



BRAGA
Authentic City

Ricardo Rio, Mayor of Braga

V CONFERÊNCIA DA
PROMOÇÃO
IMOBILIÁRIA
EM PORTUGAL

LISBOA 2024

A ESTUFA MONSANTO SECRET SPOT | 18 DE JUNHO

Why

Braga

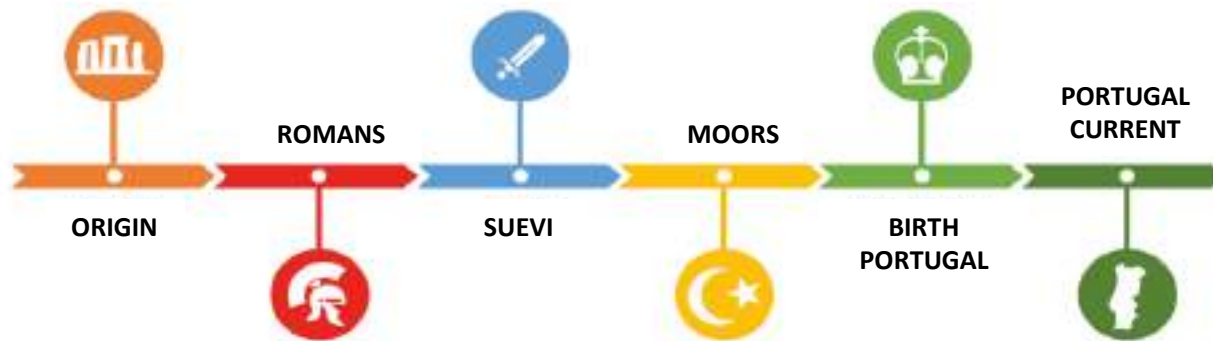
FDI Attraction Strategy and Competitive Advantage



- History
- Accessibility
- Population
- City Rankings
- International Networks
- Tourism
- Braga Urban Observatory
- Commerce and Services
- Lodging and New Investments
- Knowledge and High Education
- Knowledge and Research
- InvestBraga
- Strategic Plan
- Invester`s Spot
- Investment Support Partners
- Economic Diplomacy
- Unemployment
- Talent Program – WorkinBraga
- Knowledge and Research
- Braga Business Ambassadors
- Industrial Parks
- Investment and Employment
- FDI Strategy
- Innovation Hub - StartupBraga
- Exports
- Rankings and Awards
- International Representation
- Eurocities Braga 2025 film

Braga is a City with a central role in history

- A **Bimillenary City**, that along its more than 2000 years has seen several civilizations pass in its territory.



- In 16 BC, Emperor Caesar Augustus renamed the city Bracara Augusta.
- In the 4th century, Bracara Augusta became the capital of Galicia (today northern Portugal, Asturias and Galicia in Spain).

North Portugal-Galicia

Territory

Euroregion North Portugal-Galicia



*North-west of the Iberian peninsula
an industrial and economic power region*

6.3 million people

4 Universities listed on the TOP 500 ARWU

The Academic Ranking of World Universities Ranking (Shangai Ranking)

- University of Minho and University of Porto
- University of Santiago de Compostela and University of Vigo

The **Atlantic Axis** places the region in the select group of the **World's Forty main Economic Mega-regions.**

Regions that are the real forces powering the global economy

4th Economic Region of the Iberian Peninsula An Industrial and Export Region

- Galicia: Region with a positive Trade Balance
- North Portugal: Region with a positive Trade Balance

- HIGHWAYS**

A3 North/South
A11 West/East

- AIRPORTS**

Maia: (30 minutes)
Vigo: (60 minutes)

- PORTS**

Leixões (40 minutes)
Viana do Castelo (60 minutes)
Vigo (75 minutes)

- TRAIN STATION**

CP - North line
CP - South line
(Alfa Train - Braga/Porto: 38 min)



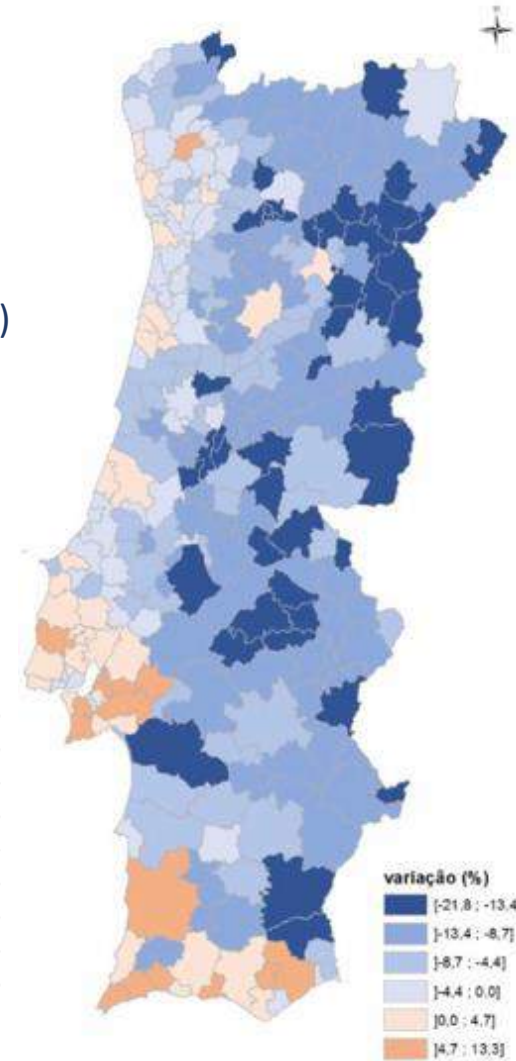
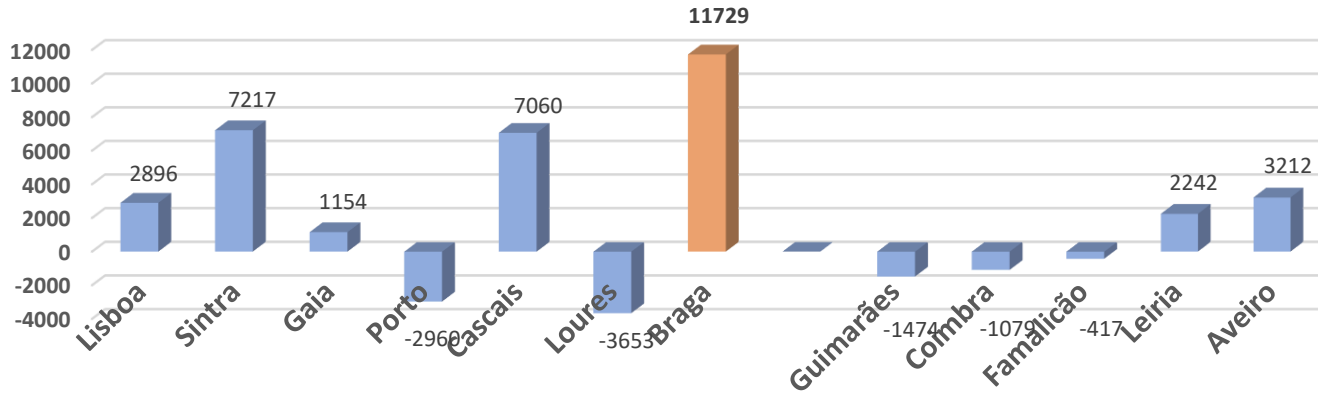
Population Growth

