



Porto.

**A magnet for
investment**

Invest Porto.



About Invest Porto

A city that fosters investment

InvestPorto is an investment promotion agency set up by Porto City Council. 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

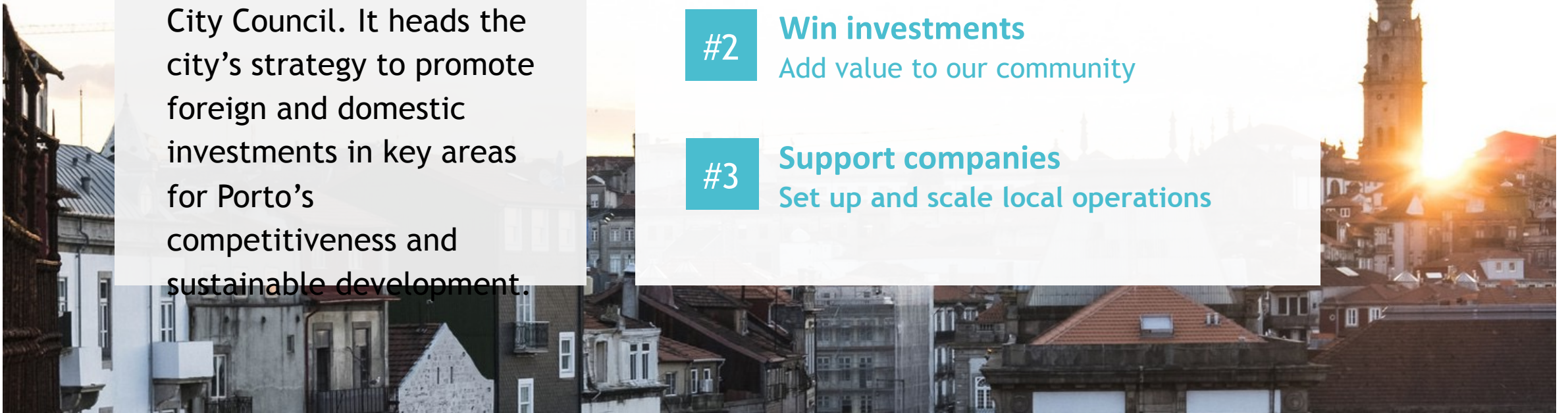
Win investments

Add value to our community

#3

Support companies

Set up and scale local operations



Our 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.

- + 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.

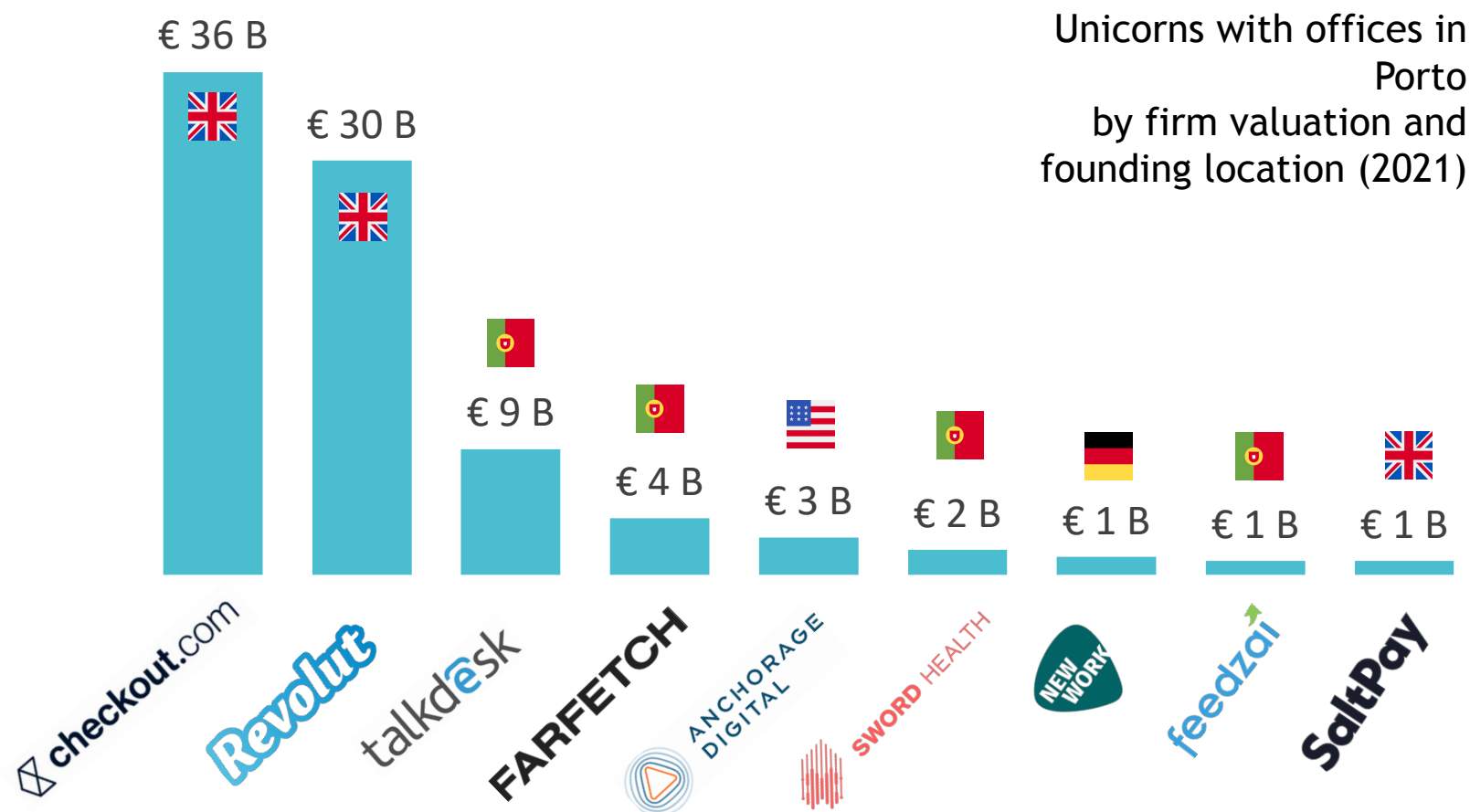
Services:

- + www.portofortalent.com
- + Recruitment events
- + Porto. skills academies

Attraction & facilitation | World-class companies in Porto



Attraction & facilitation | Did you know there are 9 unicorns in Porto?



Aftercare | **Leading Investors Program** (under development)

Build a successful partnership with InvestPorto. Leading investors benefit from:



Dedicated team

Get a key account manager at InvestPorto to personally support your investments and a senior city official to oversee and facilitate progress.



Priority support

Benefit from faster handling of support requests, receive tailored guidance, and gain preferred access to InvestPorto's services.



Regular check-ins

Help us track your milestones, voice your current needs and contribute to improve our services.



Vital connections

Tap into our network of local stakeholders. From public institutions and local universities to industry peers, business associations and innovation centres.

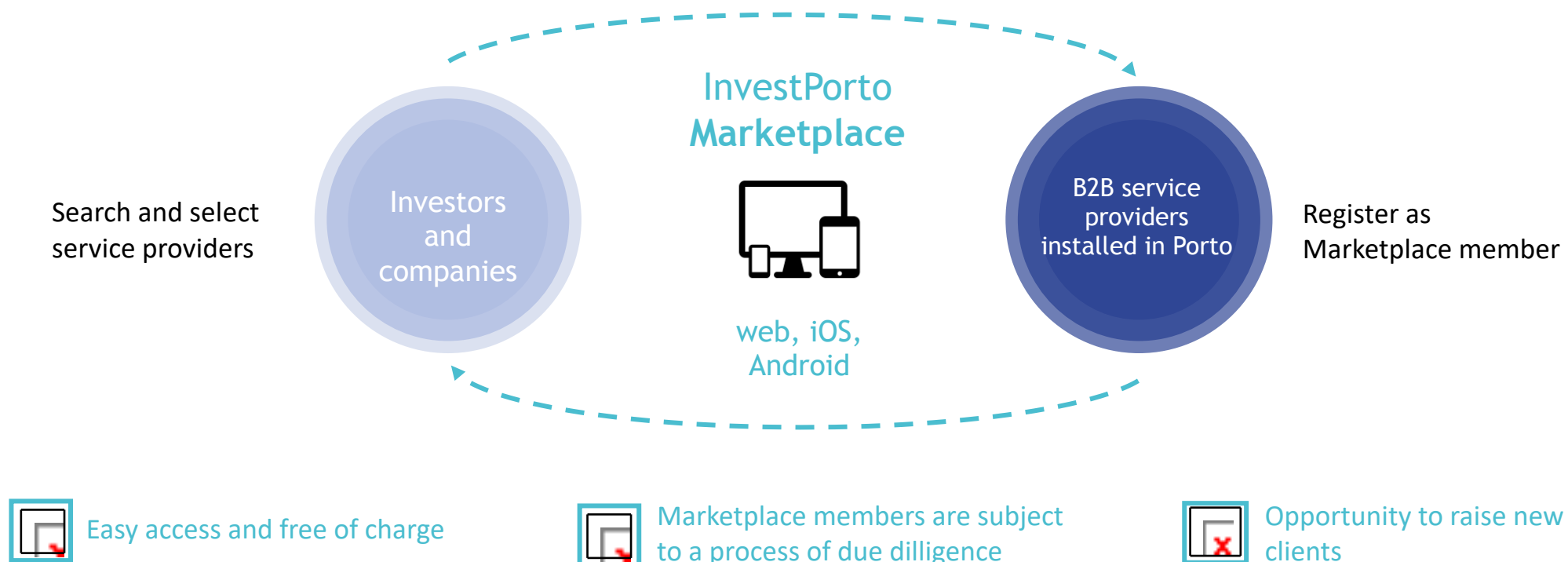


Public awareness

Build community awareness for your project and employer brand. Arrange common PR initiatives with InvestPorto. Get invited to events and awards. Access top-level meetings with the City Executive.

