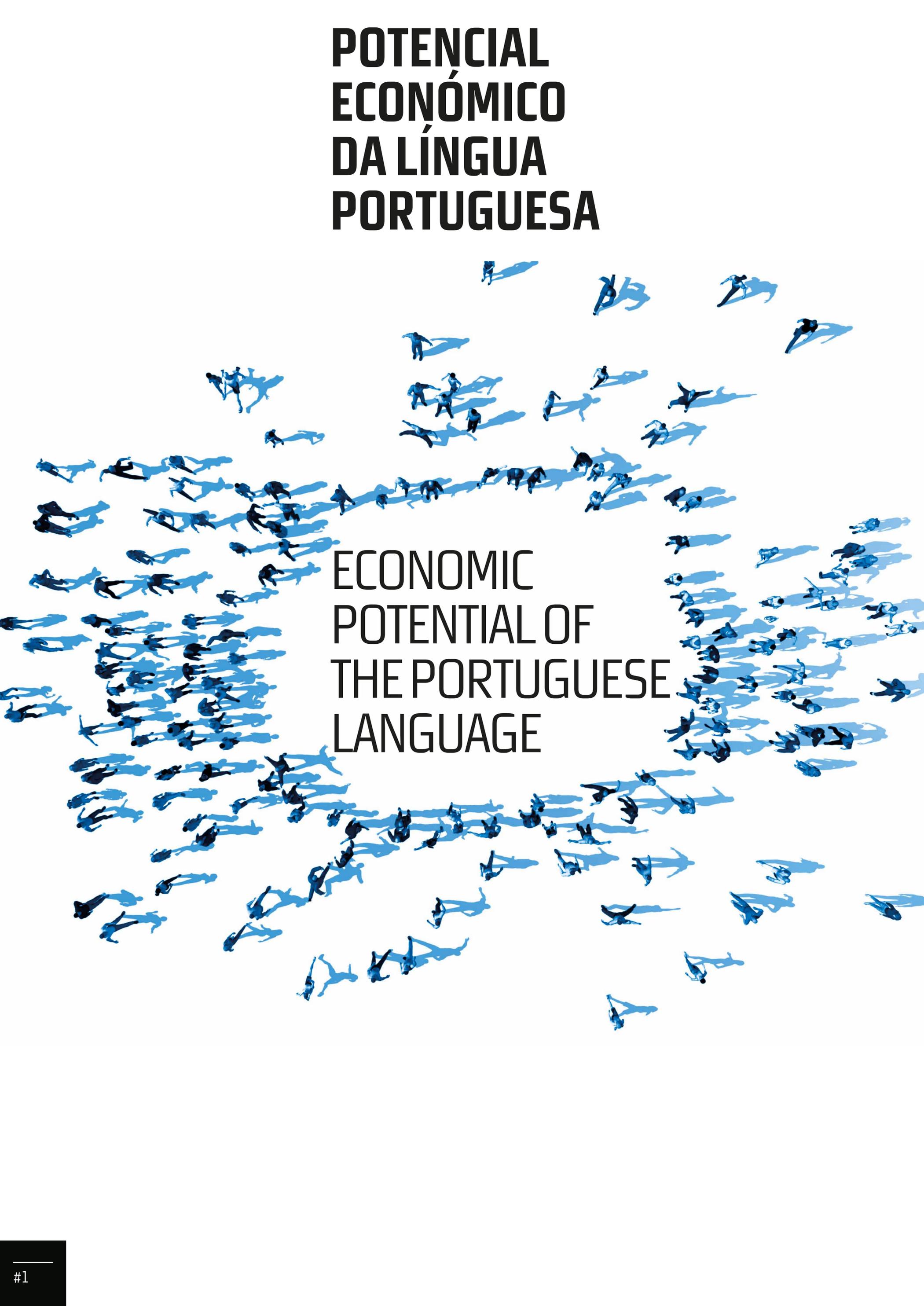


POTENCIAL ECONÓMICO DA LÍNGUA PORTUGUESA



ECONOMIC
POTENTIAL OF
THE PORTUGUESE
LANGUAGE

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 quilômetros 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 registra uma das taxas de crescimento mais elevadas, na Internet, nas redes sociais e na aprendizagem como língua estrangeira.

Summary

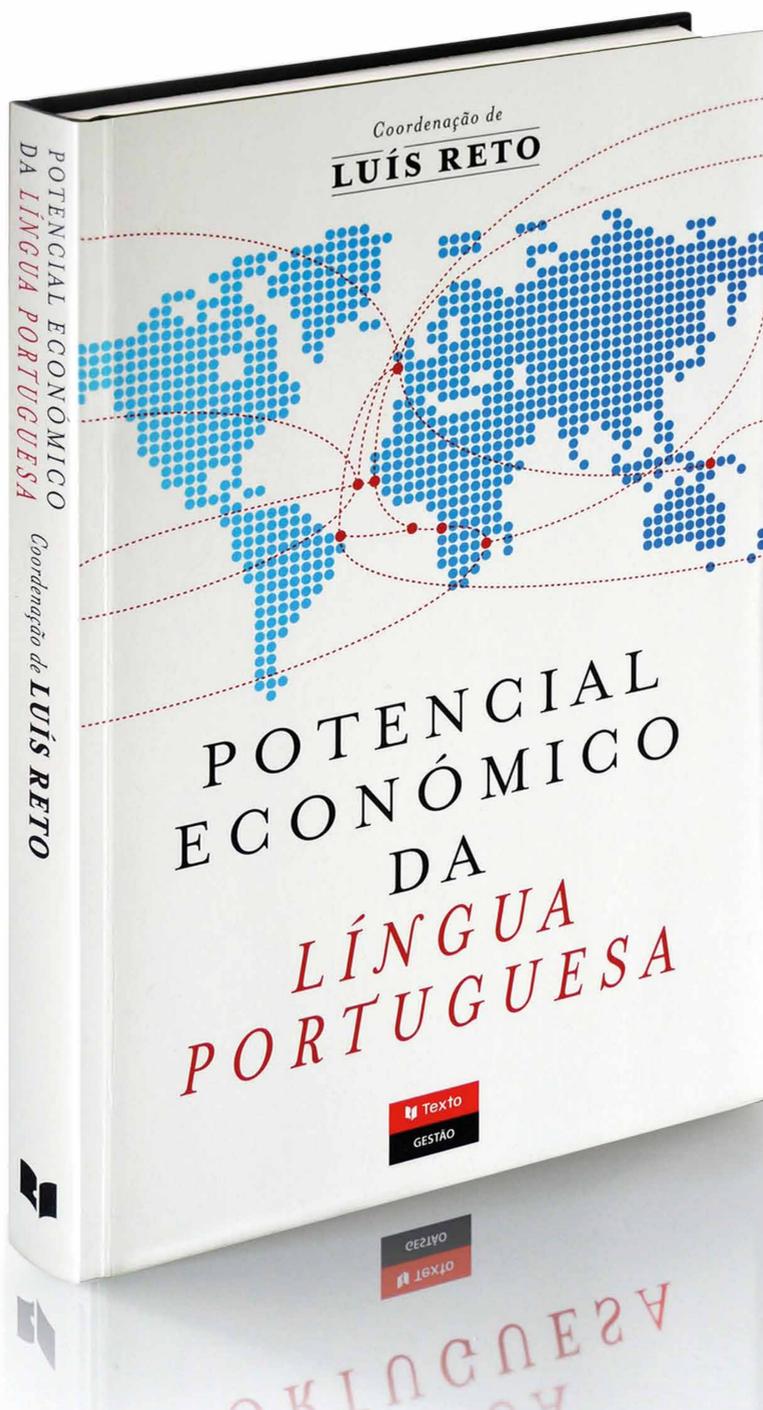
250 million Portuguese speakers represent about 3.7% of the world's population and hold approximately 4% of the total wealth.

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, social networks and 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 in the media and the subject of academic studies with a global impact.



REPORT
Azores

WAITING IN THE ISLES
—São Miguel

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

WRITER
Andrew Mueller

ILLUSTRATOR
Radio

It's the middle of nowhere, and it's closer to the stars than you think. The endless two three four

Lisbon was obliged to announce a €135m bailout for the islands. But nor 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 unpressed 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 ghastrly 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 schlep around the island). Though there are manifold opportunities during daylight hours to take to the surrounding ocean to gawp at whales or annoy 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 Faja 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 the only good idea to have emerged from the summit between Tony Blair, George W Bush and José Maria Aznar on the eve of the invasion of Iraq. The Azores is convenient to both sides of the Atlantic and easy to secure: Nato, the G20 and a number of other transnational bodies will be repeatedly tempted, especially when they consider how far protestors would need to row.

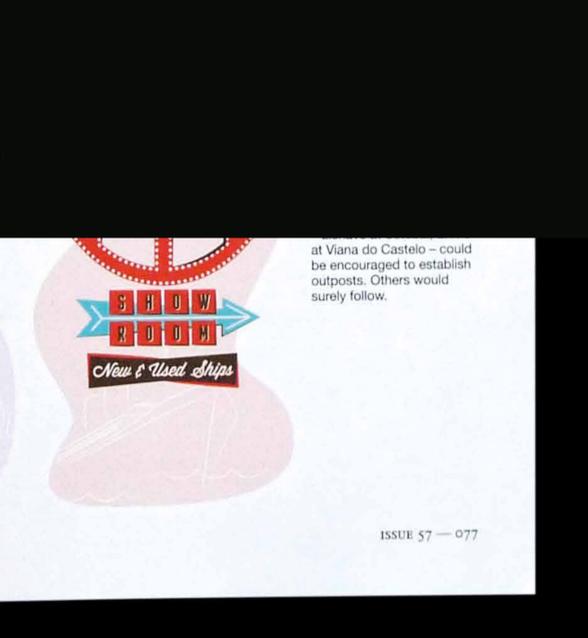
04 Lusophone news network
Portuguese is spoken by roughly 250 million people in Europe, Africa, South America and South-East Asia: it's one of the half-dozen most understood languages on Earth. The Azores, an easy hop to almost all those datelines – separate bureaux may be required in Timor-Leste and Macau – would be an ideal base for a global Portuguese broadcaster, and its Anglophone cousin. 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.

