



# Why Portugal – O Investimento e a atração de capital

A visão do investimento internacional em Portugal

**01** Portugal – um destino internacional

**02** Uma década de transição

**03** Promoção imobiliária – uma grande oportunidade



# Portugal Um destino internacional

# FUNDAMENTAIS



**1<sup>st</sup>**

Europe's Leading  
Destination (2020)

+ 2019, 2018 and 2017 World  
Travel Awards



**28<sup>th</sup>**

Global Talent  
Competitiveness  
(2020)

INSEAD Adecco Group and Tata  
Communications (out of 132  
countries)



**4<sup>th</sup>**

Global Peace  
Index (2021)

Safest country in the world  
(out of 163)

**27<sup>th</sup>**

Sustainable  
Development  
Ranking (2021)

Sustainable Development  
Solutions Network (United  
Nations) (out of 193)

**12<sup>th</sup>**

Travel & Tourism  
Competitiveness  
Index (2019)

World Tourism Organization &  
World Travel and Tourism  
Council



**9<sup>th</sup>**

World University  
Rankings (2021)

In Europe in the QS World  
University Rankings among  
universities founded < 50  
years ago

# #3 Monocle Quality of Life Ranking

6  
**ASKA YAMASHITA**  
*For Yamashita, the more this design has shifted her perceptions of her industry and the world around it, while affirming the importance of her craft to fashion.*



**How has your role evolved?**  
 I was employed as a combi-textile, creating clients' beliefs to the team and managing people. The work was very busy and very intense. Visual always knew to do it, encouraged us to try different things. I changed in the only sense where they try to work with the creative director and to a specific relationship.

**Has there been more interest from your prospective clients?**  
 Yes, we're starting to have more clients. It's not like in the past, you would do up embroidery if they weren't doing well at all. Now people come to us because they're passionate about it. It's communication around concepts. It's not like being in a dress. It's about what we do has value in fashion.

**How has the money in design changed your everyday life?**  
 I was able to buy a house in an old building in central Paris, several years ago. I would've not seen the house if it wasn't for my company. It was like turning a page. It was also given me a new perspective on how to live. I'm not really outside our world.

9 AFFAIRS: Quality of Life Survey

2. **Zürich**  
 The coastal all-rounder.

3. **Lisbon**  
 The taste of life's sunny side.

4. **Helsinki**  
 The flourishing outdoor city.

5. **Stockholm**  
 The Swedish sweet spot.

6. **Tokyo**  
 The ever-surprising megacity.

True belonging Brazil.

9 AFFAIRS: Quality of Life Survey

# Metropolis now: the world's most liveable cities

Monocle's 15th annual Quality of Life Survey charts 25 outposts on the up and ranks the best places to put down roots. Did your city make the cut?

© 2020

year city working to make cycling and walking more pleasant. It is creating public spaces to expand it. Your cities the mood was rather than it had been for a while. Let's be clear: all of that stuff about the death of cities was widely overrated. The more we read, the more we were cheered by our correspondents' reports on the optimistic turns that their cities had taken. Zurich is extending opening hours and street-side dining, and Stockholm is putting the brakes on its scooter problem, while most places focused up on the need to recycle more, add bike lanes and pedestrian crossings. Kyoto and Barcelona had had time to reflect on how to balance the interests of tourists and local residents, while Vancouver and Vienna were reconnecting with their leafy fringes. Lisbon's plan to put 40,000 empty city homes to better use was a good example of a fix that should give other cities pause for thought.

Cities are here to stay. They drive the national economy even in countries whose leaders appear to be asleep at the wheel. What's more, they remain exciting places where people can shoulder, shop, eat, live and work uninterrupted. The brand snails who moved out to the sticks and work from home might disagree but that won't stop cities housing two-thirds of the world's population by 2050.

Some of the challenges facing cities today have been around for decades: crime, transport, housing, ambulance response times. We faithfully factor those into our metrics, as we have done since our first annual survey

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It is also doing its best to tempt people to leave. Parliament recently decided to allow restaurants and bars to permanently occupy the public spaces that they temporarily took over during the pandemic. Bravo. Along with plans to make splash the maximum speed and add more bike lanes, Zurich is moving ahead in cutting emissions and making the city a more pleasant place to be through its travel Swiss fashion, these things will take time.