Aftercare | InvestPorto's Service Marketplace (under development)

The new Service Marketplace from InvestPorto aims to create an open B2B network of companies installed in Porto, capable of addressing the needs of companies and investors with investment projects in the city.



Talent | Employer branding

Presentation to local universities' representatives and career offices

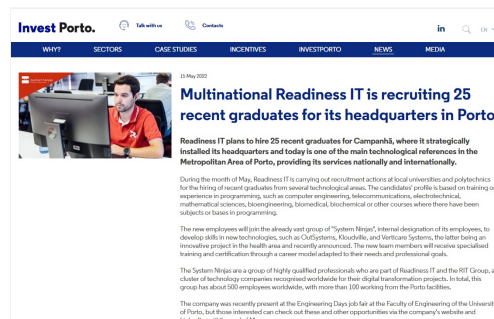
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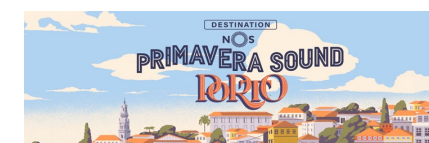


UNIVERSIDADE
CATÓLICA
PORTUGUESA
PORTO

Publication of press releases in InvestPorto's social media (website and LinkedIn)



Participation in recruitment fairs and in major local events along with InvestPorto

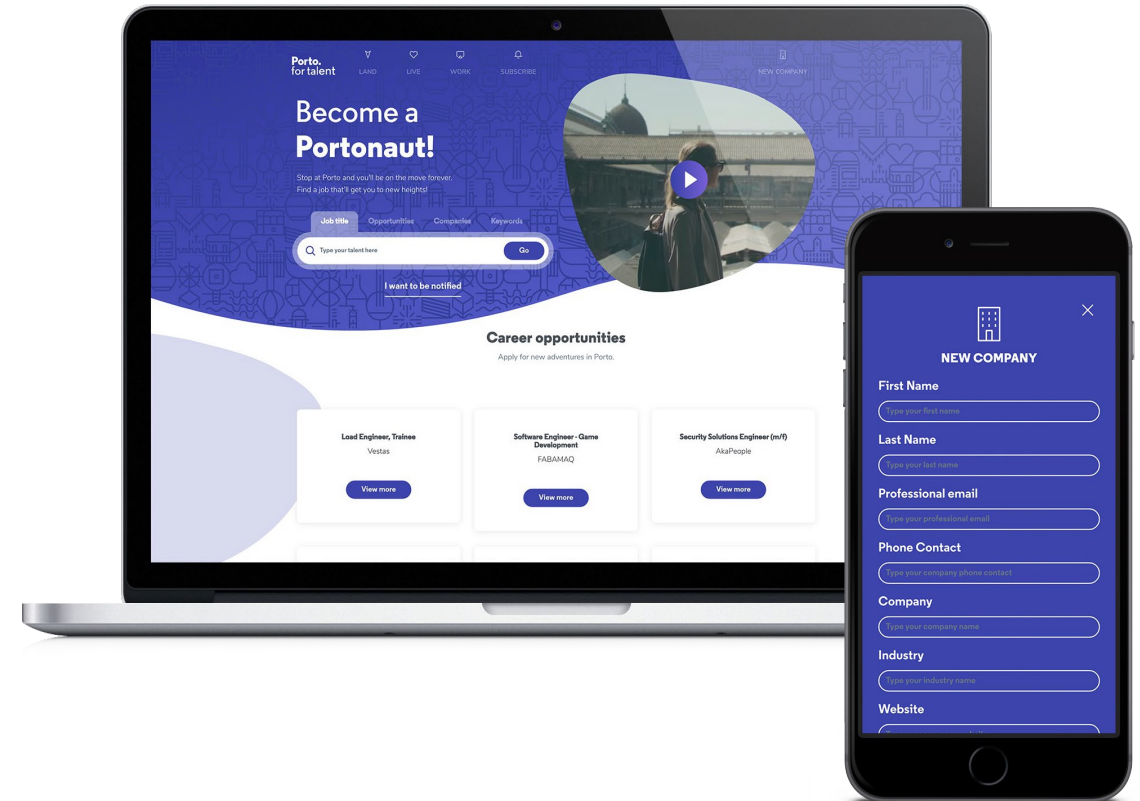


QSP SUMMIT
WHERE THE THINKERS ARE

Porto. for talent **online platform**

An online platform that promotes Porto's talent pool by supporting the attraction and retention of qualified professionals.

It features job opportunities in Porto and useful information for a “soft landing” in the city: Land, Live and Work.