193 558 inhabitants (2021)

196 434 inhabitants (2022)

- The fastest growing city in Portugal in absolute terms in the 2021 CENSOS (6,5%)
- Residents of around **130 nationalities**
- **Population density:** 1.054 inhabitants/sqm (Men: 52,4% / Women: 47,6%)
- **Purchasing Power** (per capita) in Braga (higher than national average: 108,8)

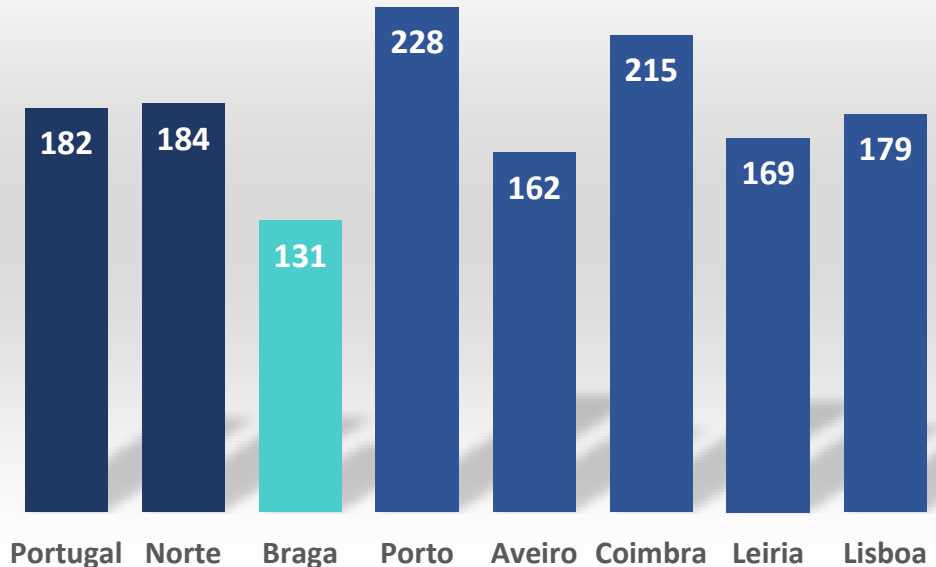
Population growth (2011 – 2021)



Young Population

One of the youngest cities in Portugal and Europe

Nº of elderly per 100 youth



- Over 40% of the population is under 30
- Over 20,000 foreign residents
- Working-age population: 68 %
- Population under 15: 13.8%
- Population aged 65 and over: 18.2%

International Networks of Cities

Braga in the main International City Networks:

- EUROCITIES
- INTERNATIONAL NETWORK OF MICHELIN CITIES
- EUROPEAN YOUTH CAPITALS NETWORK
- EUROPEAN CLIMATE PACT
- URBAN ECONOMY FORUM
- CITY CLIMATE LEADERSHIP IN ACTION
- UNESCO CREATIVE CITIES NETWORK
- RESILIENT CITIES INITIATIVE – UNISDR
- UNESCO GLOBAL NETWORK OF LEARNING CITIES
- THE PORTUGUESE NETWORK OF INTERCULTURAL CITIES
- NETWORK *ROMA ATLANTIACA*



Visit raga

Braga among the 10 most visited Portuguese destinations

- Braga is the 3th **most visited** destination in the north, after Porto and Gaia
- Over the previous ten years, Braga has seen growth of more than **500%**
- Braga registers an average of **2.3 days/tourist** in accommodation (more than the average in the North, that is 1.8 days/tourist).



1st Place
World's Leading Emerging Tourism Destination
(2023)

1st Place

Best European Destination
(2021)



*The Municipality's commitment
to the sustainable growth of
the territory*

Braga lidera construção de habitação nova desde 2016



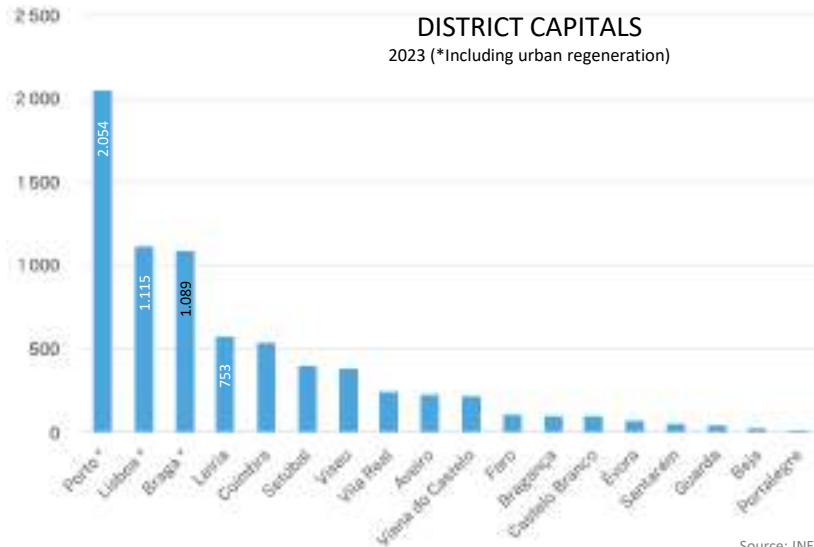
A construção de habitação nova é visível no concelho de Braga, ocupando agora sobretudo as freguesias de segunda e terceira linha. Fonte: Imagem

