



Porto.

A city shaping a sustainable future

XI Semana da Reabilitação Urbana Porto

November, 8th 2023

Invest Porto.



1

A Region that fosters private investment

The urban heart of North-Western Portugal. That's Porto.

Porto &
NW Portugal

NW Portugal
4.3 million
41% of 🇵🇹 pop.

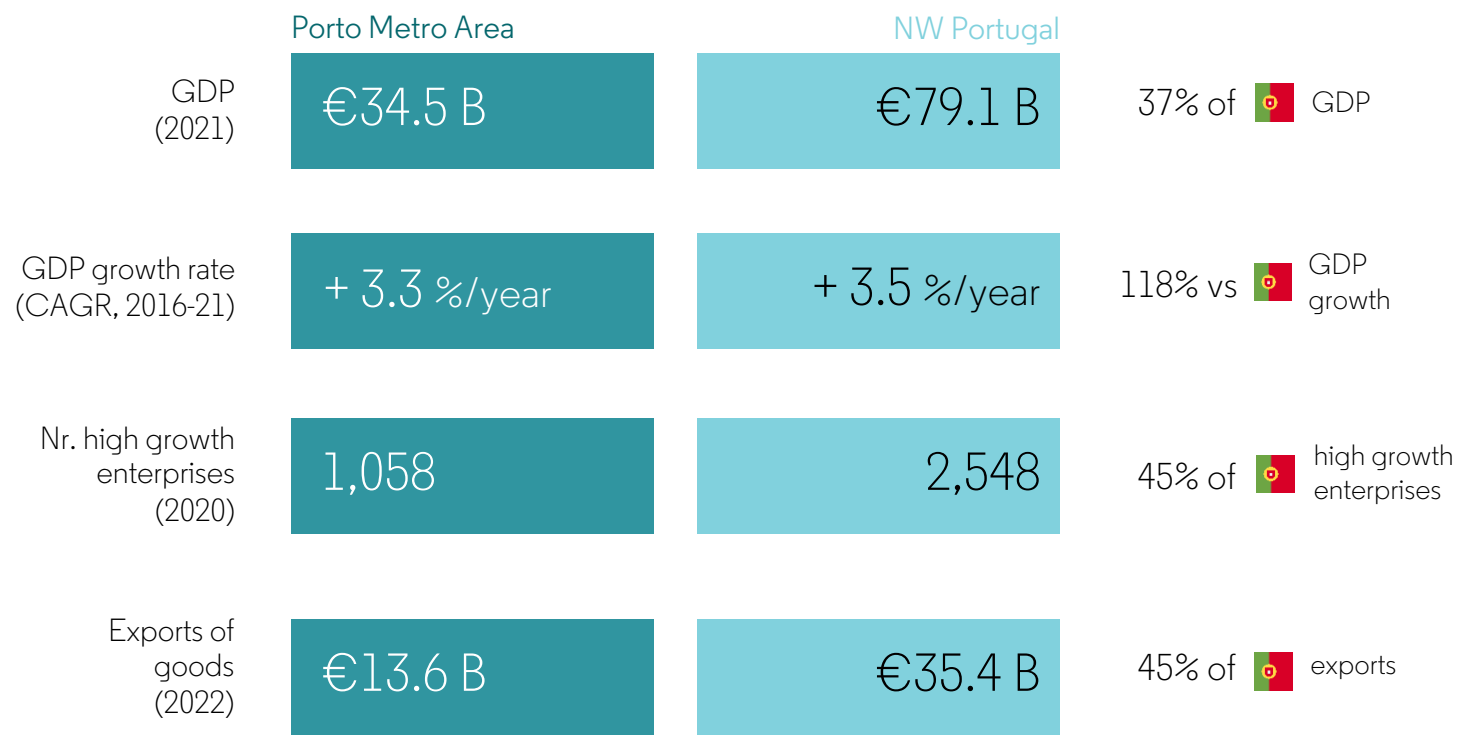
Population (2022)