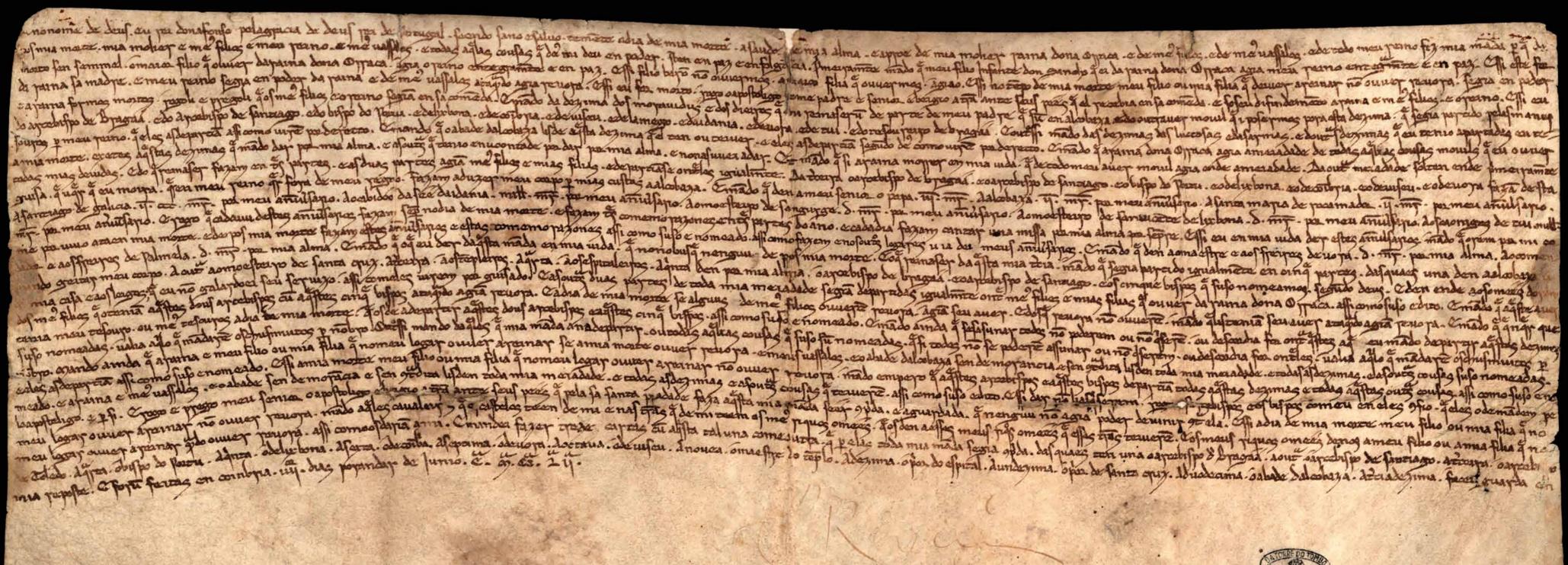
06 Wildlife reserve/incubator
The Azores' temperate climate and remoteness could make it a suitable halfway house for the breeding of threatened species as conservationists prepare them for a return to their own habitats. Also, a few Asian elephants, scimitar-horned oryx, clouded leopard giant pandas 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.



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

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





EVOLUÇÃO DA LÍNGUA PORTUGUESA

EVOLUTION OF THE PORTUGUESE LANGUAGE

Um dos primeiros textos em português data de 1214. O testamento de D. Afonso II.

The will of Afonso II, dated 1214, was the first royal document written in Portuguese.

Portugal atinge a sua identidade territorial no séc XIII e sua plena identidade linguística no século XV.

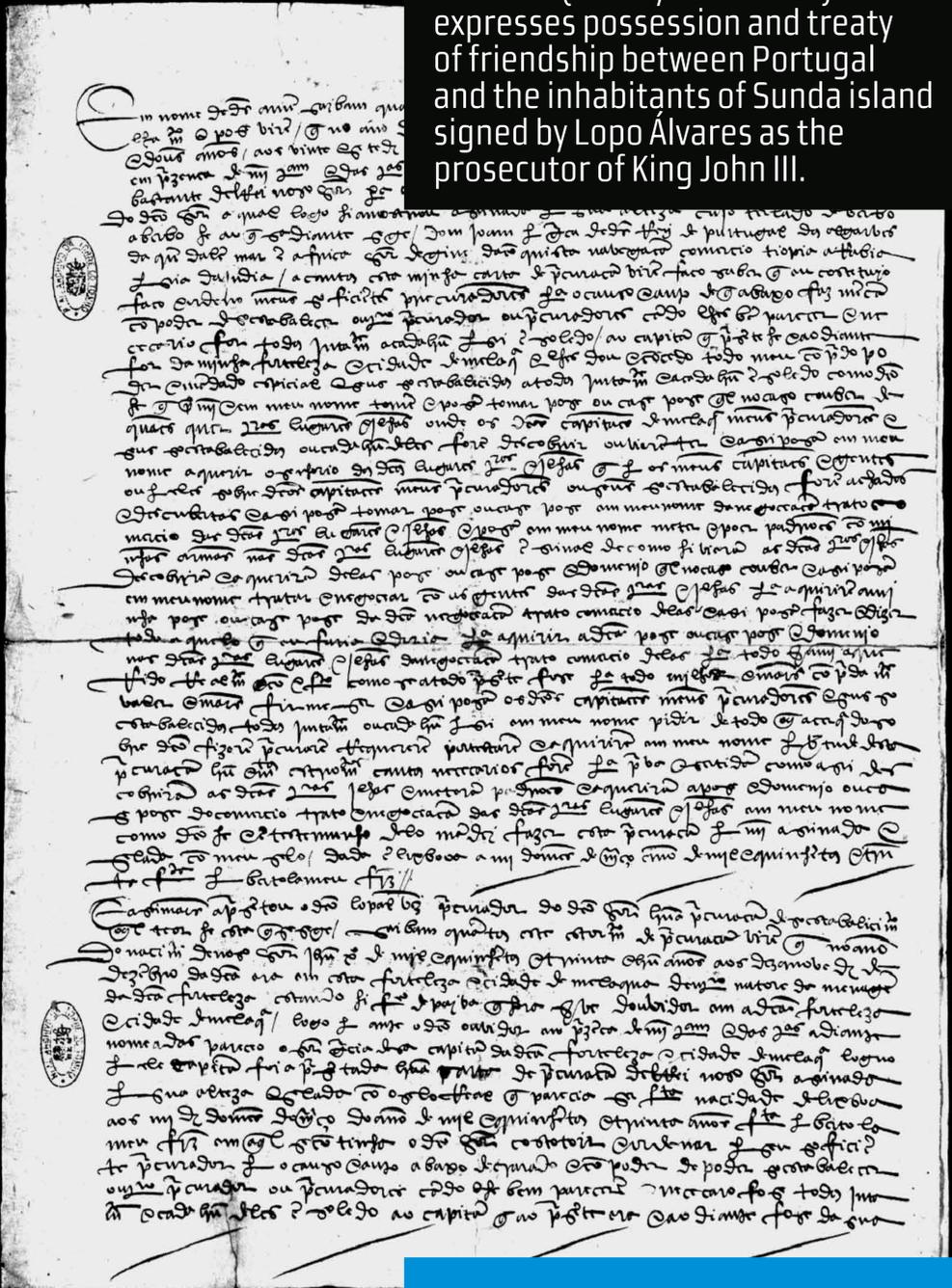
Portugal obtained its geographic identity in the XIII century and full linguistic unity in the XV century.