Cumulated figures since November 2017:

+ 125
companies
(8 in 2022)

Source: InvestPorto (September 2022)

+ 1042 job
opportunities
(43 active by August 2022)

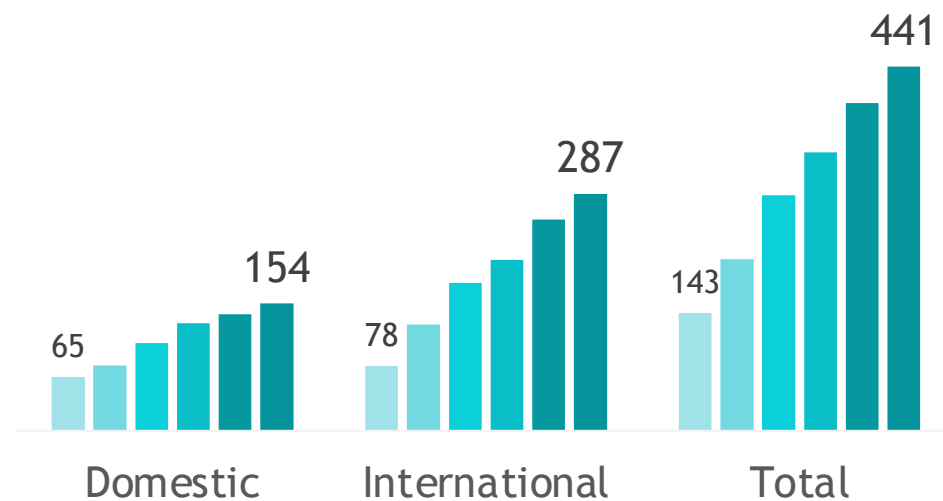
+ 83 785 job
applications
(16 811 in 2022)

+ >37 000
users
(2400 active by August 2022)

Who we support

441

investment
projects
(2022*)



381

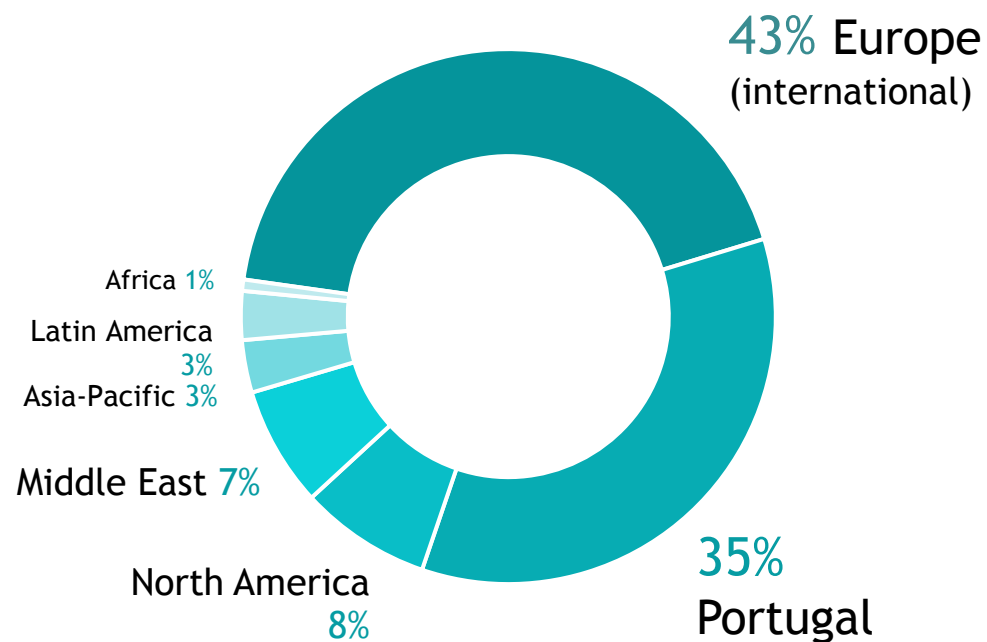
companies
and
investors
(2022 YTD*)

Number of projects receiving support
(2017 - 2022*)

Top investor origins

65%
international
(2022*)

39
nationalities
(2022*)



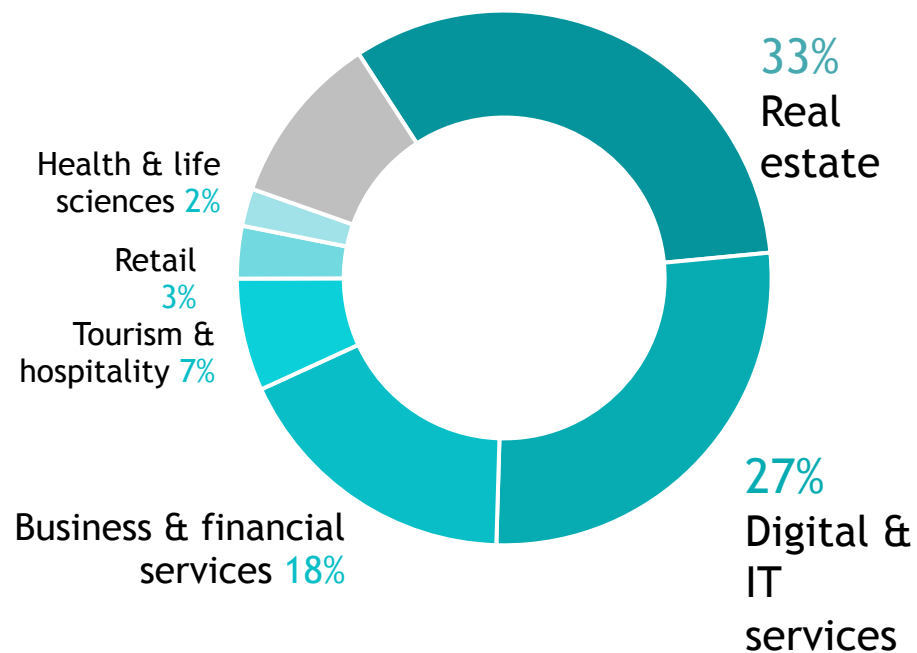
Top 5
FDI origins

UK
France
USA
Israel
Germany
(2022*)