Porto, Metro Area
1.77 million

Porto, City
240 000

Porto and Northwestern Portugal

A competitive economy

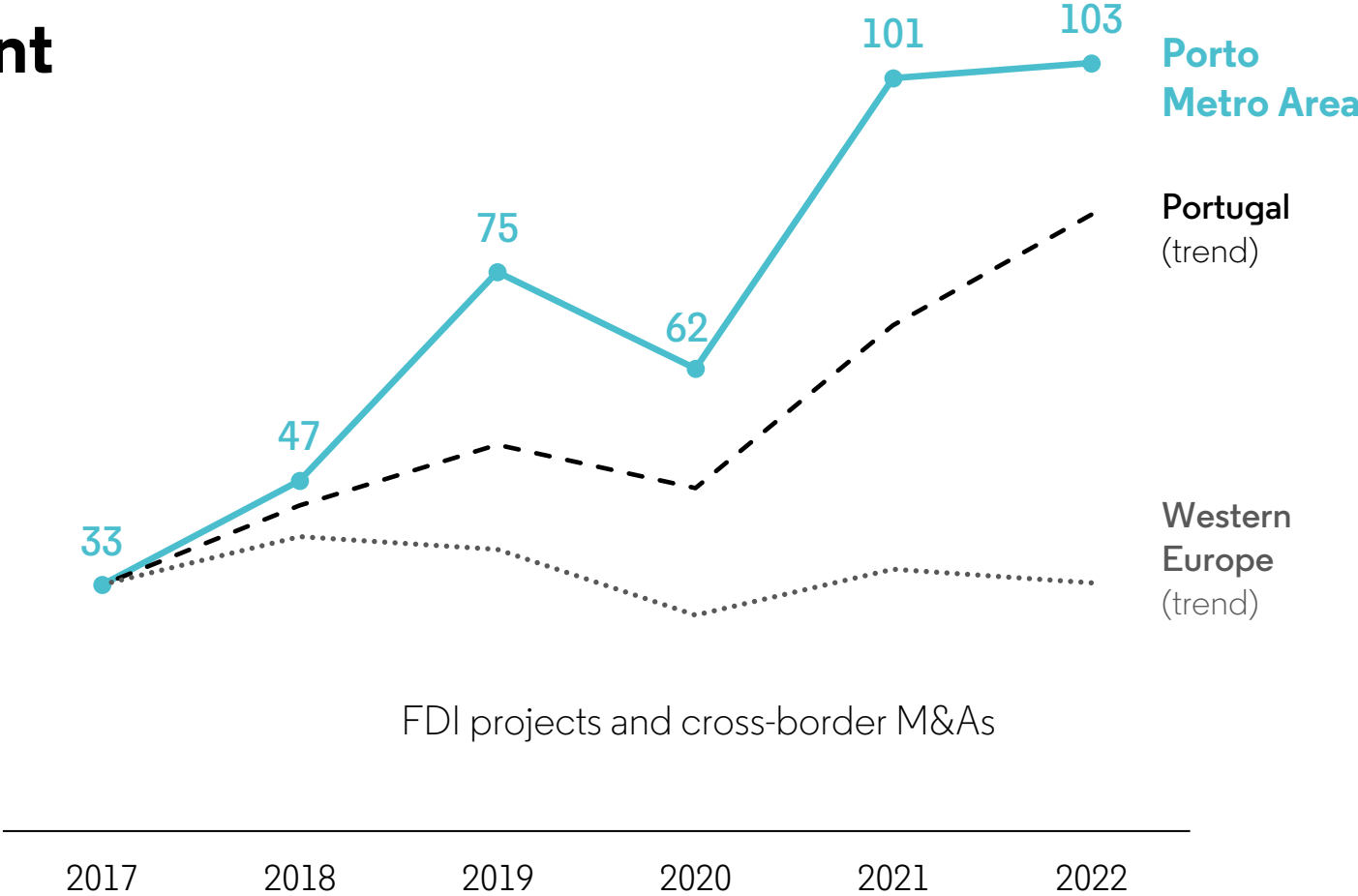


Source(s): INE – Statistics Portugal, Eurostat

A magnet for international investment

€7.1+ billion foreign direct investment
Porto Metro Area, 2015-2022

Foreign companies represent 17% of the local economy by gross value-added
Porto Metro Area, 2020



Sources: Orbis Crossborder Investment / Bureau van Dijk (2023), INE - Statistics Portugal (2020)

Discover



The story of a region that is reinventing the future.

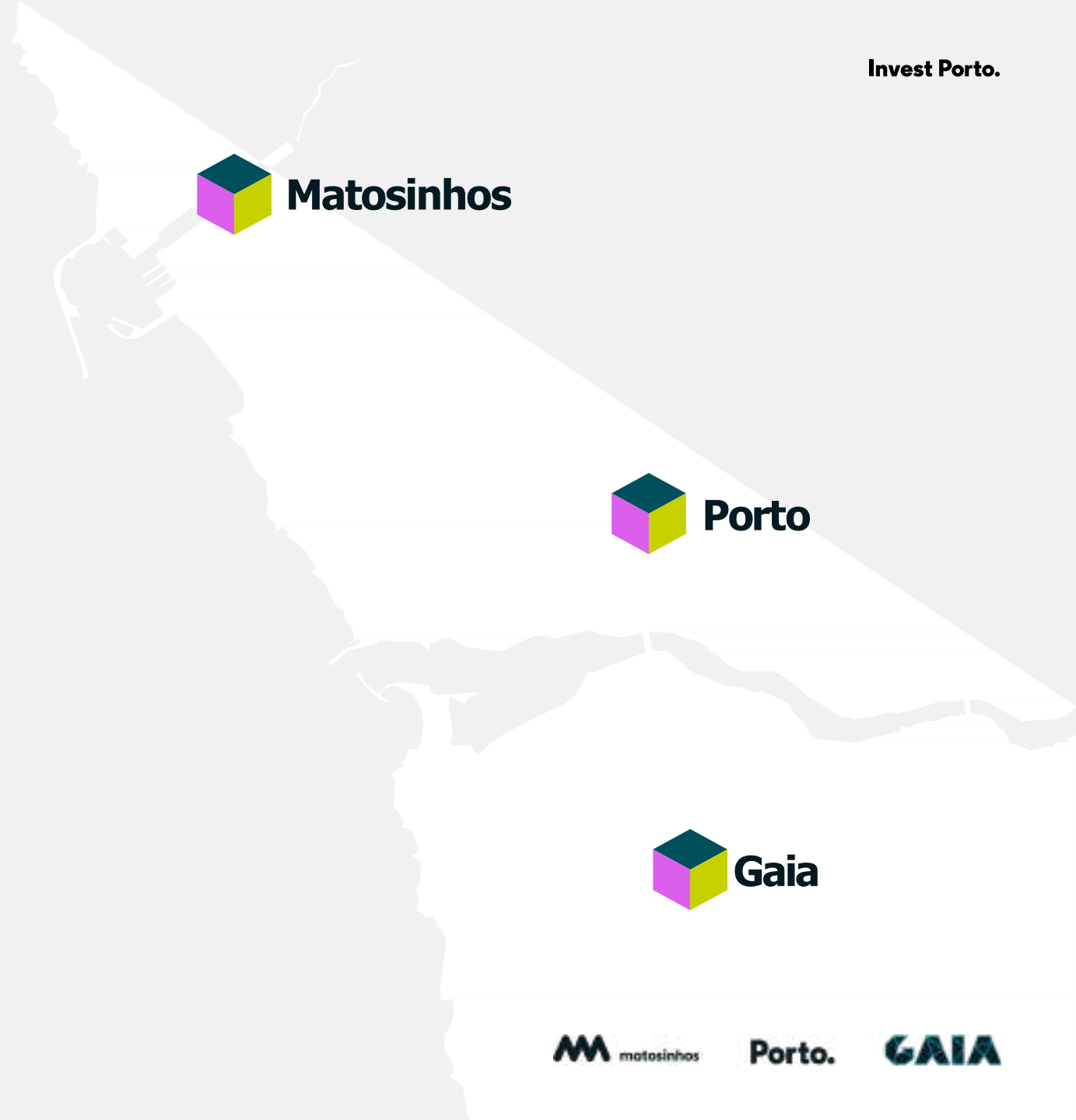
Pioneers in overcoming challenges through inventive solutions, Matosinhos, Porto and Gaia have joined forces in an unprecedented dialogue in order to:

→ Promote a region that demonstrates the strengths of each city.

→ Add value and create investment opportunities.

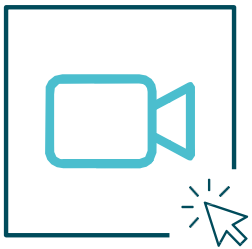
→ Open new horizons for the future of northern Portugal.

