



## CTT are the new patron of APPM and reinforce the link between innovation, proximity and the future of marketing in Portugal.

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CTT – Correios de Portugal is the newest Institutional Patron of APPM – Associação Portuguesa dos Profissionais de Marketing (Portuguese Association of Marketing Professionals), reinforcing its mission to promote marketing as an engine of innovation, growth and development in Portugal.

CTT's entry into APPM's network of patrons represents the integration of a brand with a strong presence in Portuguese society, recognized for its adaptability, innovation, and proximity across several generations.

With a history marked by continuous evolution, CTT has established itself today as a relevant operator in connecting people and businesses, keeping pace with market transformations and new consumer demands.

João Sousa, administrator of CTT, emphasized the company's commitment to the marketing community in Portugal: "We are very pleased with this collaboration, which will allow the promotion of joint initiatives. Marketing plays an increasingly important role in companies and, through examples of good practices from various sectors, we can all contribute to keeping up with the evolution of consumer trends and customer demands. By becoming Patrons of APPM, we are putting at the service

of the marketing community an experience built over more than 500 years that projects us towards a future with ambition and responsibility."

Carlos Sá, President of APPM, highlighted the importance of this collaboration: "CTT's entry as Patron of APPM reinforces our ability to continue developing relevant initiatives for the marketing community in Portugal. It is a brand with a unique history, which has evolved and innovated while maintaining its closeness to people. It is precisely this balance between tradition and transformation that we value. With CTT, we reinforce our commitment to being Present in the Future of Marketing and Professionals."

With this partnership, APPM strengthens its network of patrons, which includes leading brands such as Continente, ConsumerChoice, Dreammedia, EDP, EY, and Vodafone. Together, these organizations share the ambition to contribute to more innovative,



responsible, and future-oriented marketing.

Source: [CTT Portugal Post](#)