Concelho é um dos que mais população atraiu devido ao aumento da construção de habitação



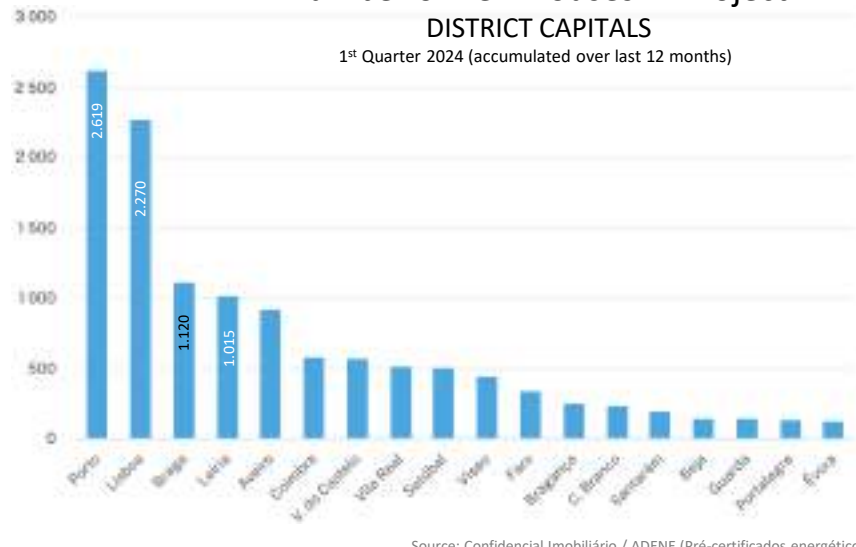
ESTATÍSTICAS DE BRAGA

Number of Licensed Houses
DISTRICT CAPITALS
2023 (*Including urban regeneration)



Source: INE

Number of new houses in Project
DISTRICT CAPITALS
1st Quarter 2024 (accumulated over last 12 months)

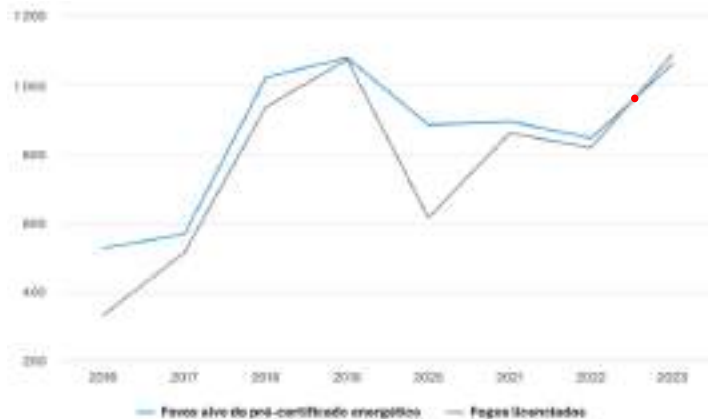


Source: Confidencial Imobiliário / ADENE (Pré-certificados energéticos)



ESTATÍSTICAS DE BRAGA

Licensed Houses vs New Projects in the Pipeline BRAGA

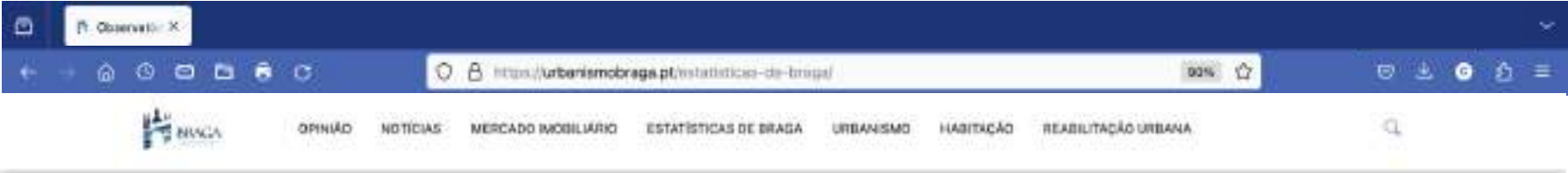


Source: SIR / Confidencial Imobiliário



In 2023, for every new house that applied for a licence, the municipality licensed another house;

A higher ratio of *houses in the pipeline to licensed houses* than Lisbon and Porto, which registered a higher number of licences in absolute terms.



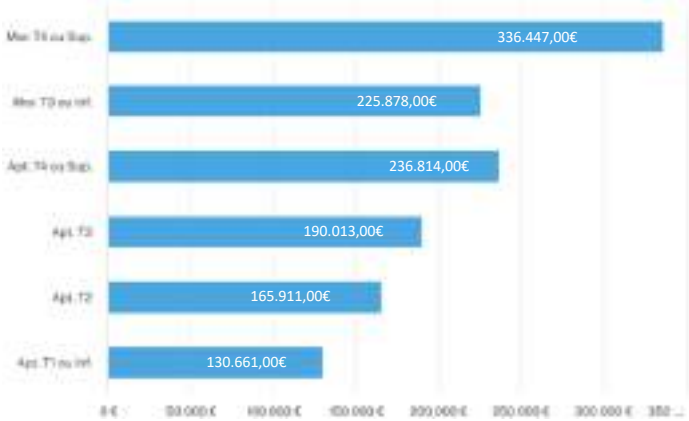
ESTATÍSTICAS DE BRAGA

Number of Housing Transactions
BRAGA
(quarterly data)



Source: SIR / Confidencial Imobiliário

Average House purchase prices, by type
BRAGA
1st Quarter 2024 (accumulated over last 12 months)



Source: Confidencial Imobiliário

Braga Urban Observatory

A platform that provides local and national indicators on the property market with relevant data for consumers and investors

Commerce, Services and Restaurants



Reference in Restaurant Industry

2023

Electronic payment transactions

168.8 million euros
(+35.6% compared to 2022)