Project breakdown by region of origin (2022*)

Top investor targets

95%
service activities
(2022*)



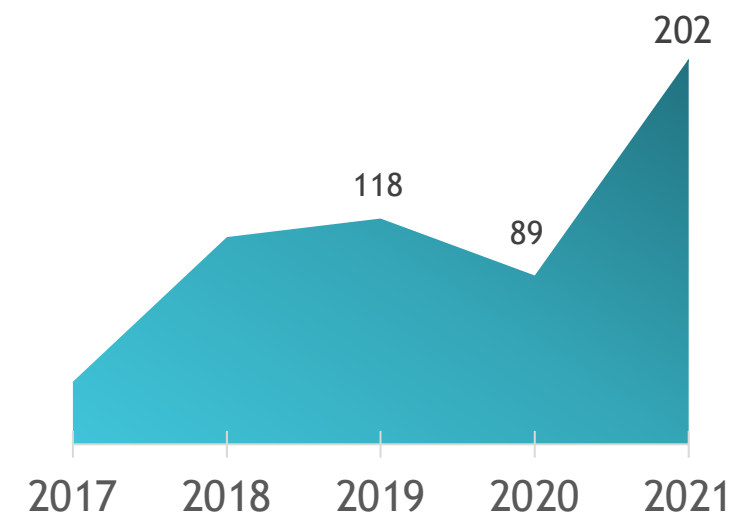
Project breakdown by target sector
(2022*)

50%
High tech or
knowledge-intensive
(2022*)

A new record in investments wins

+202 M€

Investment
expenditure completed
last year
(2021)

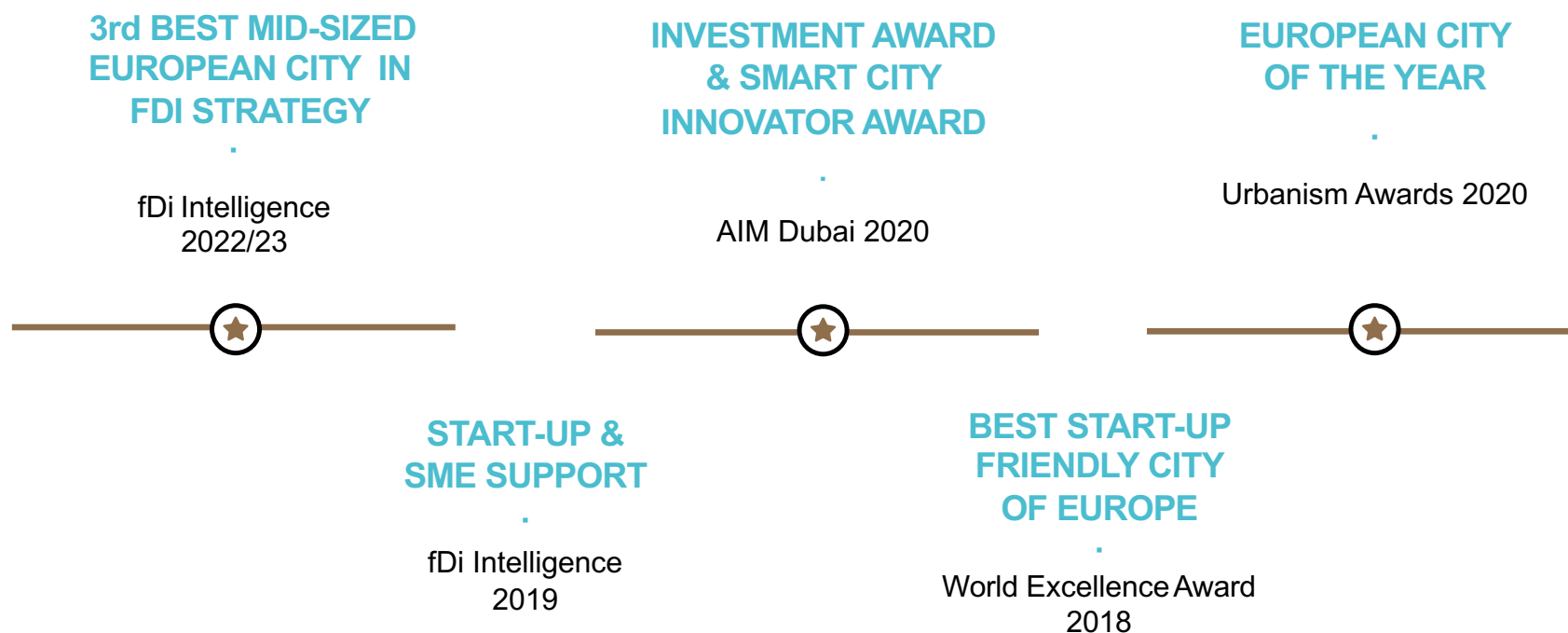


Capital expenditure in million euros
by year of project completion (2017 - 2021)