O PORTUGUÊS COMO LÍNGUA FRANCA

PORTUGUESE AS A LÍNGUA FRANCA

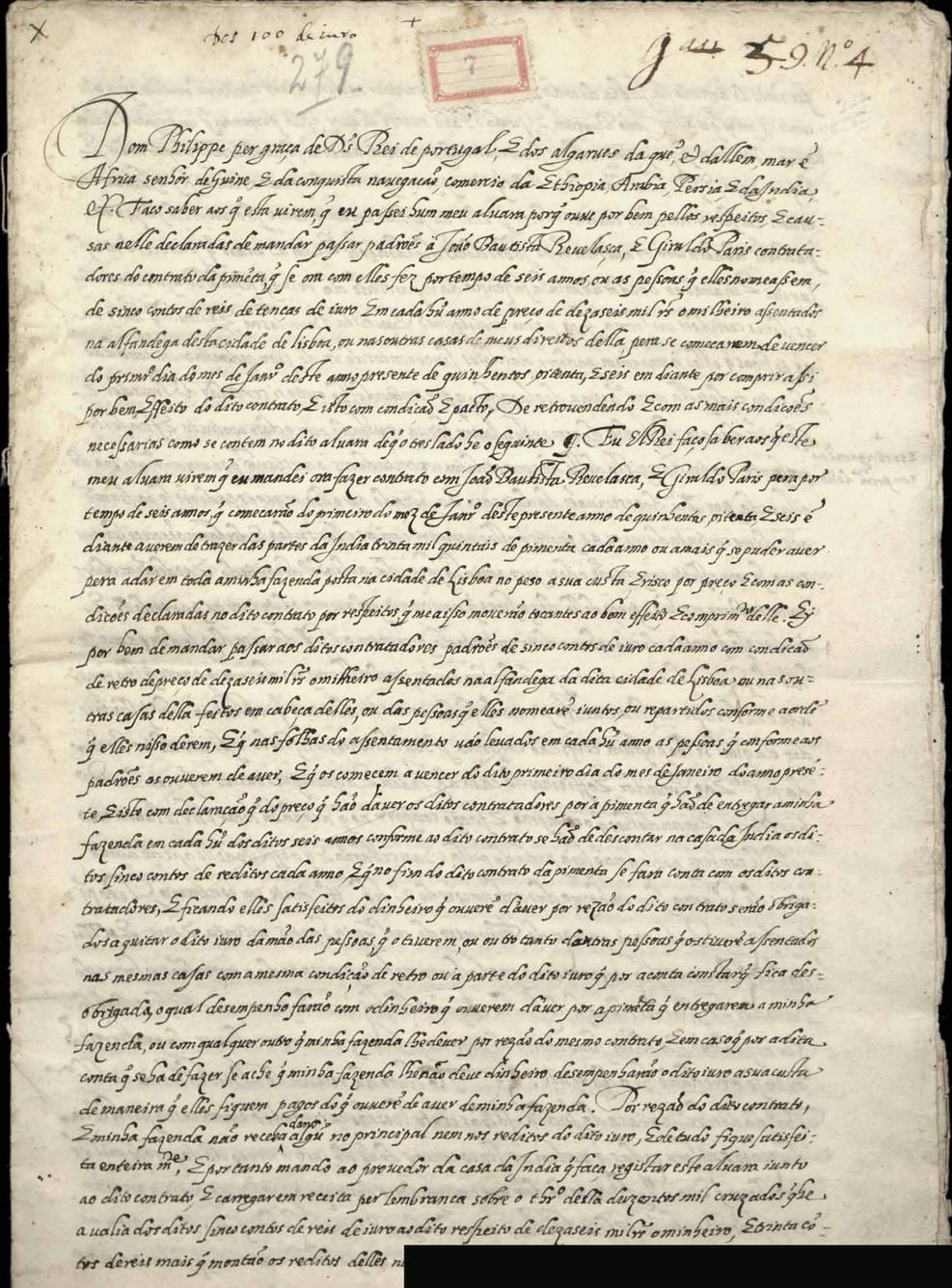
Instrumento de fé e certidão passado pelo tabelião de Malaca, Bernardim Cordeiro, da posse e tratado de amizade entre Portugal e os habitantes da ilha de Sunda, firmado por Lopo Álvares como procurador do Rei D. João III.

Instrument of Faith and certificate of possession drawn up by Bernardim Cordeiro (Notary of Malacca) that expresses possession and treaty of friendship between Portugal and the inhabitants of Sunda island signed by Lopo Álvares as the prosecutor of 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 and was the language used in many treaties.



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, written in Portuguese and sent to Jesuit priests in Coimbra on May, 29, 1586. This sum would be paid by Portuguese, Italian, German and other pepper merchants.

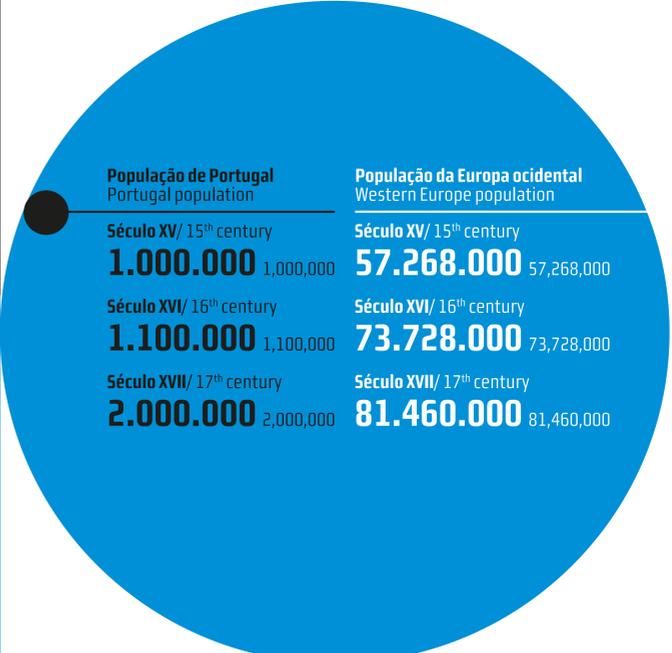


Imagem cedida pelo Tribunal de Contas. Photo Rights by Court of Auditors.
Imagem cedida pelo ANTT. Photo Rights by ANTT.
Fonte/Source: Angus Maddison, Statistics on World Population, pesquisa/retrieved: 2014.

Países de língua oficial portuguesa

Portuguese speaking countries

População/Population

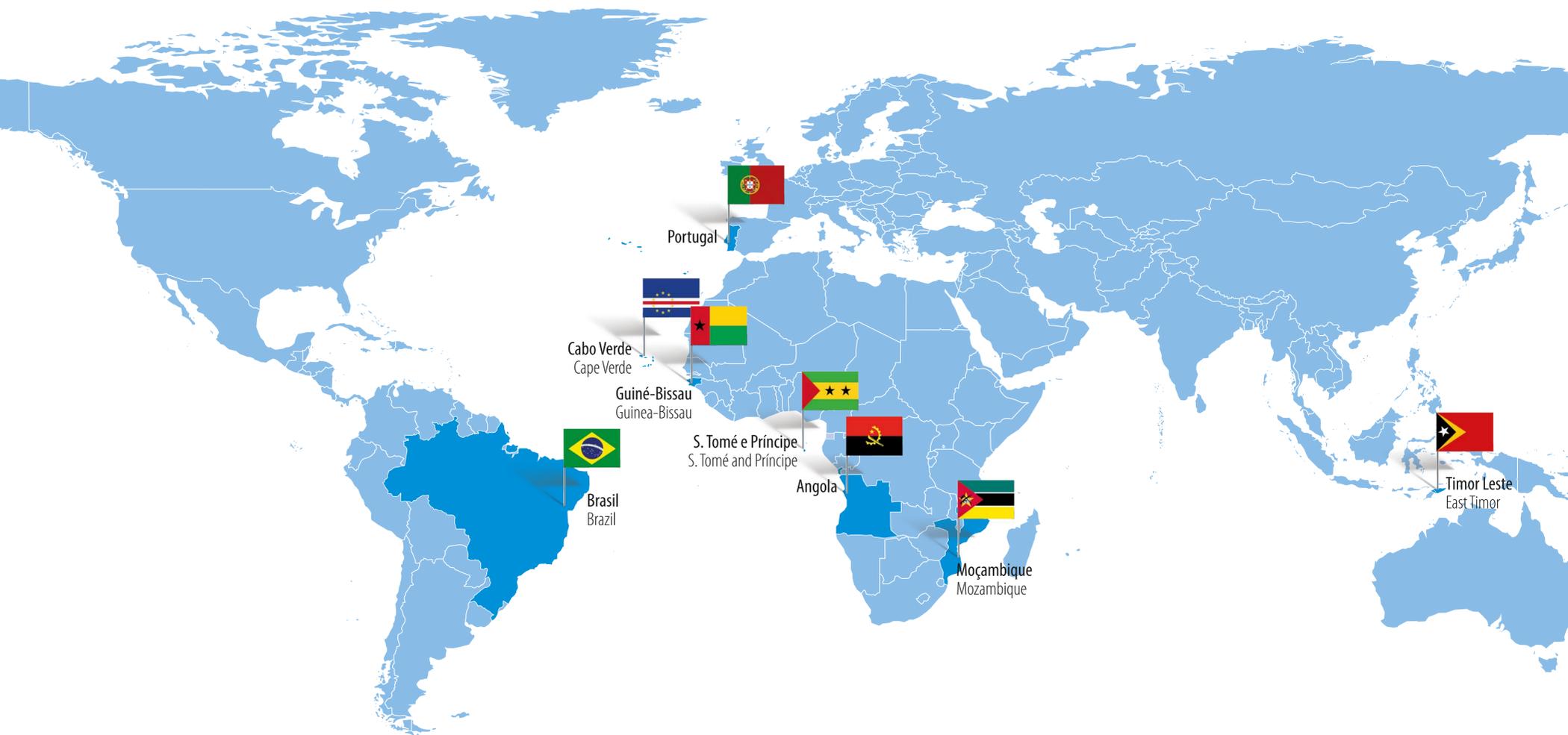
250 milhões 3,7% / 250 million 3.7%

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 used as 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

- 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

- Carlos Lopes
- Carlos Brito
- Carmen Miranda
- Cesária Évora
- Clarice Lispector
- Cristiano Ronaldo
- Durão Barroso
- Elis Regina
- Eusébio
- F. Henrique Cardoso
- 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