Payments with foreign cards

15.5 million euros
9.2% of total payments in the sector
(+40.9% compared to 2022)

Top foreign nationalities

- France 28.5%
- Spain 18.1%
- Brazil 8.4%
- USA 6.5%
- UK 6.4%



Reference in Commerce and Services

2023

Electronic payment transactions

1.8 billion
(+14.4% compared to 2022)

Payments with foreign cards

118.0 million euros
6.4% of total payments
(+12.2% compared to 2022)

Top foreign nationalities

- France 35.3%
- Spain 9.7%
- Brazil 8.6%
- USA 5.7%
- Switzerland 5.4%

Lodging and New Investments



Reference in the Lodging 2023

Electronic payment transactions

20.3 million euros
(-3.4% compared to 2022)

Payments with foreign cards

10.6 million euros
52.2% of total payments in the sector
(-4.5% compared to 2022)

Top foreign nationalities:

- Ireland 34.9%
- Spain 13.2%
- France 11.3%
- USA 9.4%
- UK 7.3%

Overnight Stays in Braga (2023)

635 464 overnight stays
(+3.0% compared to 2022)

New Investments in Hotels and University Residences

(under construction/with projects approved and in progress)

Hotel **** - Avenida Central	110 rooms
Hotel **** - Cidade	74 rooms
Hotel **** - São Vítor	111 rooms
Hotel **** - Sé	36 rooms
Hotel **** - Cidade	90 rooms
Hotel **** - Bom Jesus
Hotel **** - S. Vicente	71 rooms
Hotel ** - Maximinos	92 rooms
Hotel - Nogueira
Charm Hotel - Palmeira	79 rooms
University residence - S. Vítor	294 rooms
University residence - S. Vítor	25 rooms
University residence - S. Vítor	126 rooms
University residence - S. Vítor	700 rooms

Creation of the first locally-based Economic Boosting Agency in Portugal



ECONOMIC BOOSTING AND INVESTMENT ATTRACTION AGENCY

MUNICIPAL COMPANY

Promote the economic, business and cultural development of Braga

STRATEGIC GOALS

- ✓ **Place Braga on the national and international radar of investment**
 - ✓ **Support job creation**
- ✓ **Support and promote entrepreneurship and innovation**
 - ✓ **Promote business tourism**
- ✓ **Support investment and boost the economy**
 - ✓ **Promote a network of territorial development agents**

Municipality and InvestBraga, with the Strategic Council Partners developed:

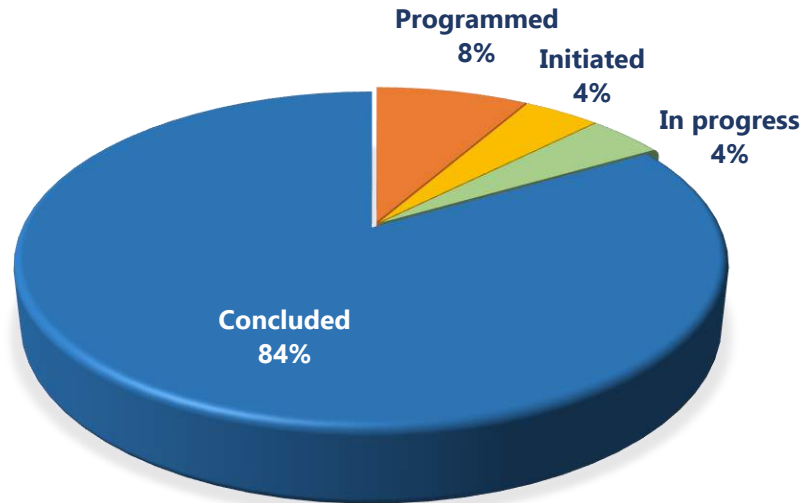
STRATEGIC PLAN FOR THE ECONOMIC DEVELOPMENT OF BRAGA 2014 - 2026



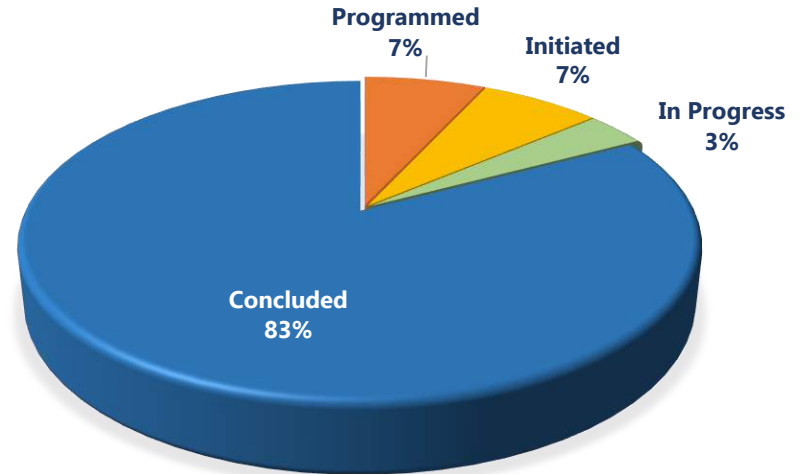
Strategic Council of InvestBraga

Monitoring Committee

BRAGAMETER



24
Structuring Actions



29
Context and Support Actions for the
Development Model

Investor`s Spot

Economic Boost and Investment Attraction

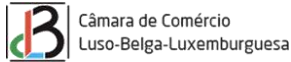


Economic Boost and
Investment Attraction

- Attracting national and international investment to Braga
- Licensing processes in the Municipal Services
- Definition of the business model to be created
- Business location spaces
- Creating, attracting and retaining talent in Braga
- Creation of HR training and retraining programmes
- National and EU incentive schemes in force
- Municipal Investment Incentive Scheme
- Strategic Enterprise Exception Scheme
- Promote networking with local development agents