+2,311

new jobs
created
last year
(2021)

Recent awards



Porto is now one of Europe's top 3 mid-sized cities for foreign direct investment (FDI)

| RANK | CITY |
|------|---------------------|
| 1 | Bordeaux |
| 2 | Szczecin |
| 3 | Vilnius |
| 4 | Liverpool |
| 5 | Poznań |
| 6 | Ostrava |
| 7 | Bilbao |
| 8 | Porto |
| 9 | Newcastle upon Tyne |
| 10 | Brno |

2018/19

| RANK | CITY |
|------|------------|
| 1 | Vilnius |
| 2 | Belfast |
| 3 | Bilbao |
| 4 | Wrocław |
| 5 | Porto |
| 6 | Edinburgh |
| 7 | Nottingham |
| 8 | Poznań |
| 9 | Newcastle |
| 10 | Szczecin |

2020/21

| RANK | CITY |
|------|---------------------|
| 1 | Vilnius |
| 2 | Belfast |
| 3 | Porto |
| =4 | Poznan |
| =4 | Newcastle Upon Tyne |
| 6 | Nottingham |
| 7 | Edinburgh |
| 8 | Bilbao |
| 9 | Wroclaw |
| 10 | Bydgoszcz |

2022/23



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



Why Porto?



A competitive economic region

Portugal's business heart

Porto & Northwestern Portugal



4.2 M
Inhabitants
(2021)

41%
of Portuguese
population



€73.7 B
GDP
(2020 nominal)

37%
of Portuguese
GDP



€29.9 B
Exports of goods
(2021 nominal)

47%
of Portuguese
exports

Porto
Metro
Area

NW
Portugal

Invest Porto.



Porto.
**A city that
fosters
investment**

Talent

195 000+

University students
in the region
(DGEEC, 2020-21)

Innovation ecosystem

Leading

Portuguese region by
number of startups

(StartupPortugal,
2021)

Modern infrastructure

**Smart City Innovator
Award Winner**

(AIM Dubai, 2020)

Quality of life **Best**

Small city to
live in the world
(Monocle, 2021)

Scalable location

1st in ease of doing
business across borders

(World Bank, 2020)

Sustainable city

Top 95

world cities leading
climate action

(CDP A List, 2021)