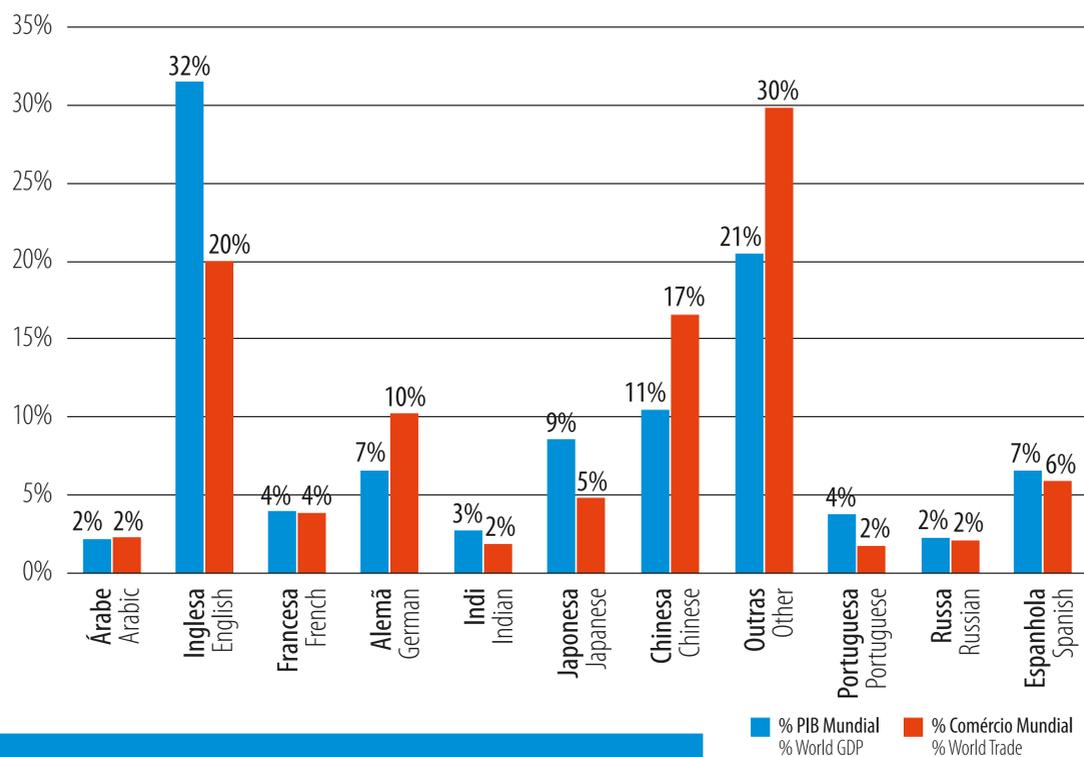
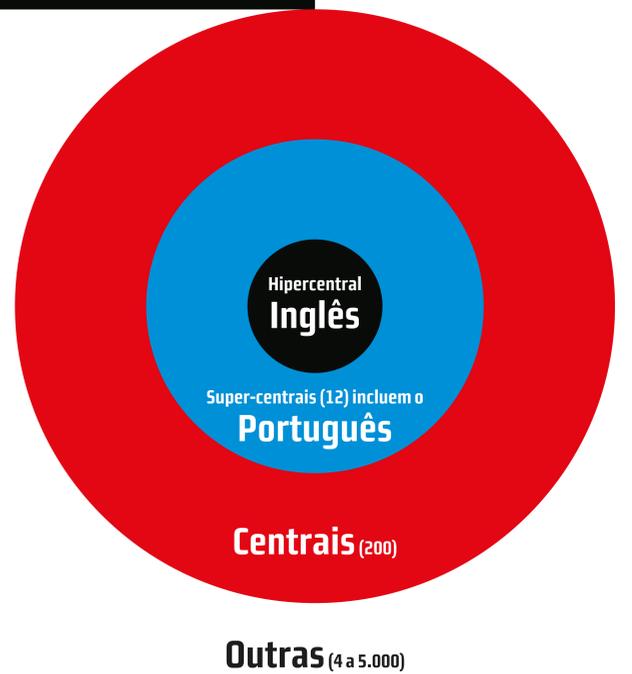
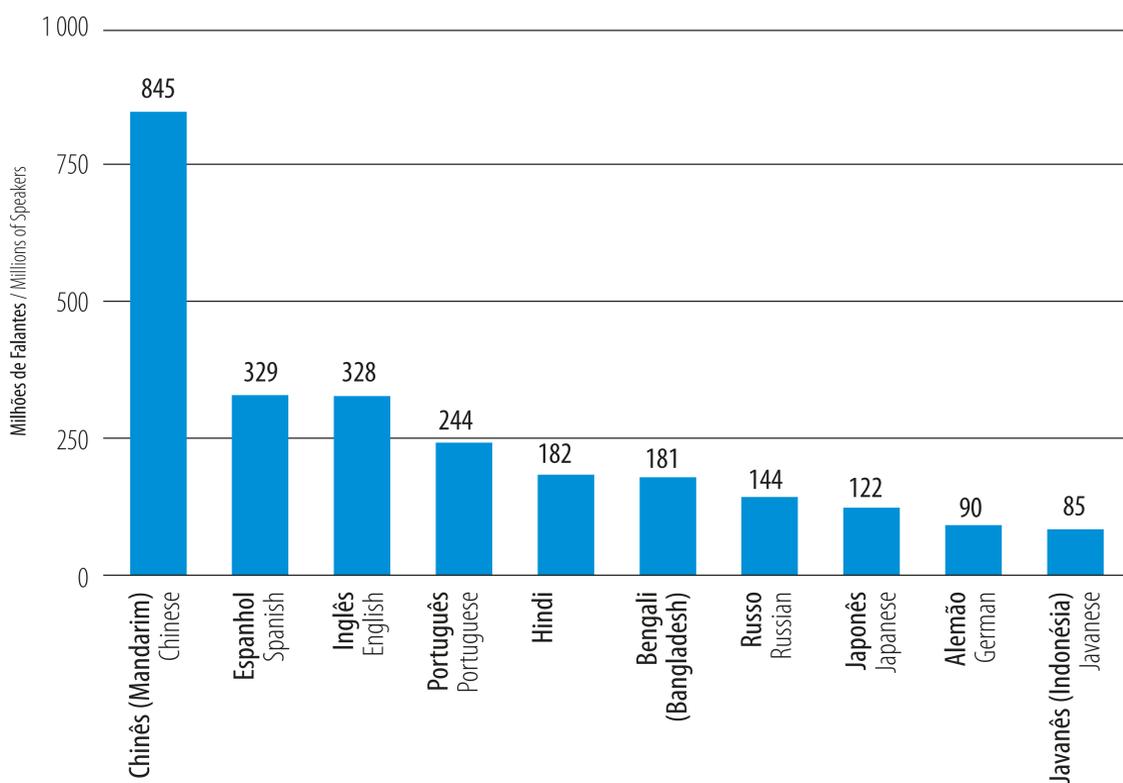
- Manoel de Oliveira
- Mariza
- Mia Couto
- Naide Gomes
- Oscar Niemeyer
- P. Álvares Cabral
- Paula Rego
- Pedro Gadanho
- Pedro Pires
- Pelé
- Pepetela
- Pinto da Costa
- Ramos-Horta
- Ricardo Monteiro
- Roberto Azevedo
- Rosa Mota
- S. Vieira de Mello
- Samora Machel
- Santos Dumond
- Sónia Braga
- Souto Moura
- Vasco da Gama
- Vinicius de Moraes
- Xanana Gusmão
- Zeinal Bava

ECOLOGIA DA LÍNGUA

LANGUAGE ECOLOGY

As línguas mais faladas no Mundo

Most spoken languages in the World



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 importance of the Portuguese language in world trade does not yet correspond to that of its GDP. Its profile is similar to English and Japanese; the country of origin for both these languages play a dominant role in the world economy.