#regionofthefuture

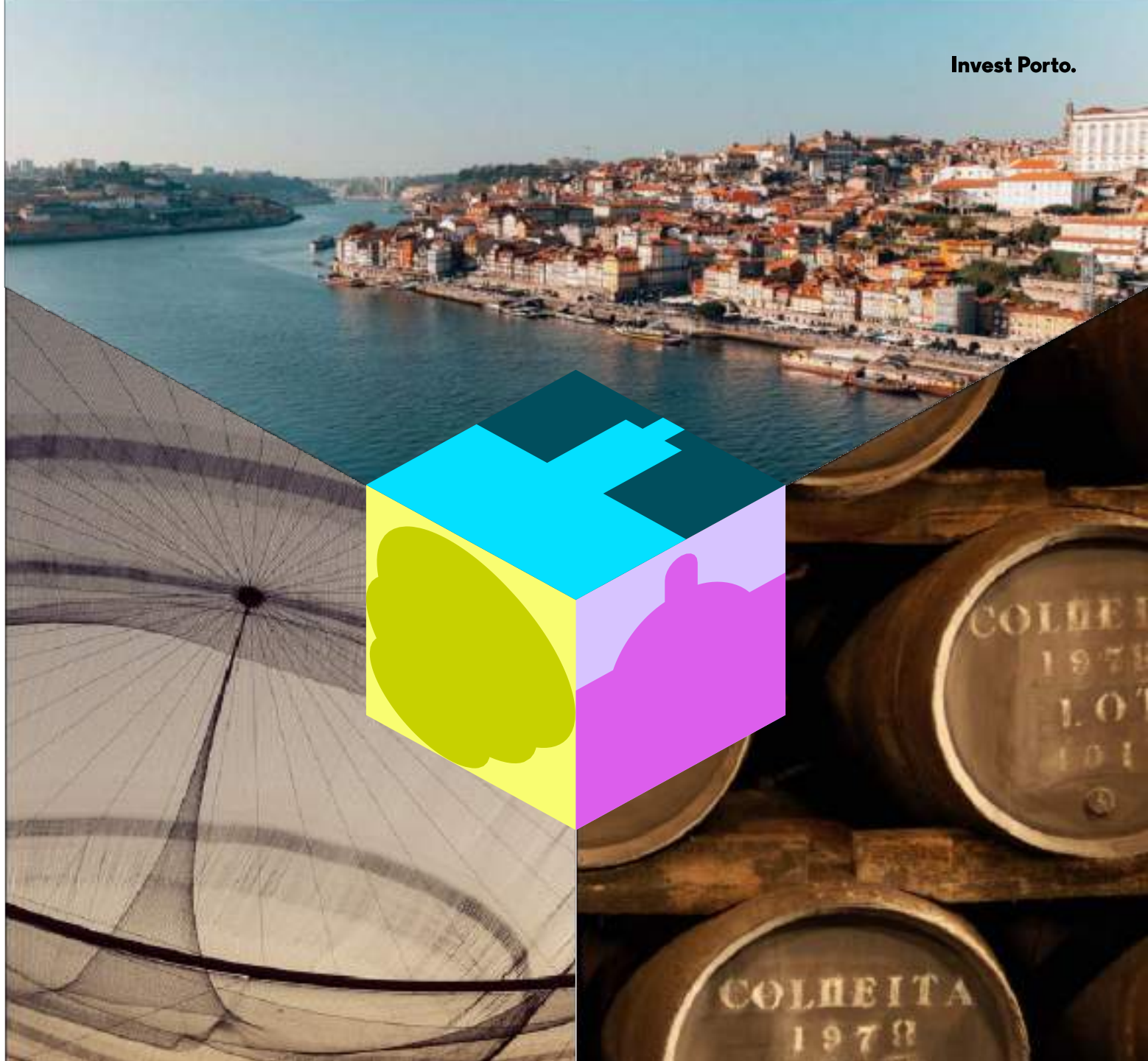


Vision

→ The Greater Porto brand is seeking to capitalise on international investment in Portugal's Northern region, in order to transform this socioeconomic area into a region of the future, replete with investment opportunities, innovation and talent.



[Watch the video](#)



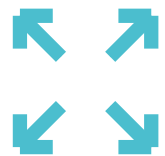
Strategy

To bring this vision to fruition, the strategy to promote Greater Porto internationally aims to put the region firmly on the global map through impactful and regular attendance at the most important Property and Investment events around the world, in order to:



Enhance

the visibility of Greater Porto on the global market.



Boost

the network of investors and asset managers exponentially.



Advertise

investment opportunities in the region.



Know

the latest trends in the property sector.