Foreign Direct Investment (FDI) in Porto



+6.5 B€

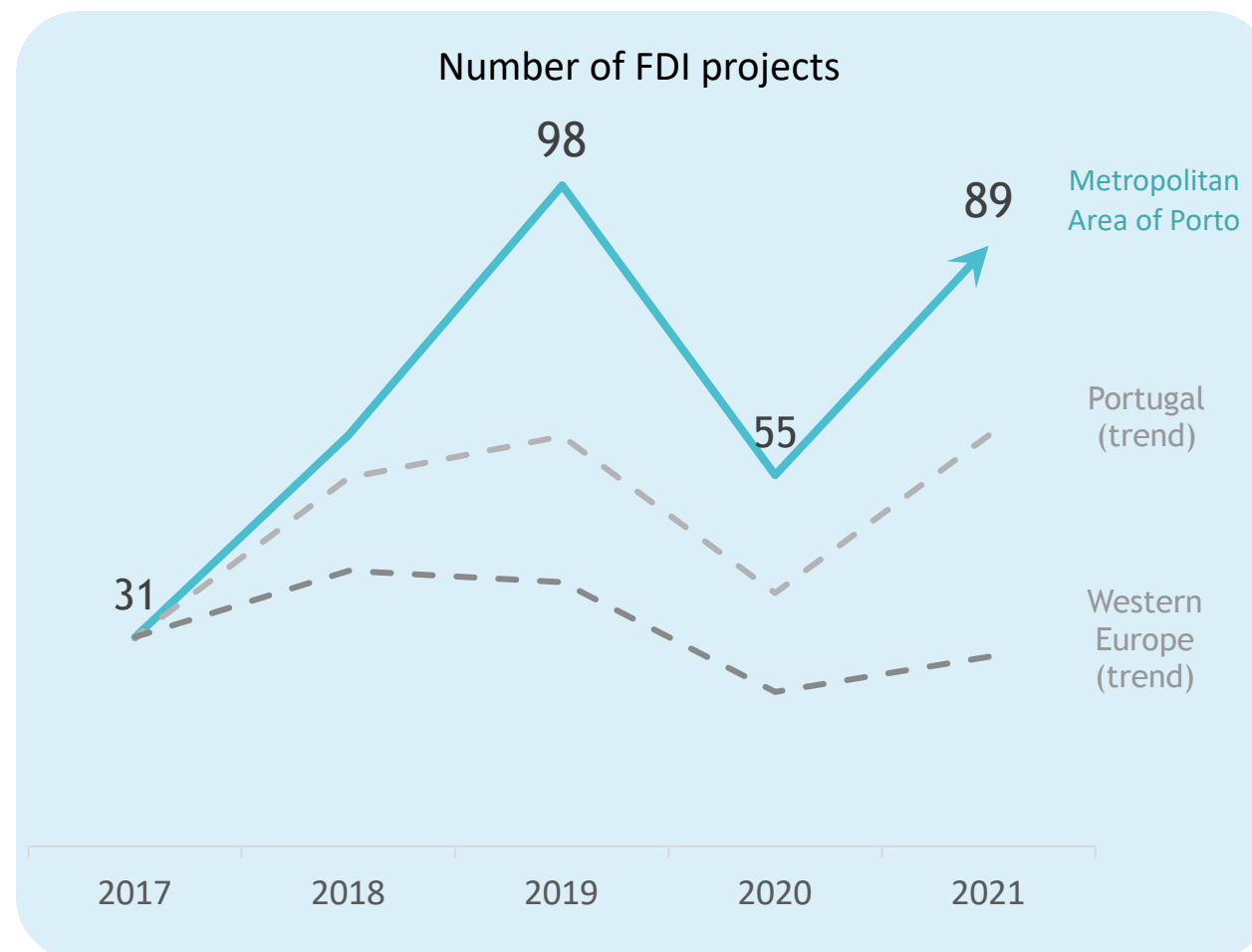
of foreign investment in
Porto

(2015-2021)



19% of Porto's GVA
is generated by foreign
companies

(2021)



A plan for prosperity

Pulsar

Porto Economic Development Strategy
(2022-2035)





Pulsar is the result of a collective and broad reflection of the territory's stakeholders

incorporating the contributions of representatives of the most diverse themes and sectors relevant to economic development, as well as the results of a prospective diagnosis.



Diagnosis

Focus Groups

- Business ecosystem & economic development
- Talent & education
- Health
- Porto's Municipality organizational structure & business sector
- Mobility & Infrastructures
- Tourism & Hospitality
- Green economy & renewable energies
- Entrepreneurship & Innovation
- Culture & Creative industries
- *Leading investors in Porto*