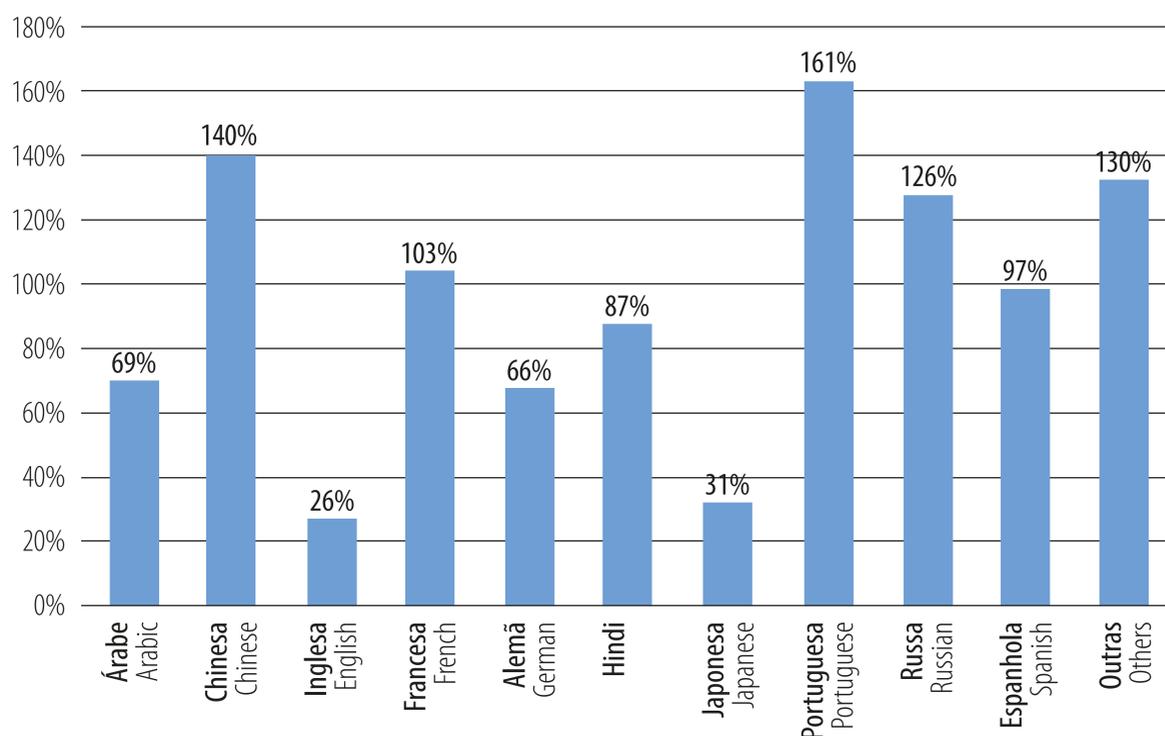
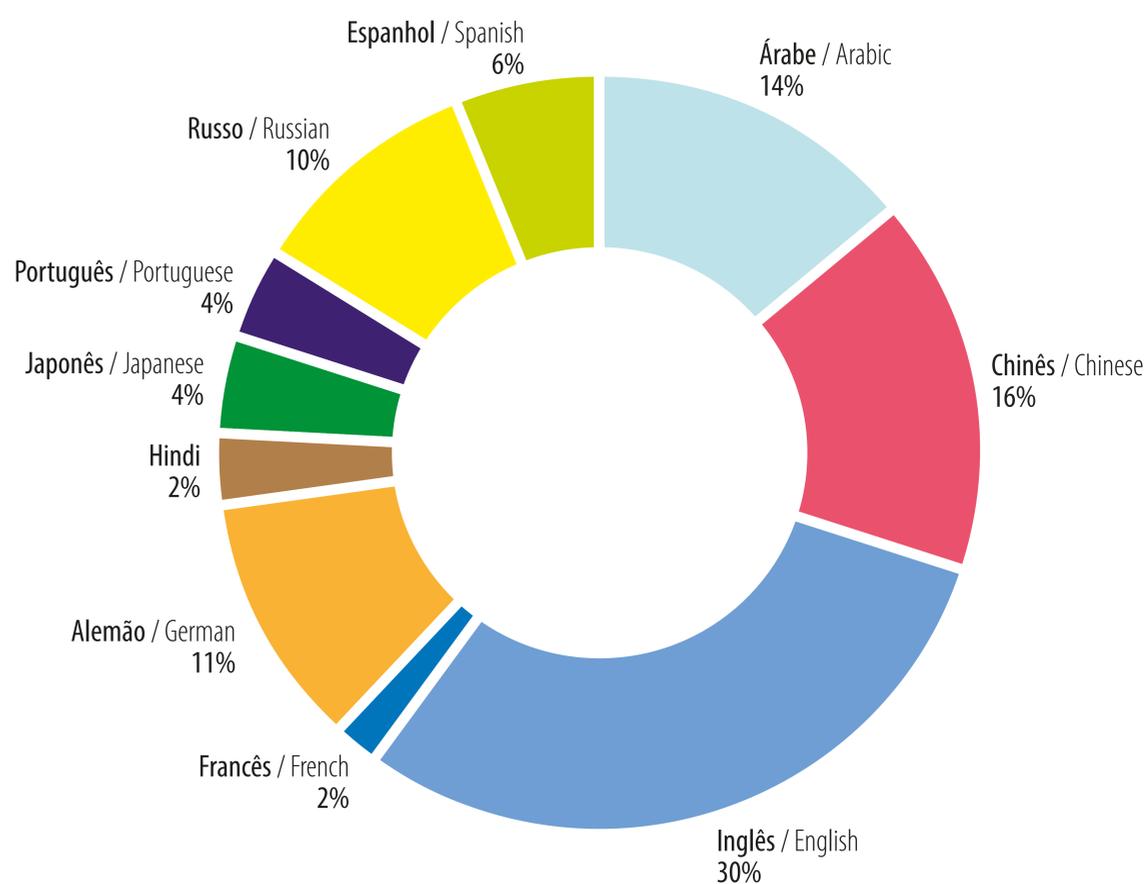
Fonte/Source: RETO, Luís (2012) Potencial Económico da Língua Portuguesa.
 Fonte/Source: Calvet, 2012.
 Fonte/Source: UNCTAD (1992-2050).

TROCAS COMERCIAIS ENTRE A UNIÃO EUROPEIA E O MUNDO LUSÓFONO

FOREIGN TRADE BETWEEN THE 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.

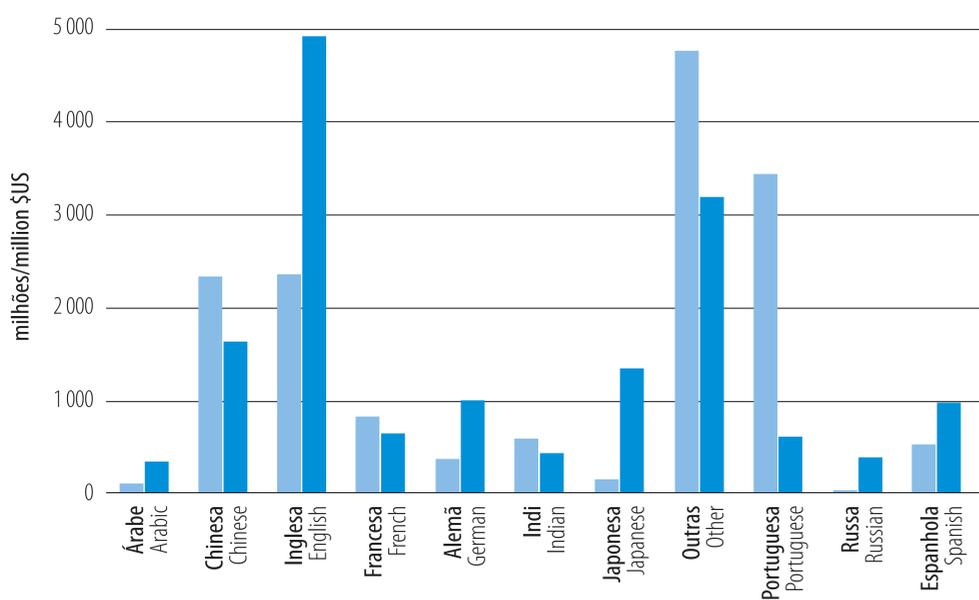
UNCTAD (2005-2012).

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.