With the returns of events such as Street Parade and the Scheidegg festival - in which a thousand-time figure is filled with explosives and fireworks - and restrictions that boulevardiers are seeing a bump in gas. Overnight stays are rebounding, and more than 3000 per cent from January to March 2022 compared to the same period last year.

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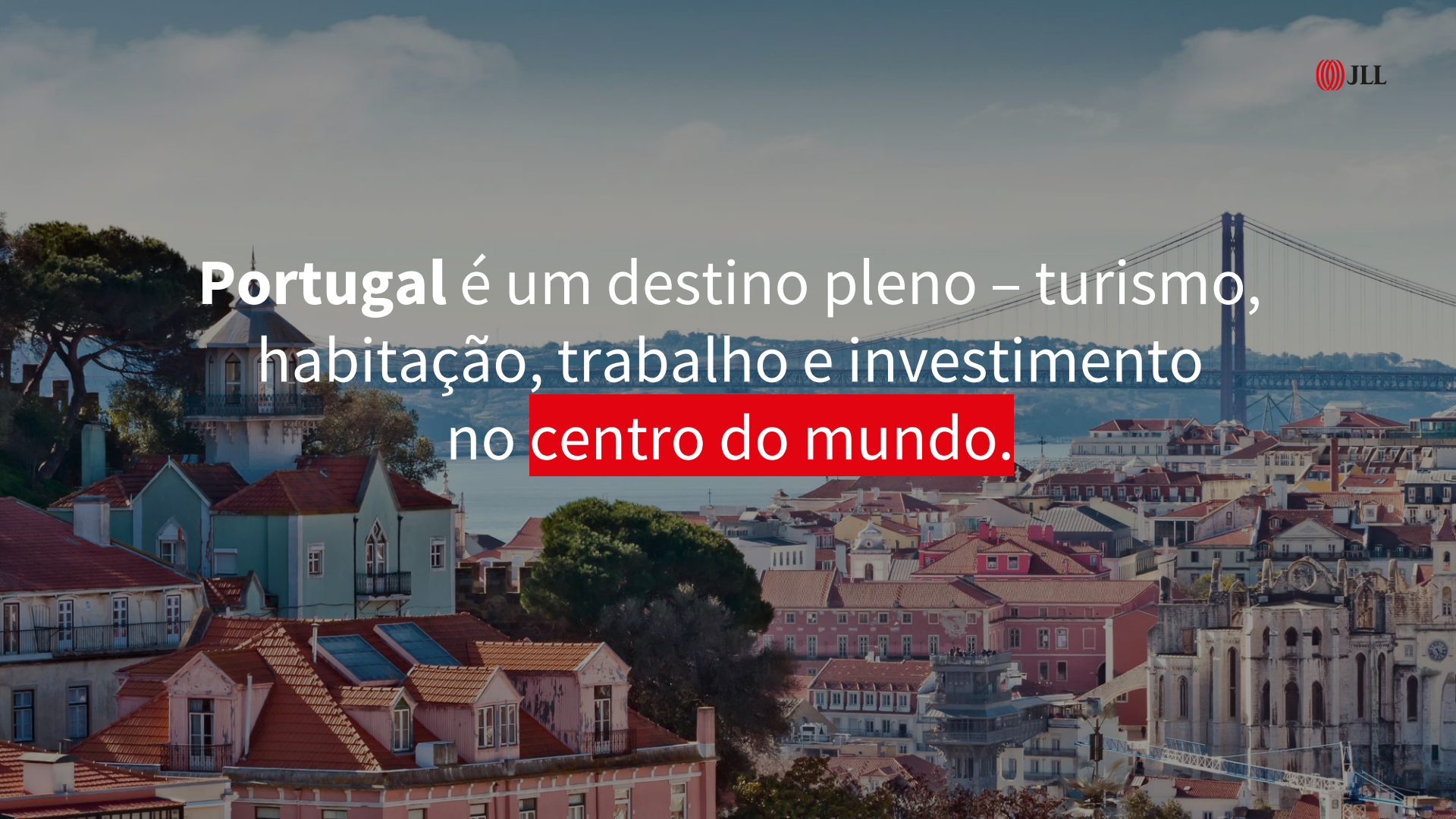
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# Principais Fundamentais

- Segurança
- Clima
- Qualidade de Vida
- Custo RH + Geração Qualificada

A panoramic view of Lisbon, Portugal, showing a dense cluster of colorful buildings with red-tiled roofs in the foreground. In the background, the 25 de Abril suspension bridge spans across the water under a clear blue sky. The text 'Portugal é um destino pleno – turismo, habitação, trabalho e investimento no centro do mundo.' is overlaid on the image, with 'no centro do mundo.' highlighted in a red box.