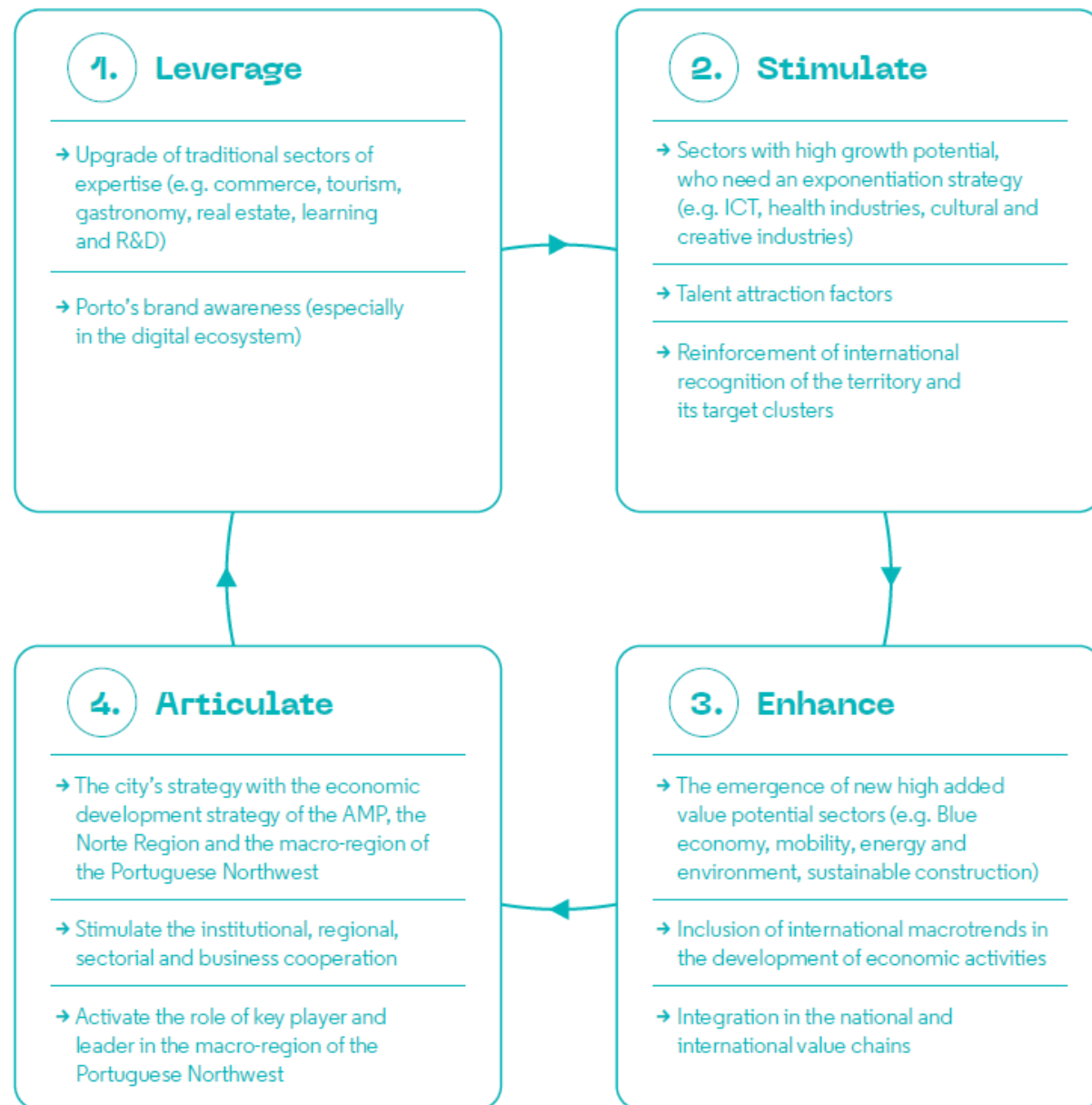
Interviews

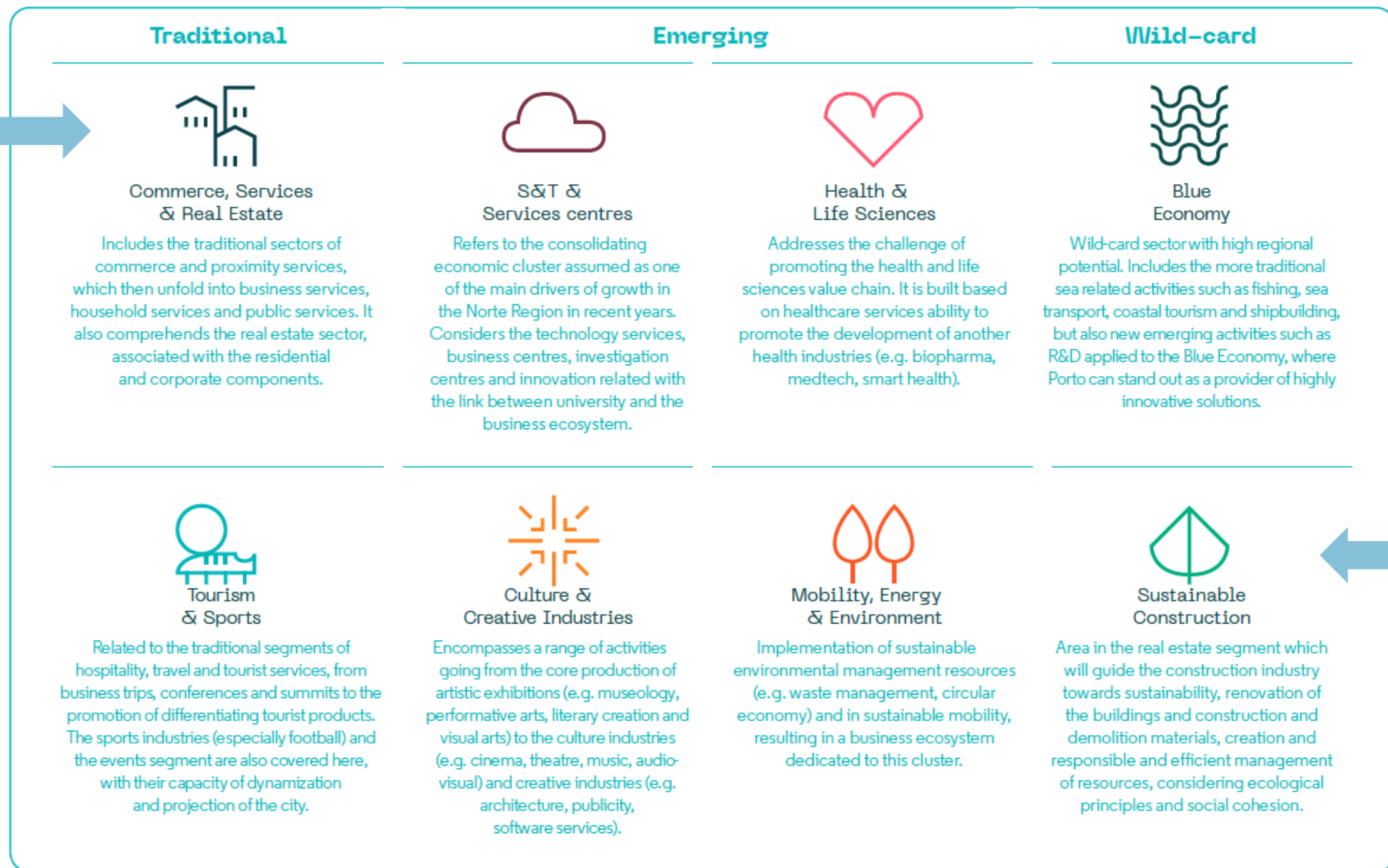
- External interviews with relevant entities from Porto and the Norte Region
- Internal interviews with Porto's Municipality organic units and municipal companies



From "More Porto" towards "Better Porto"

A SELECTIVE PORTO BY VALUE









Invest Porto.



www.investporto.pt



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