Business and Investment Support Agents – Partners in attracting FDI



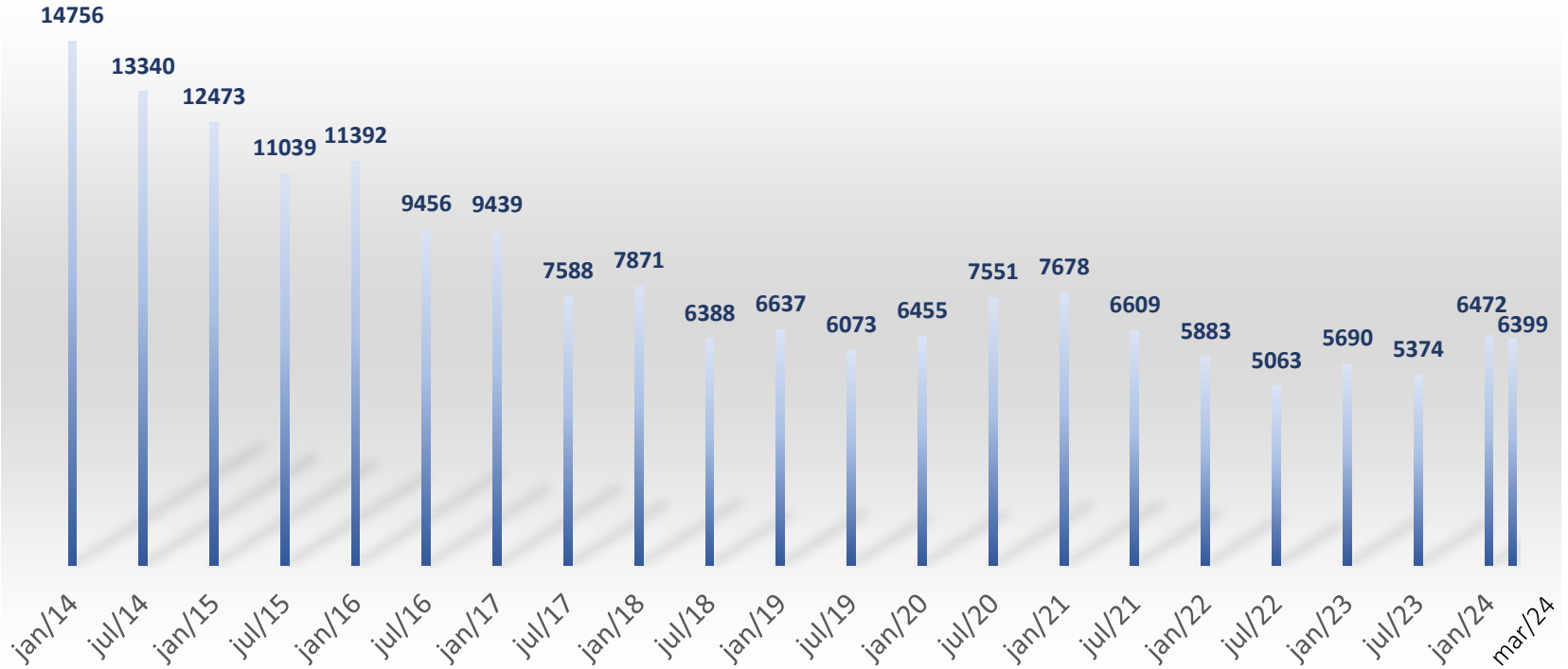
118
FOREIGN
AMBASSADORS
2014-2024



At the invitation of the Municipality and InvestBraga, 118 foreign ambassadors visited the city, the companies and its entrepreneurial ecosystem



Unemployment in Braga



692 fewer unemployed in March 2024 compared to the same period last year



JOB and TALENT Offers
RECRUITMENT PROGRAMMES WITH COMPANIES
CONVERSION OF SKILLS WITH EDUCATION AND TRAINING ENTITIES

Principal Partners



TALENT PROGRAM

Attract, Create and Retain Talent

BRAGA

Employment Growth

+ 2000 jobs/year since 2014

Qualification and re-qualification programmes promoted in partnership



Aliança de Pós-Graduação
Competências para o futuro

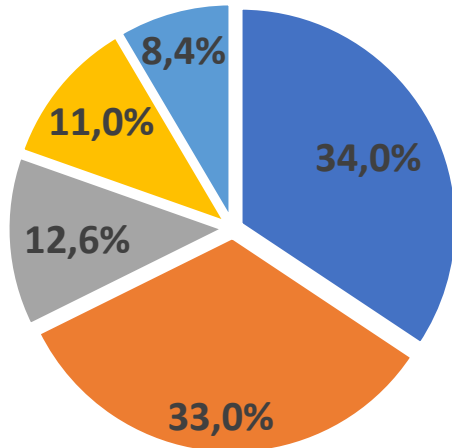


Talent Program

Attract, Create and Retain Talent



Profiles most demanded by the most employing Companies in Braga



- IT Area
- Construction, metalworking and other industrial operators
- Management, financial and administrative area
- Engineering: Civil, mechanical, electronic, textiles, polymers and others
- Commercial and customer support area

Braga and the Region has attracted many **Technology and Value Added Companies**.

- Transfer of Knowledge, Technology and Innovation produced in Higher Education and the Region's Research and Innovation Centres to Companies increases the region's competitiveness at international level.





- Project created by the Governments of Spain and Portugal
- Infrastructure with **47 000 square meters** for nanotechnology
- An investment of **100 M euros**
- 450 researchers work daily in this laboratory
- Researchers from **47 nationalities**
- Research and Development Project Areas:
 - . Nanoelectronics Engineering
 - . Life Science
 - . Quantum & Energy Materials
 - . Nanophotonics
 - . Advanced Electron Microscopy Imaging and Spectroscopy
 - . Micro and Nanofabrication