**Portugal** é um destino pleno – turismo,  
habitação, trabalho e investimento  
no **centro do mundo.**

# Uma década de transição (2012-2022)



01

Alterações legislativas (NRAU, GV e RNH) – NRAU lei 31/2012, de 14 de Agosto

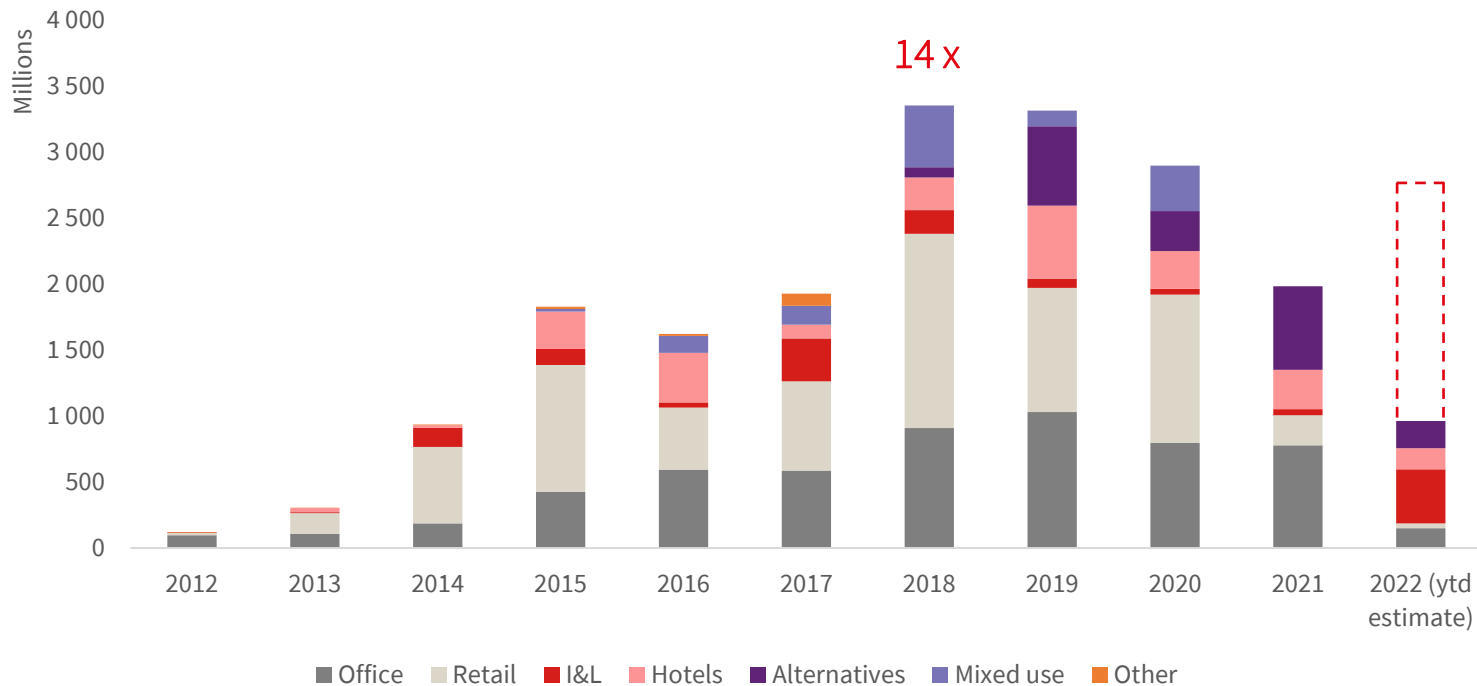
02

O desenvolvimento do sector do turismo

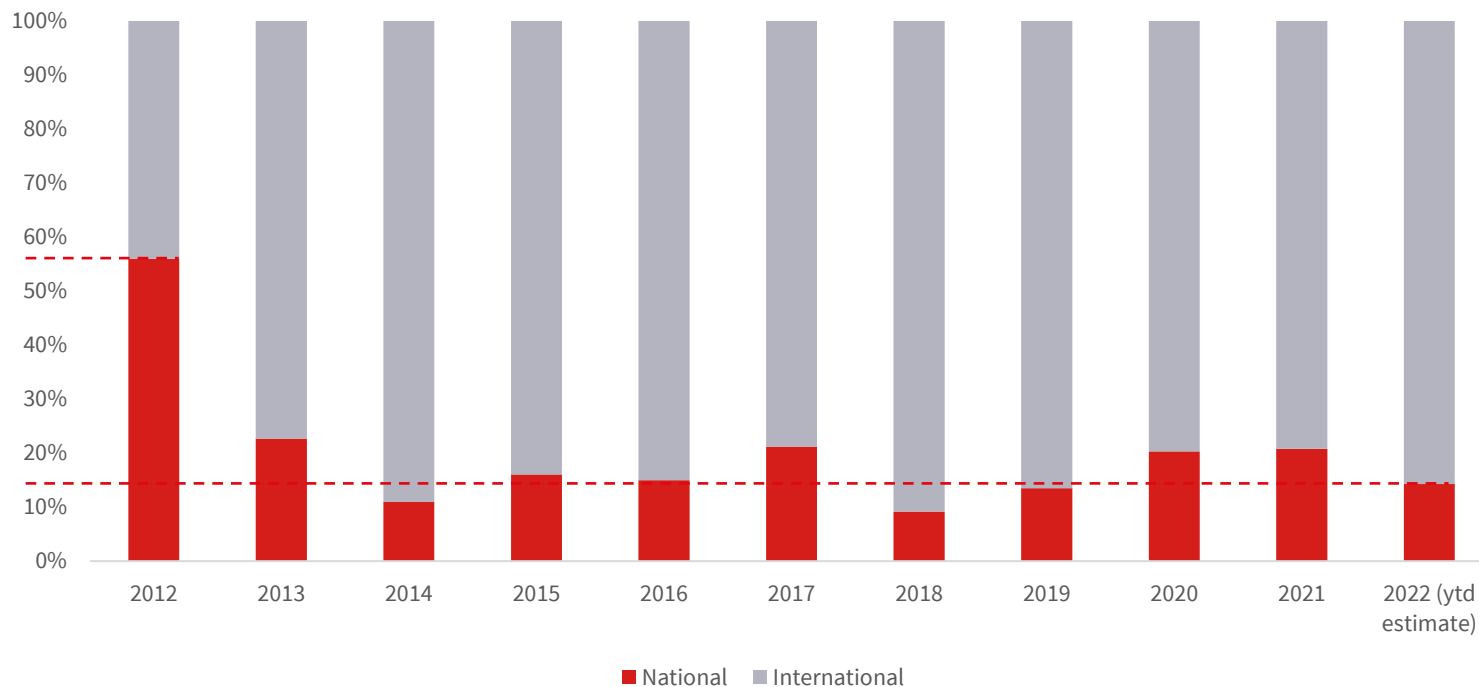
03

Criação de benefícios fiscais para a Reabilitação Urbana

# Investimento em Imobiliário Comercial 