Greater Porto @ EXPO REAL 2022



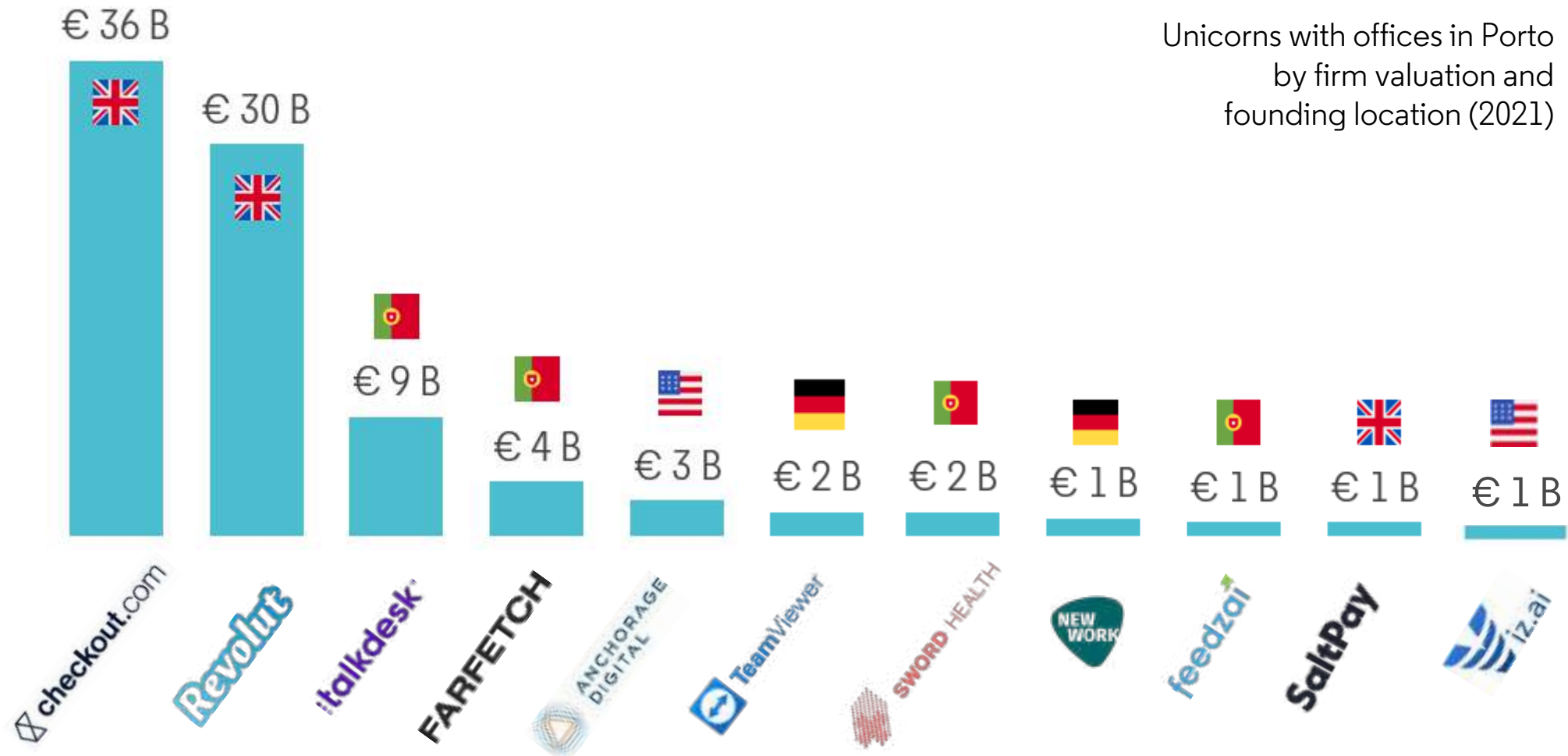
Greater Porto @ MIPIM 2023



World-class companies in Porto



Did you know there are 10+ unicorns in Porto?



Top reasons to choose Porto



Quality source of talent

- Highly qualified, creative and flexible work force
- World-class universities and top research facilities
- Multilingual proficiency
- Talent pool with STEM skills
- Competitive salaries



Strong innovation ecosystem

- Highest concentration of private R&D investment in Portugal
- Highly dynamic regional actors that promote innovation and entrepreneurship
- Entrepreneurial tradition linked to the region's large industrial legacy
- Business friendly environment
- Highly qualified cluster of tech companies and support activities



Smart location and infrastructure

- Strategic location: same time-zone as London with EU market access, and historical ties with Africa and South America
- State-of-the-art digital infrastructure
- Good public transportation and air connectivity
- Low prime office rents
- Excellent accessibility



Quality of life

- Safe, welcoming and family-friendly society
- Excellent climate and leisure options
- Affordable high-quality living
- Top-notch healthcare and education facilities
- Social and political stability
- Nomad Friendly community

Quality source of talent

Porto attracts talent from a wide region offering higher education programmes

TOP 5
Higher Education Institutions by enrolled students

Porto's macro region
Northern Portugal plus a part of the Center Region (comprising Aveiro, Coimbra and Viseu districts)

49
higher education institutions

205,027
enrolled university students 2021/22

209,430
graduates in the last 5 years 2017/18–2021/22



Sources: DGEEC (2023)

Quality source of talent



Porto's multilingual talent

- home to a diversity of bilingual and multilingual fluent or native speaker level people (English, French, Spanish, and more)
- extremely attractive to people of other nationalities (as Portugal itself)

Source: Invest Porto (2023)

Porto

6th

in the world and 1st among Southern European cities at the EF English Proficiency Index

EF's English Proficiency Index 2021

81%

companies require English language as mandatory

Portugal

Top 10 Best Place for Expats in the world

across 53 countries

Expatriate Insider, 2023

28th

of the world's top cities for digital nomads (among hundreds of cities)

Nomad List Ranking 2023 (August)

89%

companies accept employees who do not speak Portuguese

9th

in the world at the EF English Proficiency Index

EF's English Proficiency Index 2022

Foreign residents in Porto

57 984 (+138% since 2015)

Foreign residents in Porto Metropolitan Area* (2021)

Top 10 nationalities

- | | | | |
|---|-----------|---|-------------------|
|  | 1. Brazil |  | 6. France |
|  | 2. Italy |  | 7. Ukraine |
|  | 3. China |  | 8. India |
|  | 4. Angola |  | 9. United Kingdom |
|  | 5. Spain |  | 10. Cape Verde |

*17 municipalities (click [here](#) for more information)

Source: [SEFstat](#) (2023)





**Fine wines, long-standing
bonds. That's Porto.**

World's leading city destination

World Travel Awards, 2022

Top 50 cities for sustainable travel

Euromonitor International, 2021

Two UNESCO World Heritage Sites

Porto Historic Centre & Douro Wine Region

42,000+ digital nomad arrivals this year

Nomad List, 2022

**Non-stop flights to 95+ cities in
Europe, America and Africa**

Flight Connections, 2022

**Freedom to think,
dare to create.**
That's Porto.



Sources: ScaleUp Porto / Dealroom.co (2022), European Commission (2021), EY Parthenon (2021), TechHub (2022) and others cited above.

547 startups with 8,360+ employees
Porto Metro Area, 2022

**#1 Portuguese region with most
patents and private R&D investment**
Northern Portugal, 2021

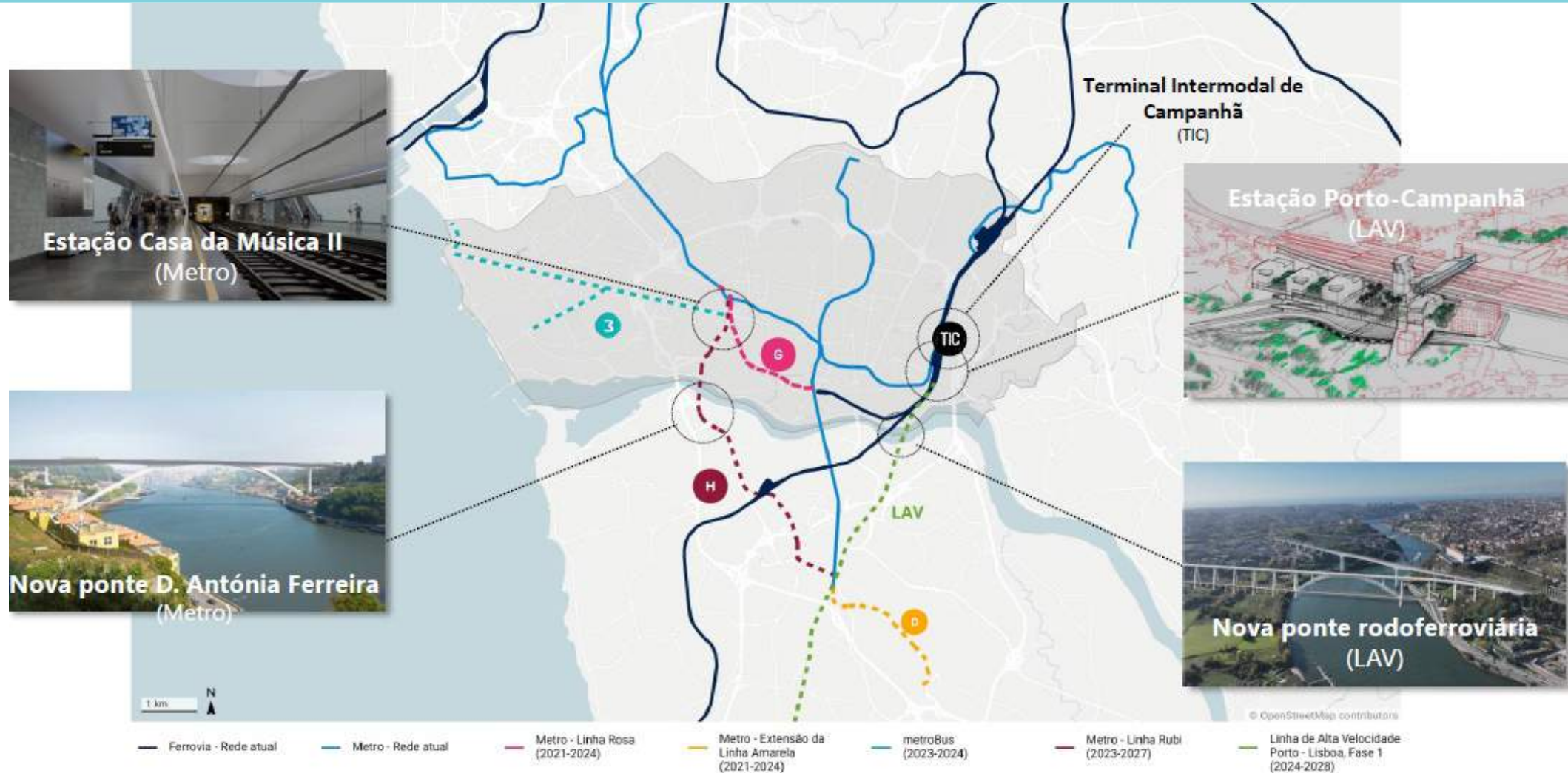
64 R&D facilities with 12,500+ researchers
Northern Portugal, 2020