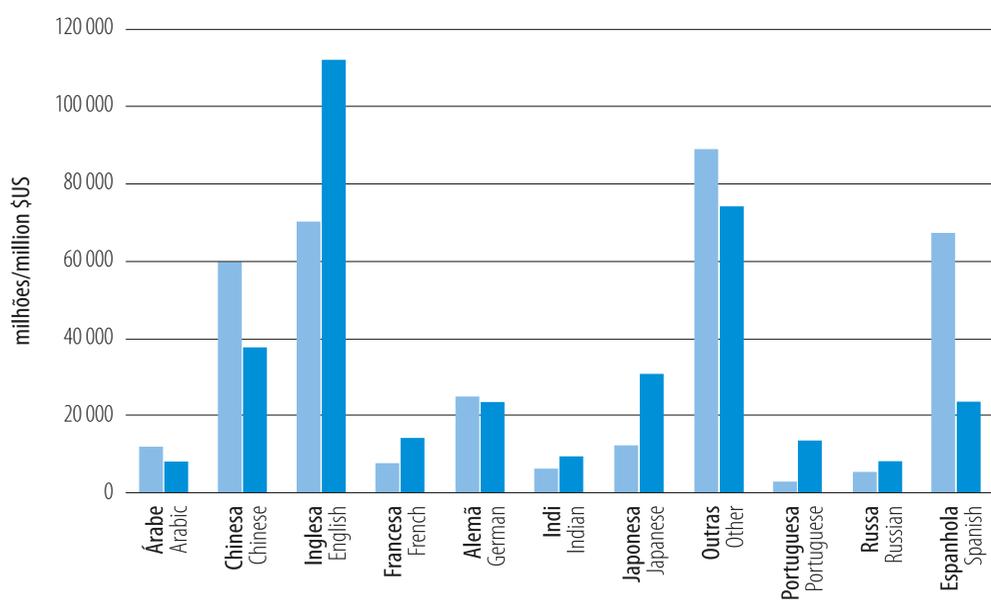
ANGOLA

Comércio Externo/Foreign Trade
Quota natural/Natural quota



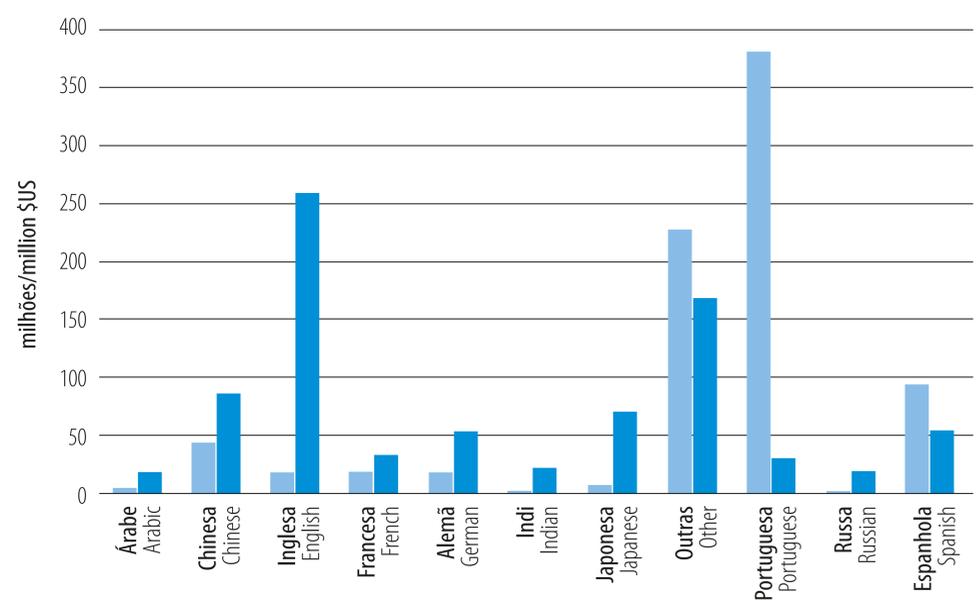
BRASIL

Comércio Externo/Foreign Trade
Quota natural/Natural quota



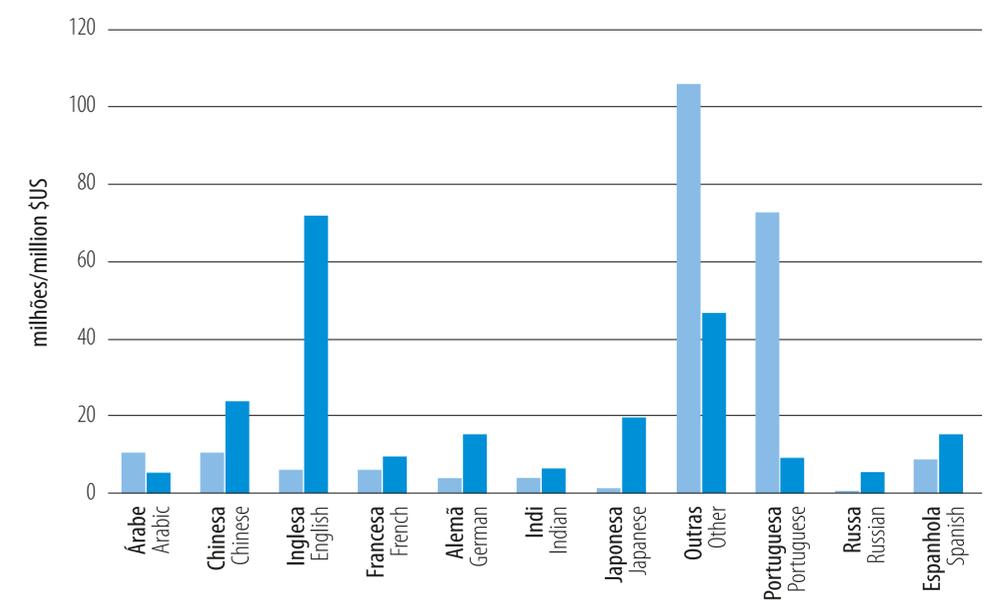
CABO VERDE

Comércio Externo/Foreign Trade
Quota natural/Natural quota



GUINÉ-BISSAU

Comércio Externo/Foreign Trade
Quota natural/Natural quota



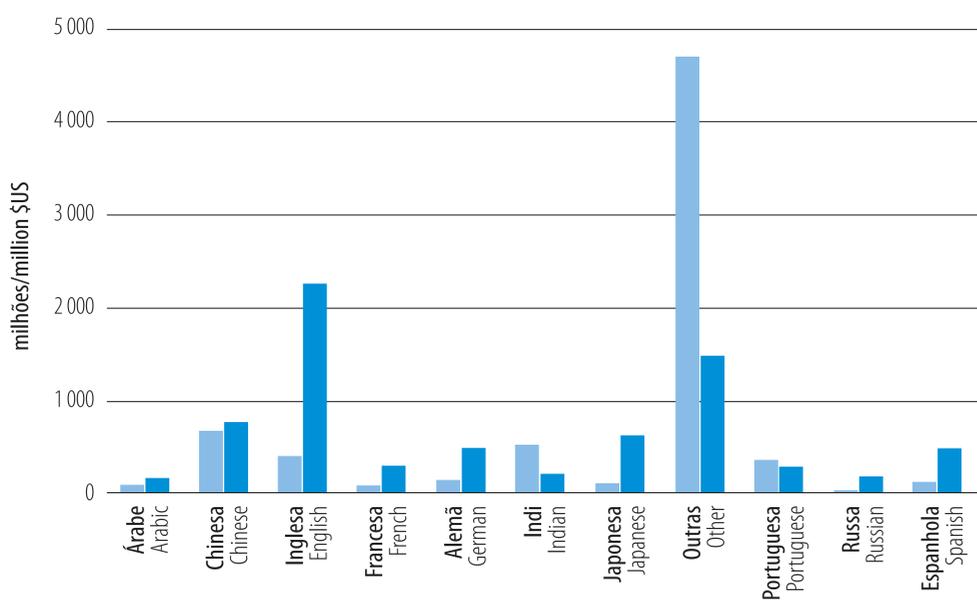
Fonte/Source: UNCTAD (1992-2050).

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.