2012-2022

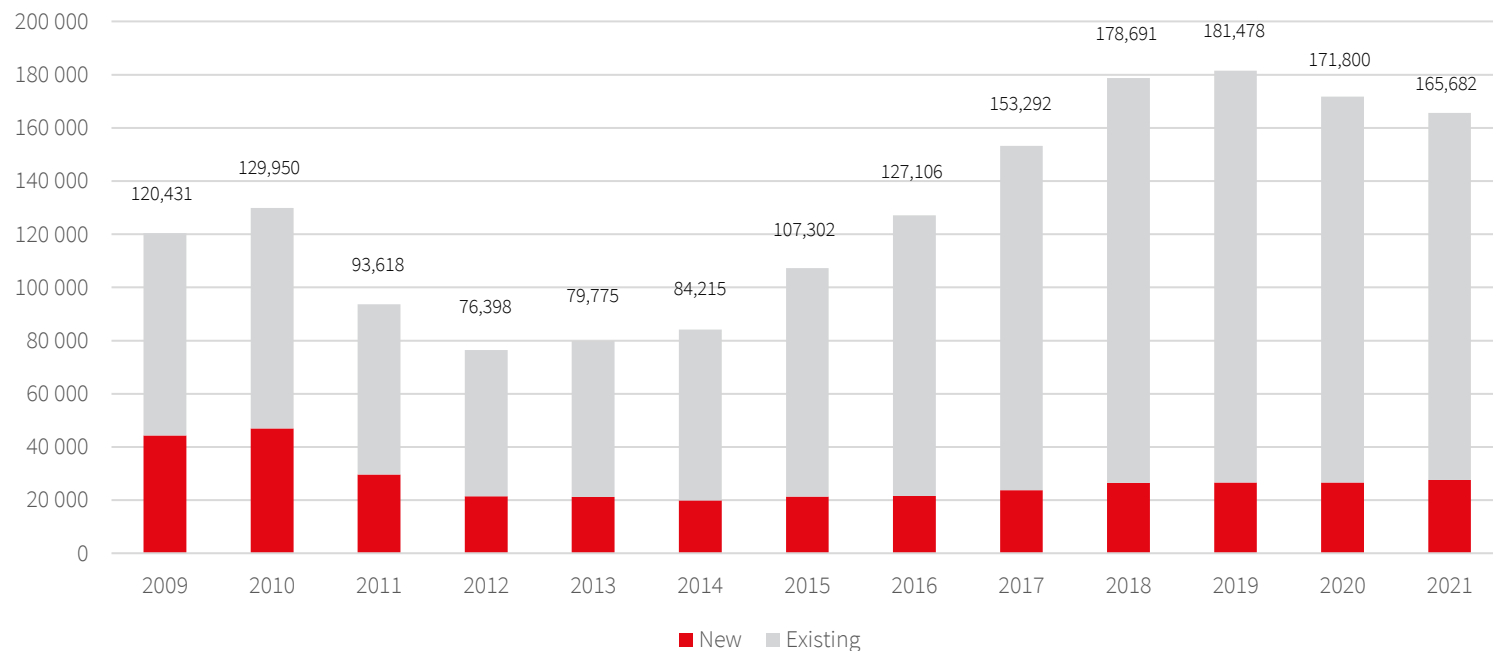


# Investimento nacional e internacional 2012-2022

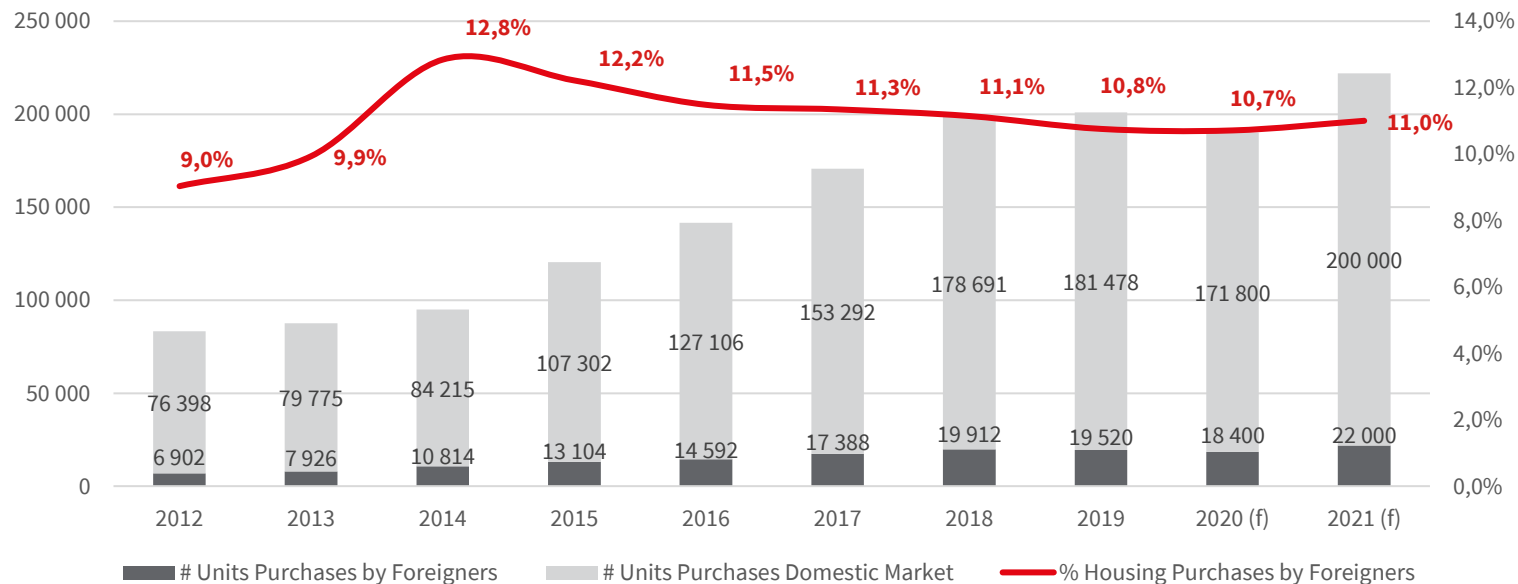


# Residencial - Número de unidades vendidas em Portugal

**165,682**  
Unidades vendidas em 2021  