**Top 5 mid-sized cities in Europe for
female startup founders**
Startup Heatmap Europe, 2021

40+ accelerators and co-working spaces
Porto Metro Area, 2021

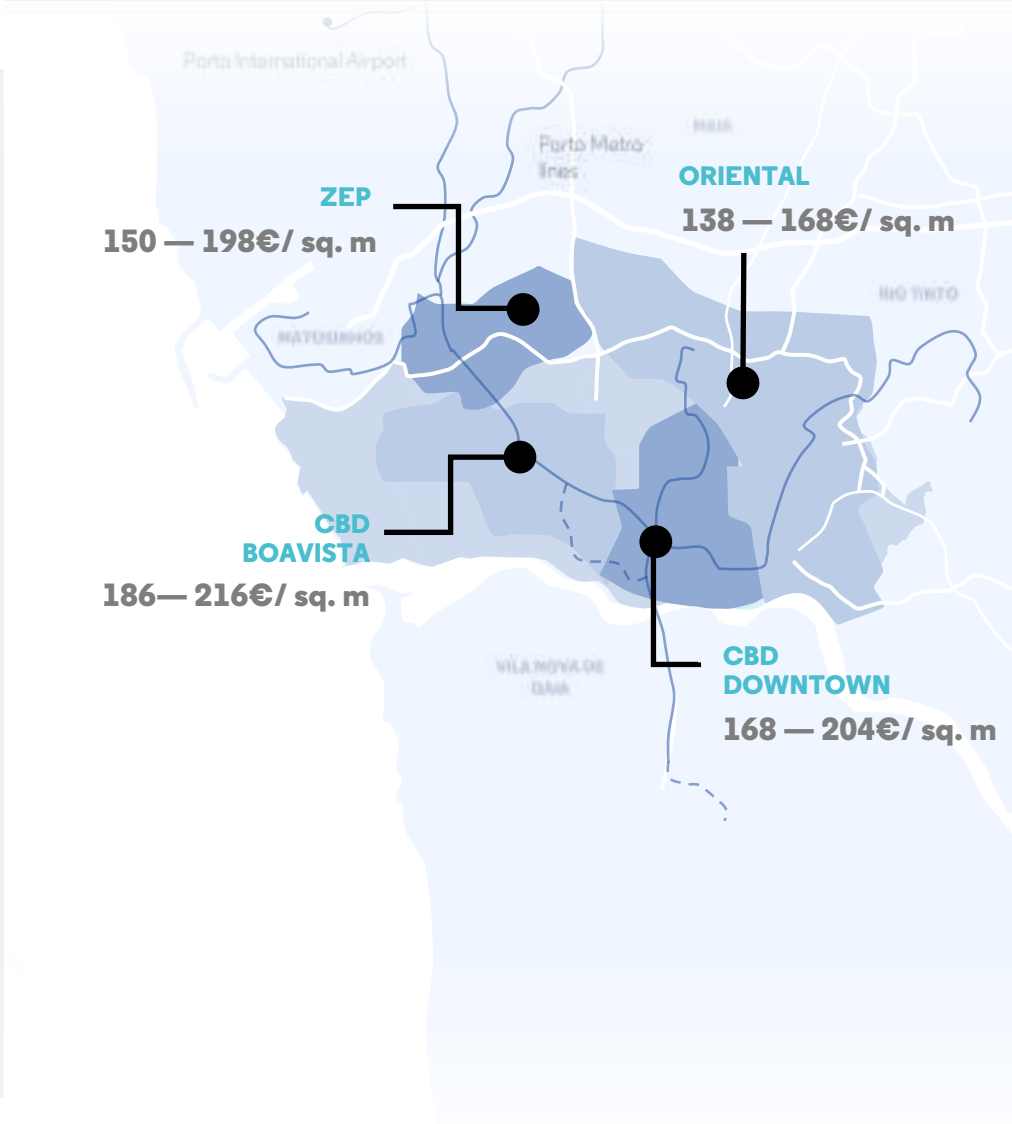
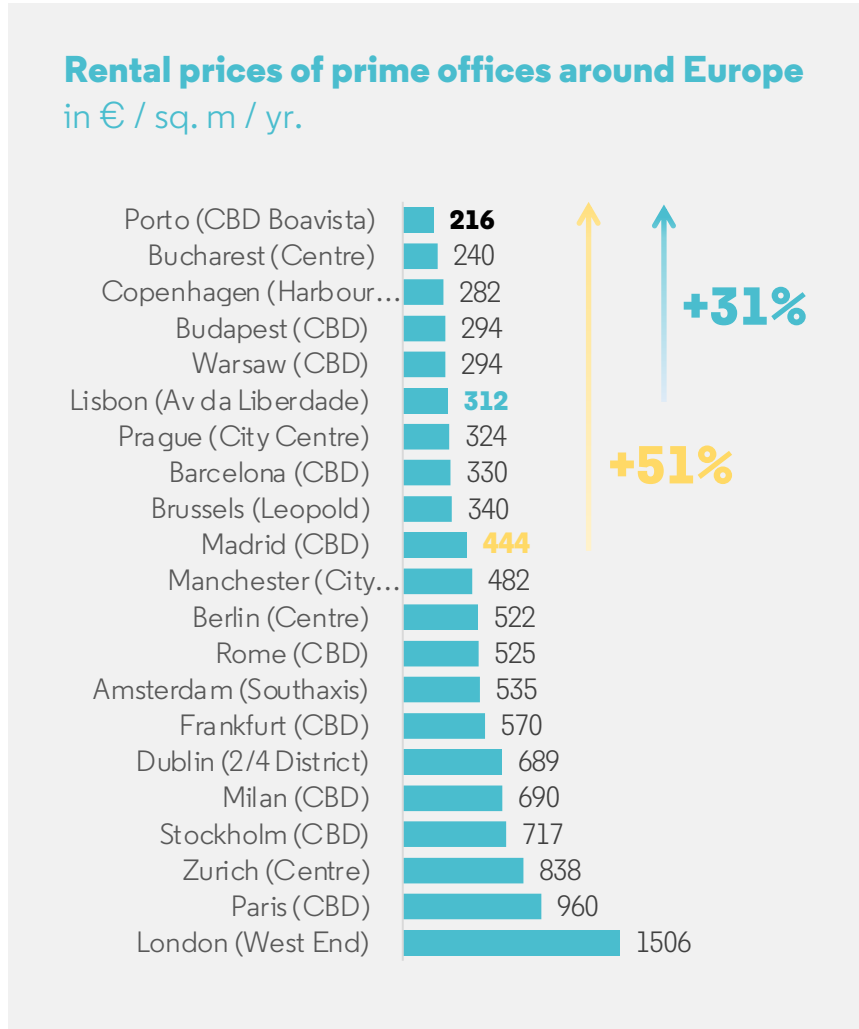
Best European city in startup and SME support
Financial Times / fDi Intelligence, 2019/2020

