



INVEST PORTO

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MISSION

to create a favorable environment for competitiveness, business promotion and investment attraction to the city of Porto

- 1.** to develop a competitive business environment
- 2.** to promote inter-institutional cooperation
- 3.** to provide specialized services
- 4.** to promote Porto internationally as a top inward investment destination
- 5.** to develop business intelligence tools to facilitate access to information
- 6.** to provide strategic advice to the City Council on European funds

Porto.

SUPPORT SERVICES FOR INVESTORS



Answering specific business needs

Information and business intelligence

Personalized and tailor-made assistance: optimize internal cooperation in order to enhance business investment processes

Support to inter-institutional coordination and cooperation with regional and national entities

Assistance in identifying suitable business partners and premises

Research and promotion of investment opportunities



SUPPORT SERVICES FOR INVESTORS

Invest Porto.

Investor Kit

My InvestPorto



EN

- WHY?
- SECTORS
- SUCCESS STORIES
- INCENTIVES
- INVESTPORTO
- MEDIA

Welcome to Porto

The ideal access door to a vast market, 500 million consumers in Europe and 250 million in the community of Portuguese-speaking countries.

1 **2**

Testimonial

Blip

InvestPorto



Business Location Platform is already operational



New social and commercial dynamics in downtown of Porto



Financial support for employment contracts



Website: work in progress



Porto.

SUPPORT SERVICES FOR INVESTORS

portobizlocation.pt/registro/ Pesquisa

Porto.

Contact

Porto Business Location Platform

Register

Powered by Confidencial Imobiliario.

Limited access – only by InvestPorto
ca. 350 properties in the city registered by
owners or commercial representatives



WHY PORTO ?



Porto.

NEARSHORE | VALUE PROPOSAL

STRATEGIC LOCATION

HIGHLY QUALIFIED HUMAN CAPITAL

COMPETITIVE INCENTIVES

CULTURAL FLEXIBILITY AND
EMPATHY

COMPETITIVE COSTS

**PORTO.
NEARSHORE
DESTINATION**

MULTILINGUAL WORKFORCE

MODERATE CLIMATE AND SAFE
COUNTRY

CAPACITY TO ATTRACT FOREIGN
HUMAN RESOURCES

SOCIAL STABILITY

EXCELLENT INFRASTRUCTURE

Porto.

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TAX INCENTIVES FOR INVESTMENT

Contractual Regime Benefits for Investment Projects

Tax Benefits for Business Research and Development

Municipal Tax-Based Benefits

FINANCIAL INCENTIVES TO INVESTMENT

PORTUGAL 2020

Incentive Systems for Business Investment:

R&D

Innovation

Training and Globalization



Incentives for Job Creation, Training and Skills

PORTUGAL 2020 – Human Capital Program
Professional Internships
INOV Contacto - Internships abroad
Fiscal Benefits to Job Creation

Venture Capital

Portugal Ventures
Other Venture Capital Companies and Funds

Mutual Guarantee

Non-regular Tax Regime for Non-regular Residents

Golden Visa

Portuguese Golden Residency Permit



**PORTO.
BRAND**



Perseus

Porto.

PORTO. BRAND



Launched in September 2014

Designer Eduardo Aires, White Studio

1 Gaphis Award 2016: Print Branding, Silver

2 European Design Awards 2015: Brand Implementation, Gold & Best of Show, Gold

1 D&ED Award 2015: Branding, Graphite Pencil

1 Brandemia Award 2015: Best Brand 2014

Porto.

PORTO. BRAND



“Design 459”, Magazine from South Korea
Special Number 9/2016, about City Branding





**INVEST PORTO
RESULTS**



Year 2014 At the start of the project...

Sector	Firms		Employees		Turnover	
	No.	%	No.	%	€	%
Agriculture, livestock, hunting, forestry and fishing	912	2,37%	1.122	0,88%	15.684.017	0,16%
Extractive industries	5	0,01%	n.a.	n.a.	n.a.	n.a.
Manufacturing	1.223	3,18%	6.721	5,27%	814.565.218	8,28%
Electricity, gas, steam, hot and cold water and cold air	69	0,18%	899	0,70%	543.456.766	5,52%
Collection, purification and distribution of water; sewerage, waste management and remediation activities	22	0,06%	n.a.	n.a.	n.a.	n.a.
Construction	953	2,48%	4.555	3,57%	511.931.041	5,20%
Wholesale and retail trade					804.155	41,53%
Transport and storage					059.831	3,83%
Accommodation, catering and information and communication					306.700	4,04%
Information and communication					514.082	7,13%
Real estate activities					298.515	1,87%
Consultancy activities, scientific, technical and similar	6.490	16,89%	14.144	11,08%	680.743.640	6,92%
Administrative activities and support services	4.877	12,69%	23.951	18,77%	693.415.388	7,05%
Education	2.123	5,52%	5.318	4,17%	120.215.711	1,22%
Human health activities and social support	4.752	12,36%	9.946	7,79%	493.434.337	5,01%
Artistic activities, shows, sports and recreation	1.246	3,24%	1.998	1,57%	135.336.877	1,38%
Financial entities	256	0,67%	4.505	3,53%	n.a.	n.a.
Insurance companies	33	0,09%	1.036	0,81%	n.a.	n.a.
Other service activities	1.477	3,84%	3.368	2,64%	85.149.275	0,87%
Total	38.435	100,00%	127.613	100,00%	9.840.915.553	100,00%

Porto's Main Economic Sectors in 2014:
ICT, Services & Consultancy, Retail, Tourism,
Health and Social Support, Manufacturing

From the end of 2014 to the present date:

- Supported projects : **57**
- International projects: **32**
- Projects asking for locations with over 2.000 m2: **20**
- Projects per economic sector: **17 ICT; 10 Shared Services; 6 Real Estate; 6 Tourism; 4 Agri-food; 3 Retail; 2 Health; 1 Biotechnology; 8 Others**
- Total investment (undervalued estimation): **ca. 200 million Euros**
- Employment (estimation): **already 3.000 new jobs + over 6.000 new jobs in the next 2 years**

From the end of 2014 to the present date:

- International missions:

Outbound

- 2014: Macau and Shenzhen, China
- 2015: Doha, Qatar; Jena, Germany; Tours, France; Luanda, Angola
- 2016: Paris, France; New York City, USA; Ostrava, Brno and Prague, Czech Republic

Inbound

- 2014: Shenzhen, China
- 2016: Shenzhen, China

The background is a dark blue field filled with a repeating pattern of white line-art icons. These icons include various architectural structures like houses and buildings, some with windows, and other symbols such as hearts, clouds, and trees. The overall style is clean and modern.

Porto.

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