(vs. 127,106 em 2016)

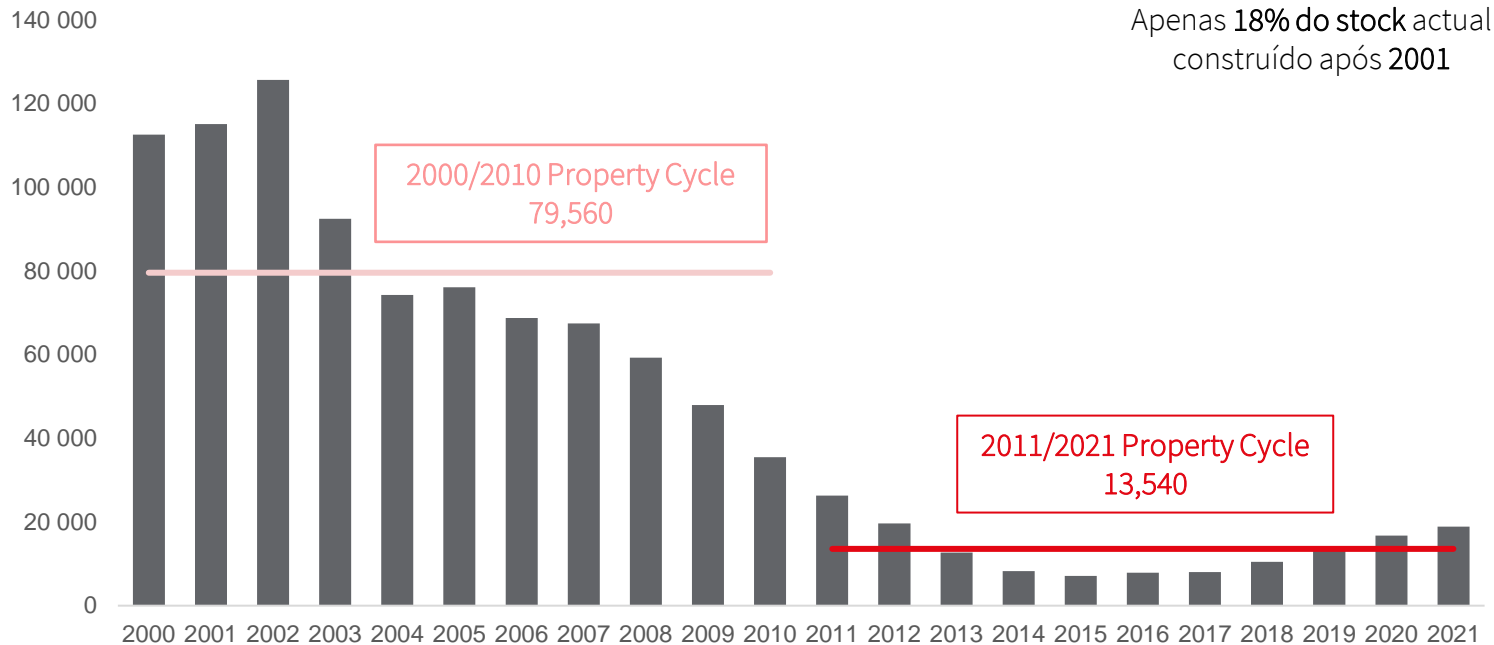


# Residencial - Número de unidades vendidas em Portugal



Em media cerca de **19,000** Transacção ano a internacionais, um valor que triplicou desde 2012