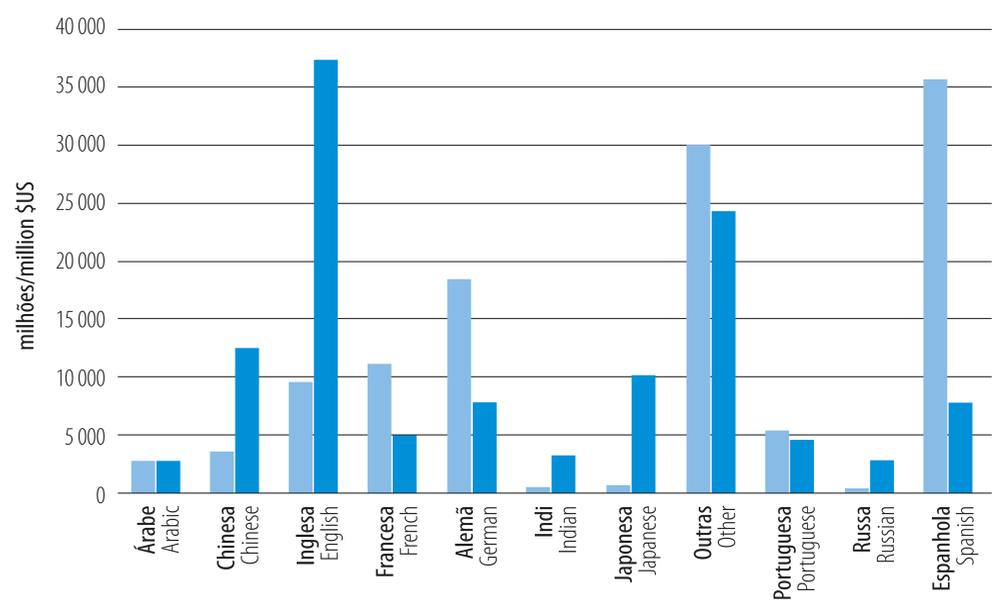
MOÇAMBIQUE

Comércio Externo/Foreign Trade
Quota natural/Natural quota



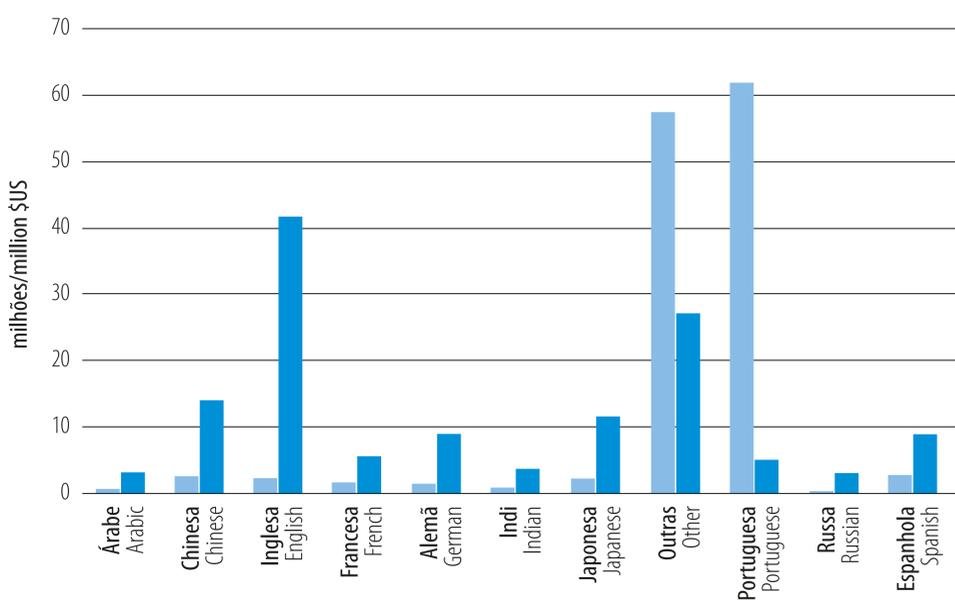
PORTUGAL

Comércio Externo/Foreign Trade
Quota natural/Natural quota



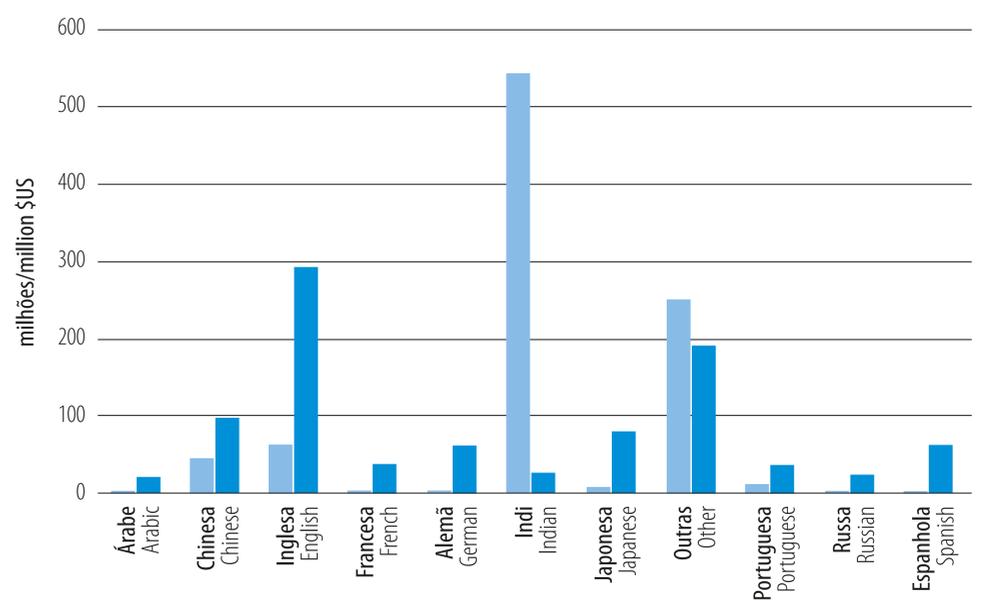
SÃO TOMÉ E PRÍNCIPE

Comércio Externo/Foreign Trade
Quota natural/Natural quota



TIMOR-LESTE

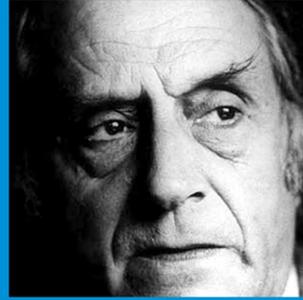
Comércio Externo/Foreign Trade
Quota natural/Natural quota



Fonte/Source: UNCTAD (1992-2050).

OS OCEANOS E A LÍNGUA PORTUGUESA

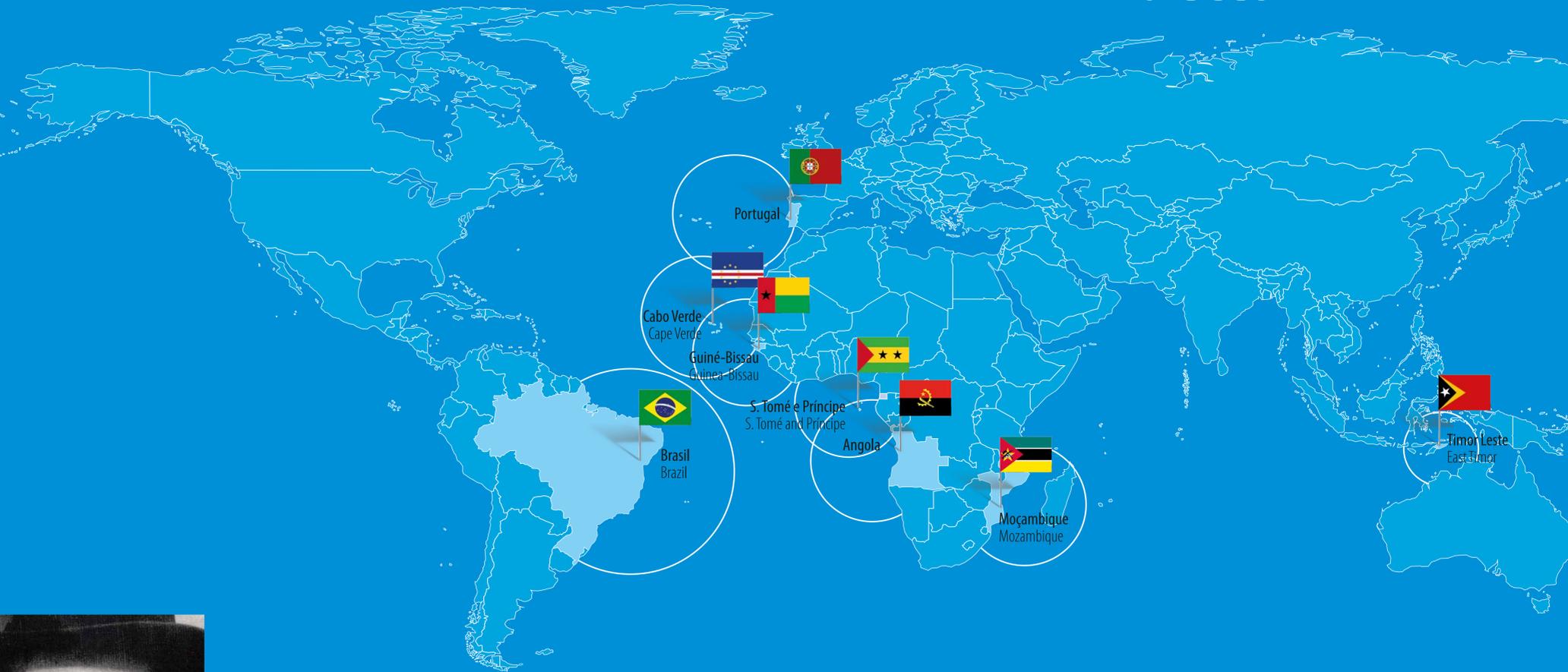
OCEANS AND THE PORTUGUESE LANGUAGE



“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.

The 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%

Ligação 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/tempo 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%