Smart location with future-proof infrastructure



Smart location with future-proof infrastructure

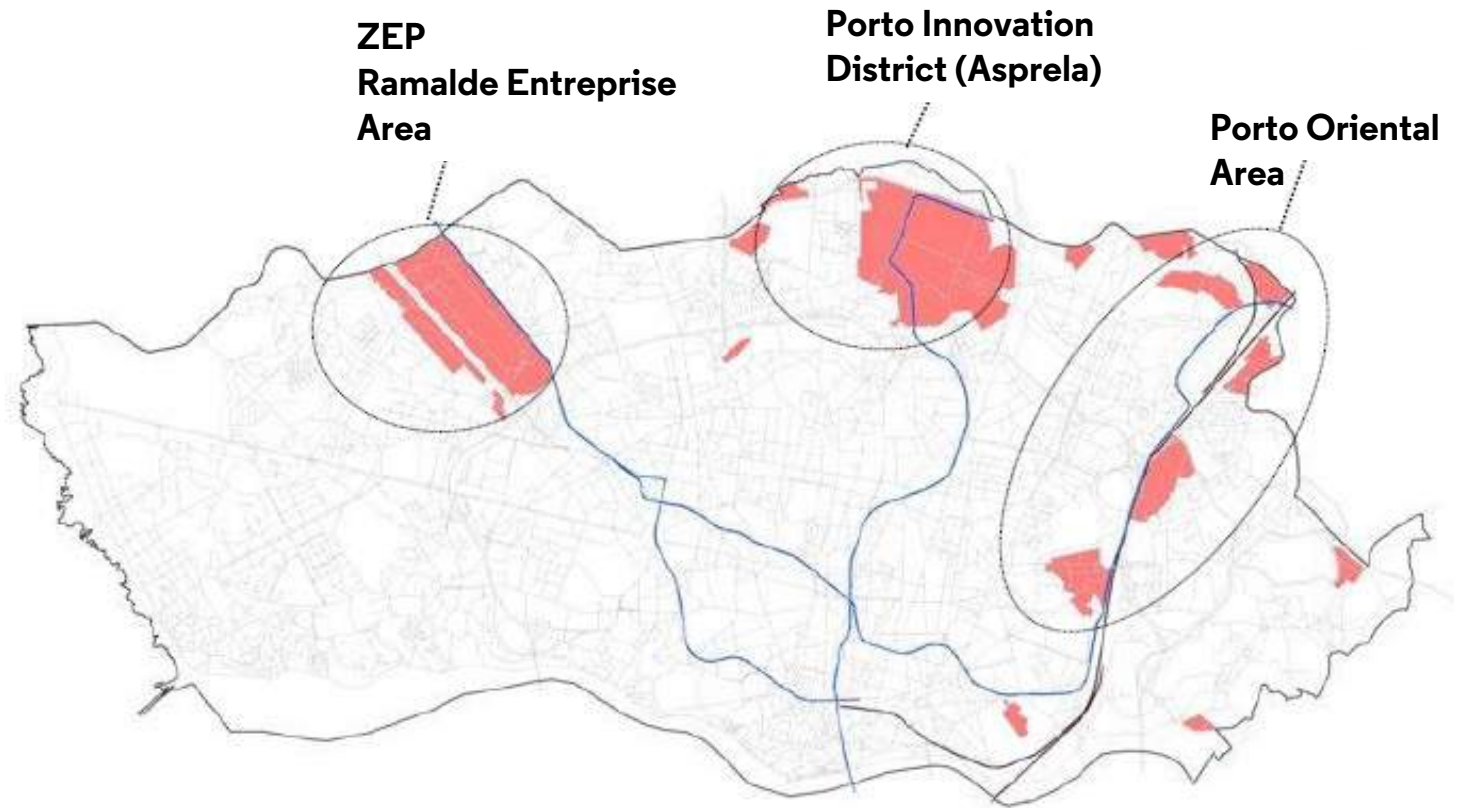
Porto, one of the most competitive office markets in Europe, with prime spaces at highly affordable prices



Sources: Cushman & Wakefield (2022)

Smart location with future-proof infrastructure

**Economic
Activities'
areas**





2

InvestPorto's support for investors

InvestPorto heads the city's investment promotion strategy

InvestPorto is an investment promotion agency set up by **Porto City Council in 2015**. It heads the city's strategy to promote foreign and domestic investments in key areas for Porto's competitiveness and sustainable development.