# Residencial - Número de unidades construídas em Portugal



# Promoção Imobiliária – uma grande oportunidade

Resposta ao desequilíbrio estrutural

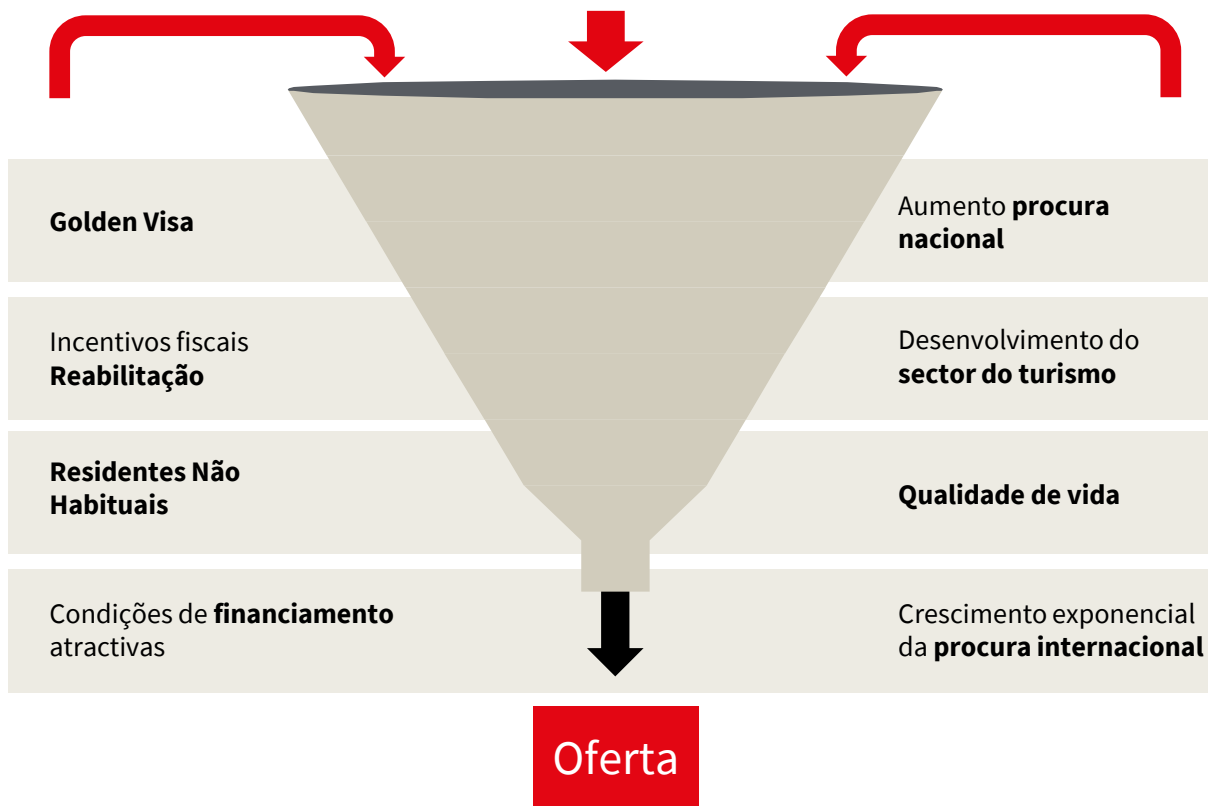


# Principais Segmentos de mercado





# Drivers da Procura



# Evolução

do investimento em  
promoção imobiliária

JLL



**2016**

**1**

Volume  
transaccionado

**45 m€**

**2**

ABC média por  
negócio

**2.300 m2**

**3**

Valor médio por  
negócio

**4m€**

**4**

Investimento  
internacional

**18%**

# Evolução

do investimento em  
promoção imobiliária

JLL



**2021**

**1**

Volume  
transaccionado

**142 m€**

**2**

ABC média por  
negócio

**17.500 m2**

**3**

Valor médio por  
negócio

**35m€**

**4**

Investimento  
internacional

**75%**

# Case Studies



## Encosta da Tapada

- 2019
- Projecto usos mistos
- 120.000 m2 de ABC
- 8-10 anos



## Metropolis

- 2019
- Projecto usos mistos
- 80.000 m2 de ABC
- 5-7 anos



## Bonjardim

- 2019
- Projecto usos mistos
- 30.000 m2 de ABC
- 4-5 anos

# **Evolução** do investimento em promoção imobiliária

**2016**

**200 m€**

Volume transaccionado

**150k m2**

ABC transaccionada

**<50%**

Peso Investimento Internacional

**2021**

**375 m€**


Volume transaccionado

**200k m2**

ABC transaccionada

**c. 80%**

Peso Investimento Internacional



**+30 NBO's**  
Fase 1  
comercialização

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**60% acima** do  
valor de  
referência

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**+70%**  
Capital  
Internacional

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**+ 3B€**  
Capital  
interessado

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Obrigado