38 Business Ambassadors

+ 4 Billion € Turnover
 + 2.5 Billion € Exports
 + 22,000 employees



Always The First seps



Latino group



• APTIV •

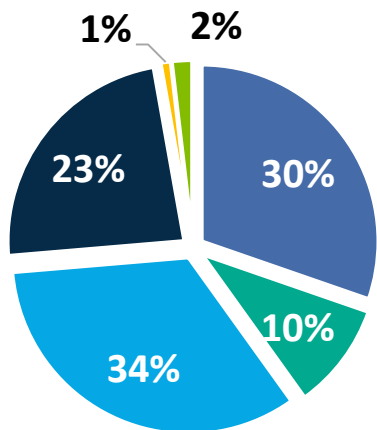


Braga's main Industrial Parks

11 Parks / 429 Companies

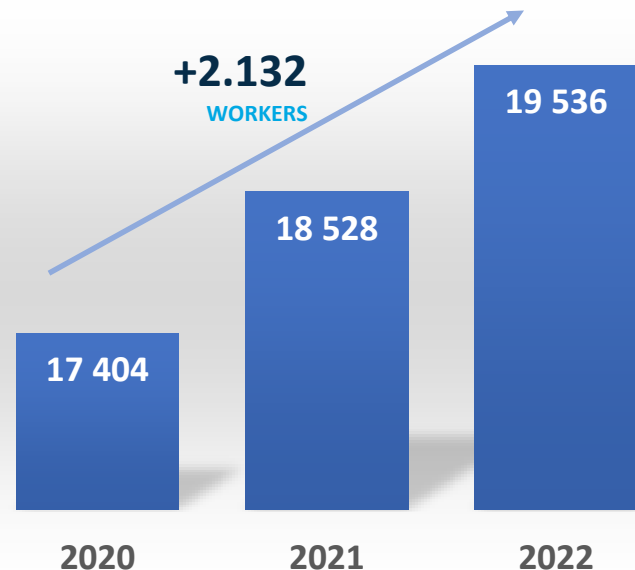
Total area: 4 037 234 sqm

Companies by Activity Sector



- 130** Wholesale and Retail
- 42** Construction and Engineering
- 144** Industry
- 101** Rental Services, Technical Services, Consultancy and others
- 4** Transport and Storage
- 8** Accommodation, Catering and Similar Services

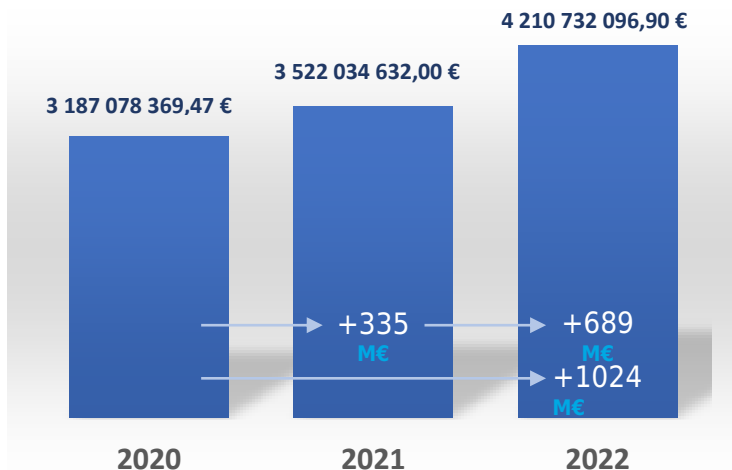
Nº of Workers



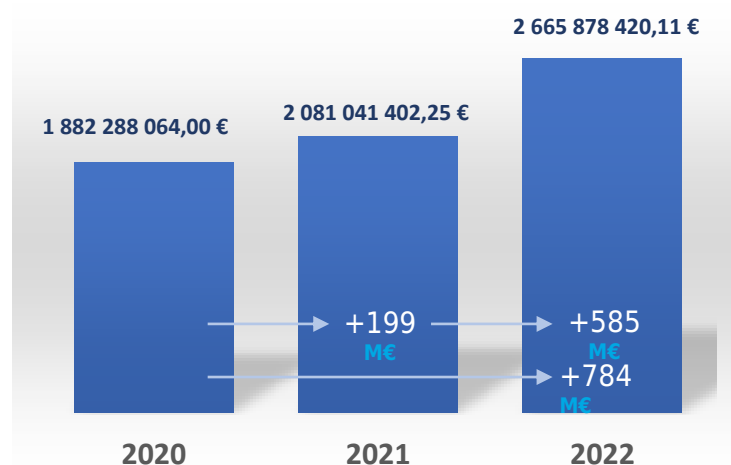
Braga's main Industrial Parks

11 Industrial and Business Parks
429 companies

Turnover



Exports



Parks
11
Ind. and
Bus.

Turnover
4,21 Bi€
2022

Growth
32%
2020/2022

Exports
2,67 Bi€
2022

Growth
42%
2020/2022

Exports/Turnover
63%
2022

Investment and Employment

BIG COMPANIES, MULTINATIONAL AND TECHNOLOGY COMPANIES INVEST IN BRAGA

BEST FDI STRATEGY
SMALL CITIES
WINNER

BRAGA

CREATING VALUE AND QUALIFIED EMPLOYMENT

----- Business Projects Supported by InvestBraga -----

2014 – 2024

1.117 Total Projects supported by InvestBraga

347 International projects supported

Investment and Employment

Companies and Multinationals in Braga Invest and Create Employment

Multinationals, and new technological companies grow in Braga

Jobs created



Investment and Employment

Companies and Multinationals in Braga Invest and Create Employment
Multinational and Technological Companies

New Investments

2022 and 2024



40



50



20



60



20



120



75



150



50



50



25

EUROPEAN CITIES AND REGIONS OF THE FUTURE 2023

fDi Intelligence Magazine
FINANTIAL TIMES

**BEST FDI STRATEGY
Small Cities
WINNER
BRAGA**



FDI Strategy

European Cities and Regions of the Future

Attracting investment in recent years places Braga among the cities with the best FDI strategy in Europe

2020/2021 BEST FDI STRATEGY
Small Cities
7th Place
BRAGA

2022 BEST FDI STRATEG
Small Cities
5th Place
BRAGA

2023 BEST FDI STRATEGY
Small Cities
WINNER
BRAGA

2024 BEST FDI STRATEG
Small Cities
2nd Place
BRAGA





Support for entrepreneurs and highly scalable technological projects

SINCE 2014

250

Startups in the community

390

Supported
entrepreneurs

+ 400 M€

Investment
raised

+ 2.000

Jobs
created

+ 100

Large Partner
Companies

7

Exits

1

Unicorn

9

Acceleration
programmes

10

Pre-acceleration
programmes

2

Tourism Tech acceleration
programmes

1

Sports Tech acceleration
programme

7

School of CEOs
programme



International Strengthening



Start
UP Visa
Portugal



Braga is one of the founding cities of the consortium supported by the European Commission.

Startup Braga received 80+ applications (via Startup Visa) for its incubation programme.