#1

Promote Porto

A competitive, innovative and talented city

#2

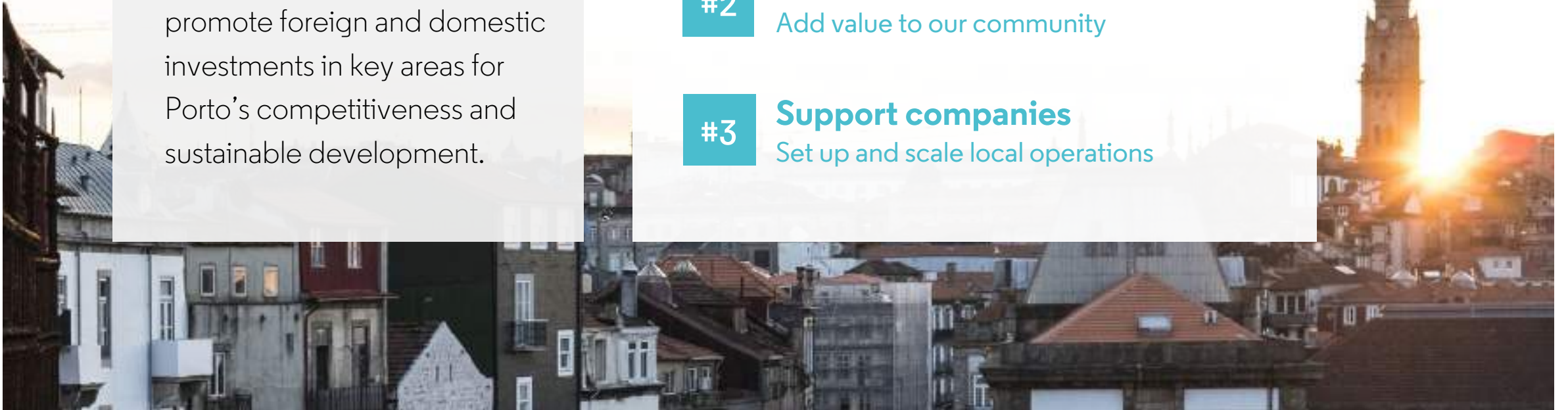
Win investments

Add value to our community

#3

Support companies

Set up and scale local operations



InvestPorto services



Attraction & facilitation services

Focus: investors' entry journey

Goals: promote Porto internationally, provide information and support to decision-makers, fast-track new investments in the city.

Services:

- + Welcome meetings
- + Incentives and local intelligence
- + Workspace search
- + Municipal permits assistance
- + Stakeholder introductions



Aftercare services

Focus: investors' growth journey

Goals: provide support to investors and companies established in Porto, promote growth and community linkages.

Services:

- + Leading investors programme
- + B2B marketplace membership
- + Trade fairs and events
- + Feedback monitoring



Talent services

Focus: talent community

Goals: provide support to companies to attract and retain talent; promote emerging skills and mitigate gaps.

Services:

- + Employment branding
- + Job fairs and recruitment events
- + Connection with universities and other local talent stakeholders

Welcome to Porto

A city shaping a sustainable future

Meet InvestPorto

investporto.pt

Let's dive in

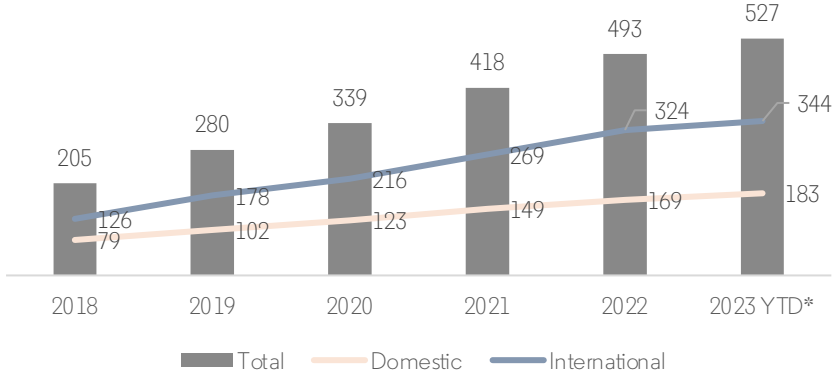


new platform

a simple, informative and
useful experience

Who we support

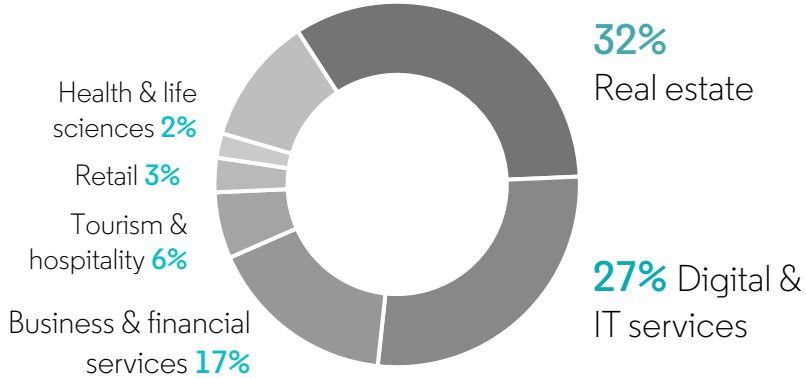
527
investment projects
(2023 YTD)



Cumulative number of projects that received support (2018 – 2023 YTD)

458
companies and investors
(2023 YTD)

94%
service activities
(2023 YTD)



Project breakdown by target sector (2023 YTD)

50%
High tech or knowledge-intensive
(2023 YTD)

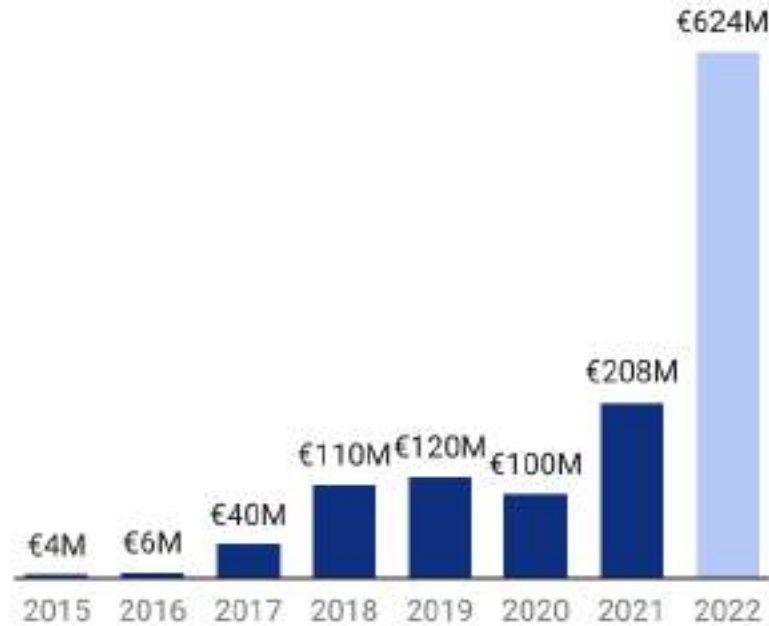
Source: InvestPorto (Aug/23)