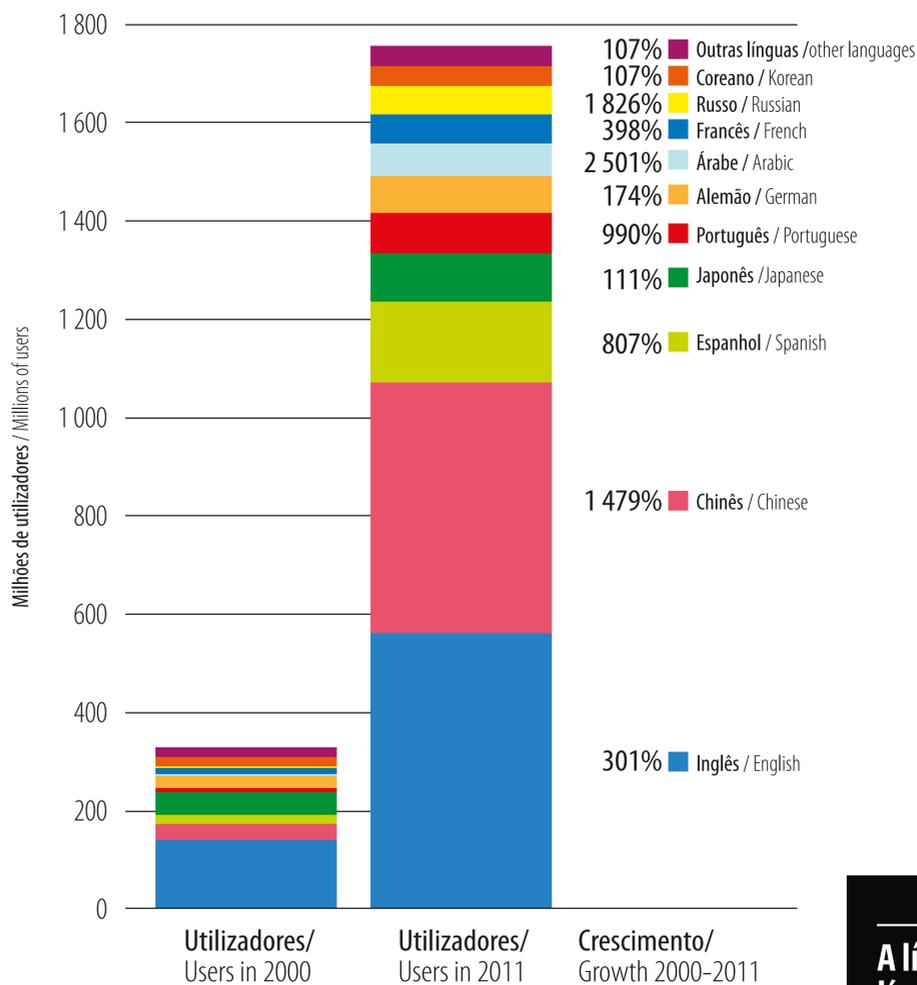
In international events 27%

AS NOVAS TECNOLOGIAS E A LÍNGUA PORTUGUESA

NEW TECHNOLOGIES AND THE PORTUGUESE LANGUAGE

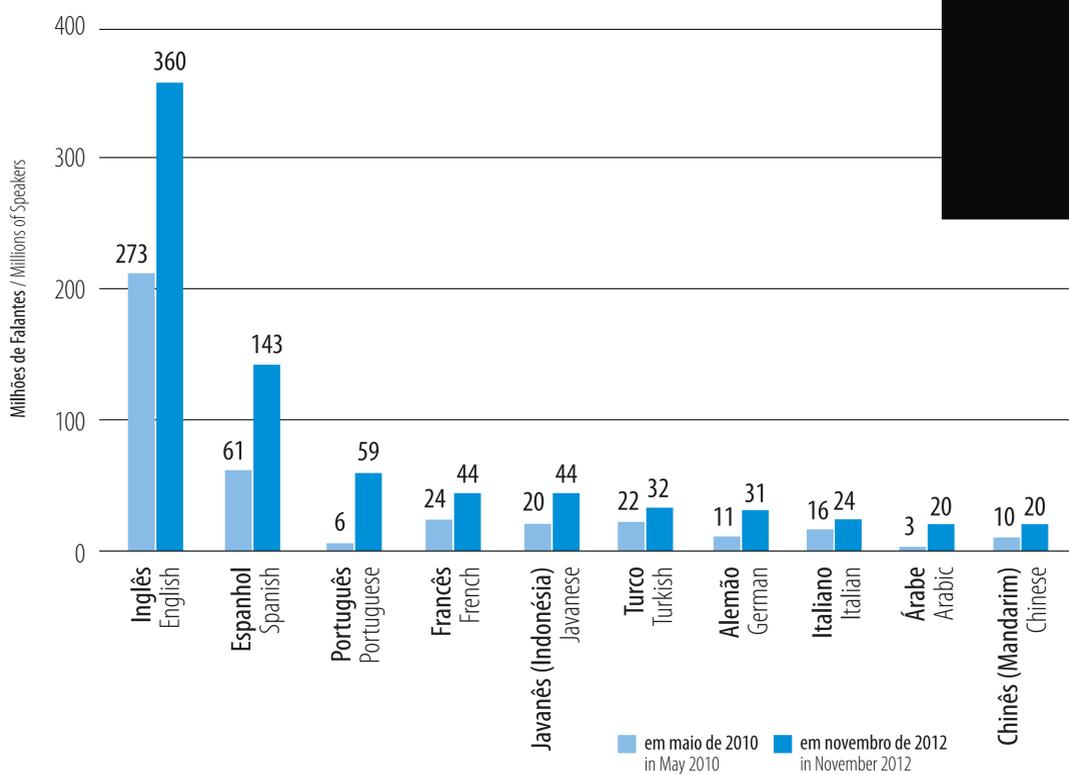
O português tornou-se a quinta língua mais usada na internet, tendo sido a quarta com maior taxa de crescimento.

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.



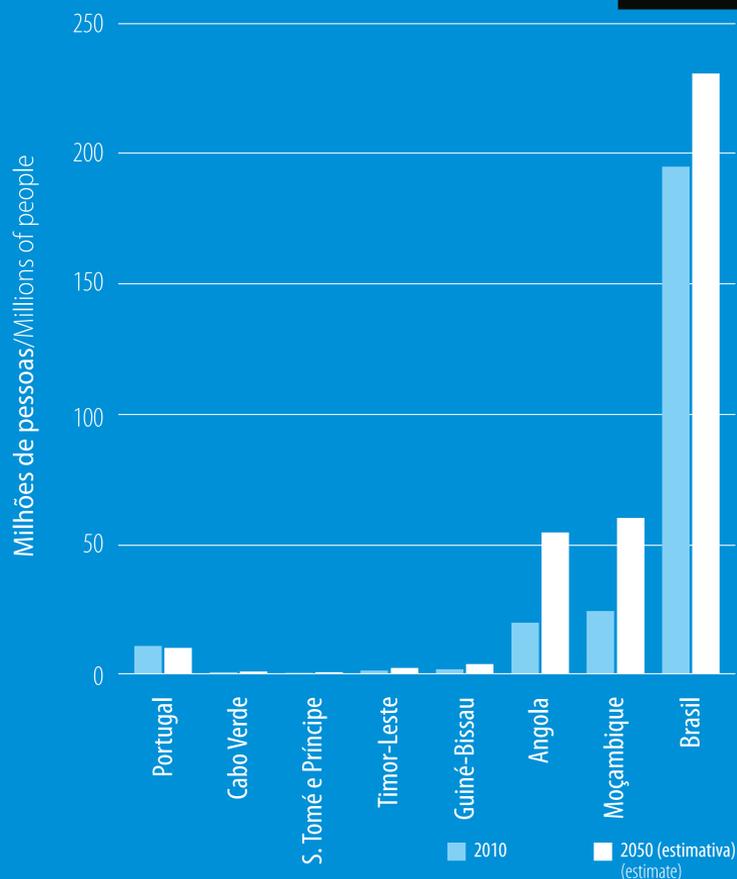
Fonte/Source: internetworldstats.com, 2012.

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 foro 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

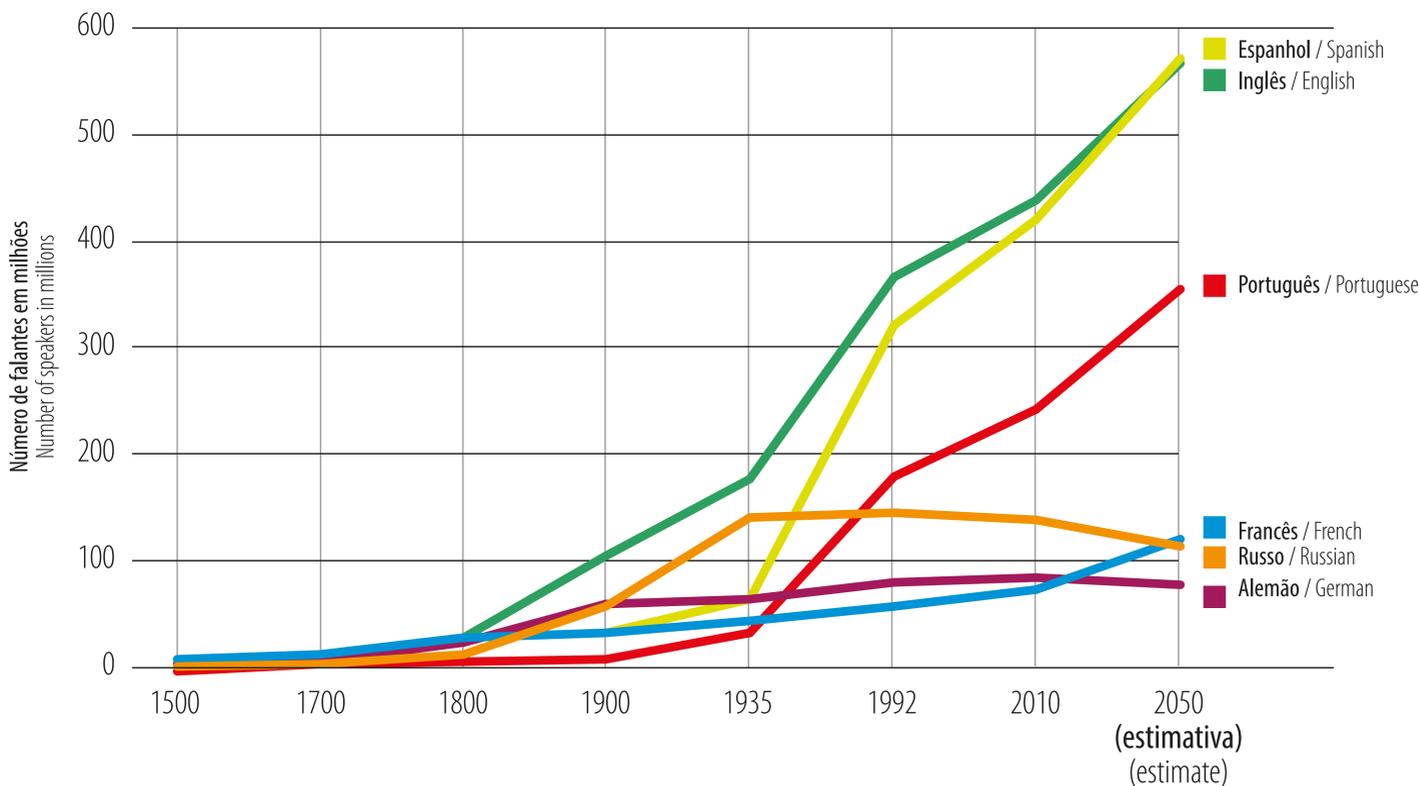
Cerca de meia centena de organizações observadoras

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

Member States Angola Brazil Cape Verde Guinea-Bissau Mozambique Portugal Sao Tome and Principe Timor-Leste

Associates Member States Republic of Equatorial Guinea Republic of Mauritius Senegal

About fifty observer organizations



Instituto Universitário de Lisboa

POTENCIAL ECONÓMICO 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 Reto; José Paulo Esperança

Design gráfico/Graphic Design: Fernando Coelho
Responsável pela Tradução/Translation: Rachel Evans
Impressão/Printing: Aos Papéis, Lisboa
Agradecimentos/Acknowledge
Amadu Ly; Tribunal de Contas; Carina Cunha; Carina Martins; Inês Alves; Observatório da Língua portuguesa

Fonte/source: de/from 1300 a/to 1935, Jean-Claude CHASTELAND e/and Jean-Claude CHESNAIS, La Population du Monde: Enjeux et problèmes, Paris, PUF/INED, 1997.; 1992 a/to 2050, estimativa a partir de dados da / estimation based on data from UNCTAD.ORD.