Strong Position



ESA BIC certified incubator

Possibility of receiving projects related to space technologies



Incubator accredited by Turismo de Portugal

Under the Fostering Innovation in Tourism Programme



Incubator certified by IAPMEI

Able to receive projects via Startup Visa or Startup Voucher



Portugal Ventures' Ignition Partners Network

Certified partner to support the submission of applications from the state organization



Strategic Board of Startup Portugal

Member of the advisory board alongside other stakeholders in the ecosystem



Global StartupCities Member

Founding member of this network of innovation hubs, which organises the annual Global StartupCities Summit

Europe's Leading Start-Up Hubs

125 HUBS IN THIS RANKING

#	Name of the Hub	Country	Overall Score	Alumni evaluation Rank	Networking Rank	Mentoring Rank	Founding year
1	UnternehmerTUM	Germany	86.762	27	1	75	2002
2	Hexa	Belgium	83.567	12	12	66	2011
3	SETsquared	United Kingdom	82.694	88	51	52	2002
4	Founders Factory	United Kingdom	82.394	28	46	22	2015
5	Growth Studio	United Kingdom	82.265	6	14	1	2016
6	LSE Generate	United Kingdom	81.847	23	36	29	2011
7	Startup Braga 	Portugal	80.988	8	19	36	2014
8	ESA Business Incubation Center	The Netherlands	80.931	87	100	98	2004
9	Royal Academy of Engineering Enterprise Hub	United Kingdom	80.457	15	17	13	2013
10	Startup Lisboa - Unicorn Factory Lisboa	Portugal	80.011	17	20	46	2012

National Ranking Exports

Municipality	Exports (2022)	Exports (2023)	Var (%)
1 st Lisbon	10 052	8 328	- 17 %
2 nd Palmela	4 001	3 759	- 6 %
3th Braga	2 521	2 833	+ 12 %
4 th Famalicão	2 616	2 782	+ 6 %

Braga

2023

% in National Exports

3,65%

(2022: 3,22%)

2013-2023

Export Growth

Braga: + 265%

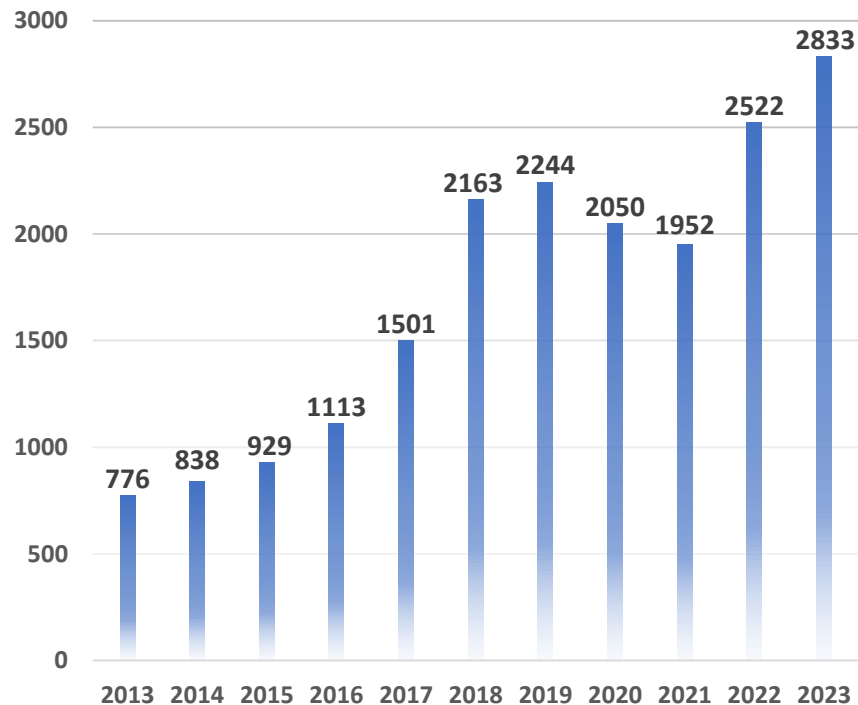
(Portugal: + 64%)

2013-2023

Most Exporting Cities

From 12th position
To 3th Position

Exports from Braga



Values in million euros
Source: INE and auxiliary calculations
considering real export values from Braga

Prizes awarded to InvestBraga

- 2023: **2nd NATIONAL PRIZE** in the "Developing the Business Environment and Supporting the Internationalization of Companies" category
Assigned to the Project **"Economic Diplomacy Programme"**
- 2021: **2nd NATIONAL PRIZE** in the "Development of the Business Environment and Support for the Digital Transition" category
Assigned to the Project **"WorkinBraga – Talent Program"**
- 2021: **2nd NATIONAL PRIZE** in the "Investment in Entrepreneurial Skills" category
Assigned to the Project **"Qualifica IT"**
- 2019: **HONOUR MENTION** in the "Support for the Internationalisation of Companies" category
Assigned to **"Startup Braga"**
- 2019: **HONOUR MENTION** in the "Promoting the Spirit of Entrepreneurship" category
Assigned to the Project **"Investor Space - Green Route to Investment"**
- 2019: **1st NATIONAL PRIZE** in the "Business Environment Development" category
Assigned to the Project **"Braga's Business Ambassadors"**
- 2016: **1st NATIONAL PRIZE** in the "Promoting the Spirit of Entrepreneurship" category
Assigned to **"Startup Braga"**



BRAGA

A City to: INVEST | STUDY | WORK | LIVE and VISIT



BRAGA IN THE MAIN NATIONAL AND INTERNATIONAL CITY RANKINGS

1st European Cities and Regions of the Future in 2023

(Financial Times - fDi Startegy)

1st Best Emerging Tourist Destination 2023

(World Travel Awards)

Awarded as “Global Green City” in 2023

(Global Forum on Human Settlements / UN)

1st Best European Destination 2021

(European Best Destination)

1st Happiest City in Portugal 2016

(Eurobarometer)

3rd Happiest City in Europe 2016

(Eurobarometer)

4th National Position as Best Place for Doing Business, Visit and Live in Portugal 2022

(Bloom Consulting)

5 Best Towns and Cities for Retirement in World 2020

(International Living Magazine)

5 Best Places in terms of Quality of Life in Europe 2020

(European Commission)

20 Best Places for Americans to Live, Invest, and Work In Europe 2020

(FORBES)

European Cities - Quality of Life 2024

[Sale](#)
[Rent](#)
[Luxury](#)
[Legal](#)
[Lifestyle](#)
[Erasmus](#)
[Finance](#)

Braga, Portugal in the top 10 European cities with the best quality of life

The city is appreciated and praised by those who live there, according to a study coordinated by the European Commission.