A new record in investments wins

+1.2B€

total investment
completed in Porto
supported by
InvestPorto

(2015 – 2022)



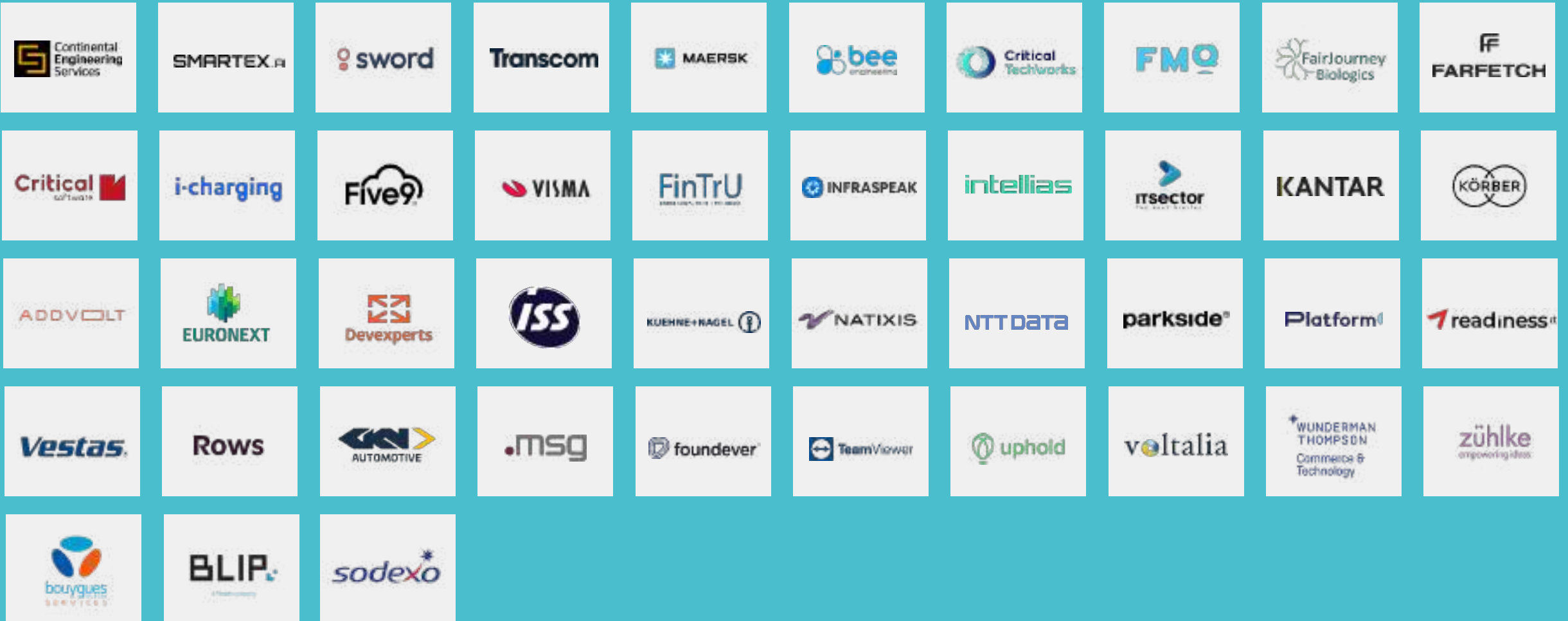
+20,50

0
(2015 – 2022)

jobs created in Porto

Investment in million euros,
by year of project completion (2015 – 2022)

Meet the Porto Leading Investors



Meet the Porto Leading Investors

Key figures

624 M€

investment
in Porto

1.11 B€

total national
turnover

709 M€

total national
gross value
added

+11 300

jobs created

81 %

average
export intensity

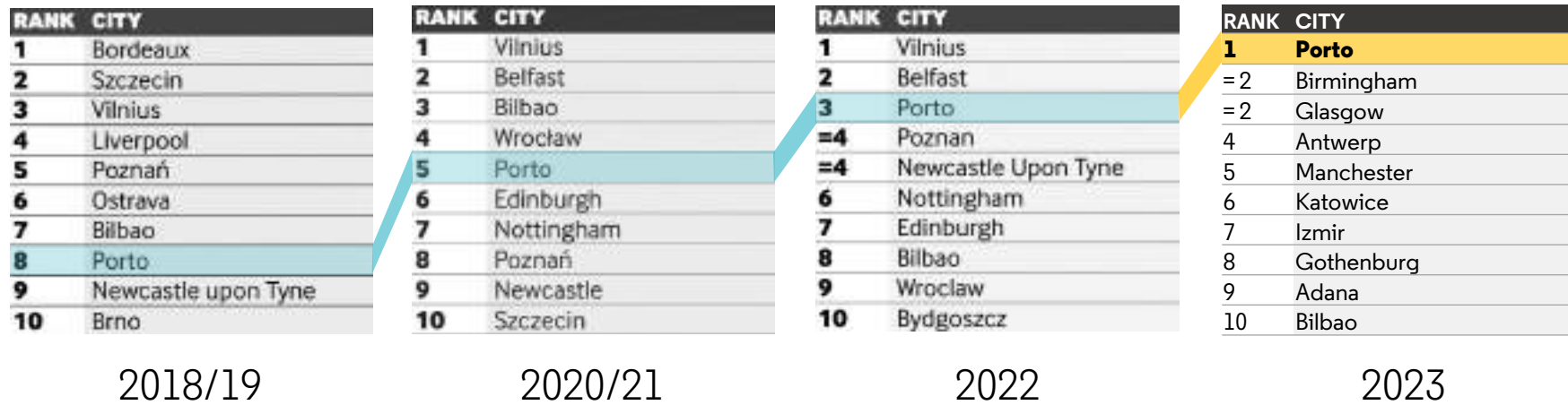
Countries of origin



43

disruptive
companies that call Porto home

Porto is now recognized as the leading city for foreign direct investment amongst Europe's top large-sized cities



Financial Times / fDi Intelligence
 European Cities of the Future Ranking – FDI Strategy

Source: fDi Intelligence (2023)

Invest Porto.



fdi

EUROPEAN
CITIES AND REGIONS
OF THE FUTURE 2023

BEST FDI STRATEGY
LARGE CITIES
WINNER

PORTO



click here or scan
the QR code to
play the video





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about
Invest Porto.



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