Braga is among the 10 best European cities to live in

According to the European Commission's European Quality of Life Survey, Braga is among the 10 best cities in Europe.

According to the survey, Braga stands out for its high scores in the areas of: **well-being, safety, employment, quality of life and public transport** in 10th.

Braga also ranked 1st in the **percentage of the working population with children and living with a partner** in the city.

The report is prepared for around 100,000 households and is published by the European Commission.

Braga among the 10 European cities where residents feel most satisfied

[By: Real Estate January 11, 2024](#)
[Date: January 11, 2024](#)



[Braga](#)
[1](#)
[2](#)
[3](#)

Last years...

2012
**EUROPEAN YOUTH
CAPITAL**



BRAGA
2012
CAPITAL EUROPEIA
DA JUVENTUDE

2016
**IBERO-AMERICAN
YOUTH CAPITAL**



BRAGA'16
CAPITAL IBERO-AMERICANA
DA JUVENTUDE

2018
**EUROPEAN
SPORTS CITY**



B Braga 2018
Cidade Europeia do Desporto

2020
**ATLANTIC AXIS
CULTURE CAPITAL**



EIXO ATLÂNTICO
DO NOROESTE PENINSULAR
marca legalmente registada

2021
**EUROPEAN CAPITAL
OF SOCIAL**



CASES
Comunidade Europeia de Cidades e Povos

2022
**EUROPEAN
MOBILITY WEEK**
1st Sustainable Mobility Award



BRAGA
Comissão Europeia

Coming soon...

2024

**CREATIVE CITIES
NETWORK ANUAL CONFERENCE**

01 to 05 July



2025

**EUROCITIES
ANNUAL CONFERENCE**

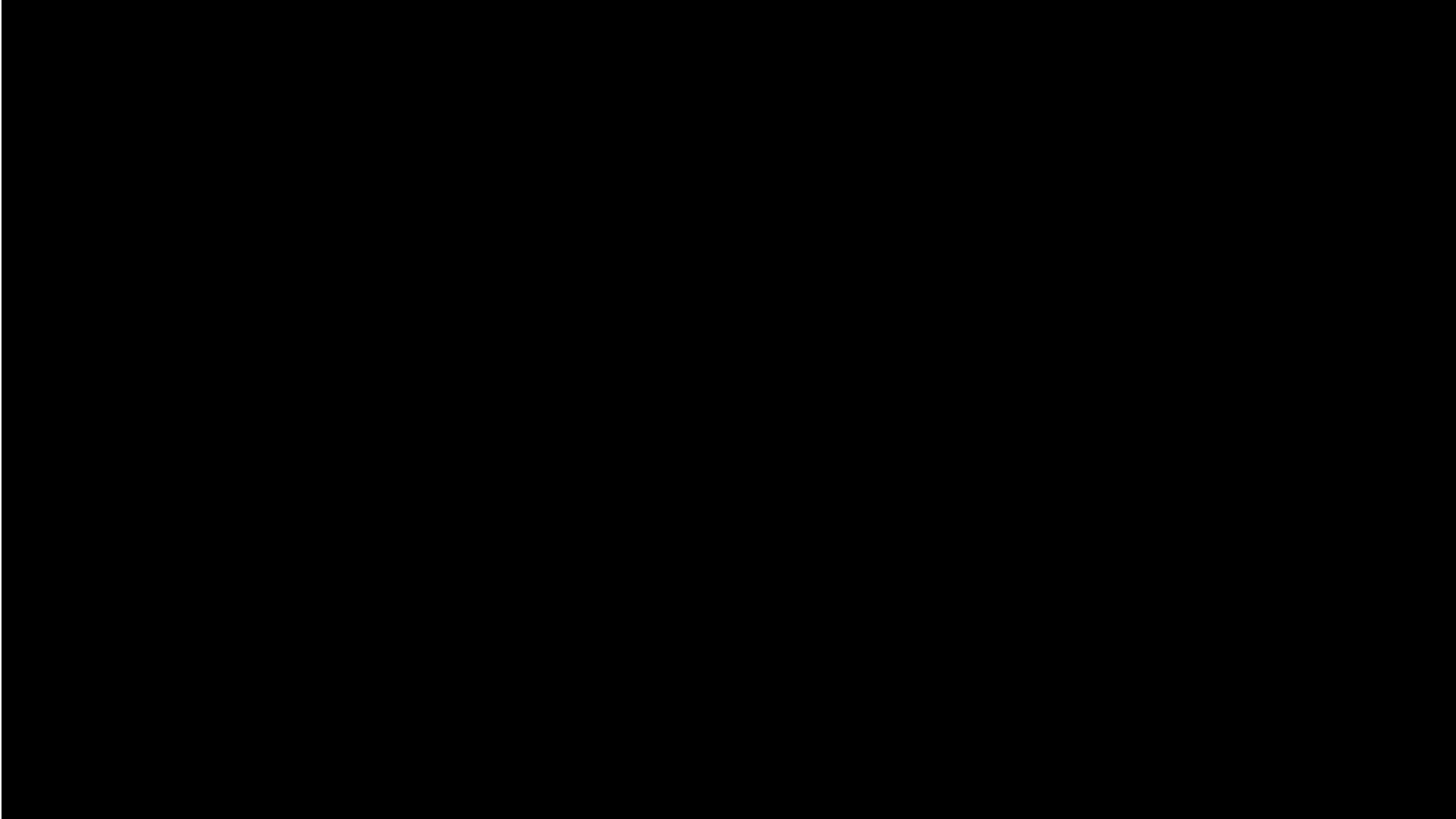
29 to 31 May



2025

**PORTUGUESE
CAPITAL OF CULTURE**





A HANDFUL OF REASONS TO INVEST



People and
Talent

Infrastructures and
Access

Knowledge and
Research

Entrepreneurial culture and
Innovation

Value for
money