



Porto.

A city shaping
a sustainable
future



Porto.

A city shaping
a sustainable
future

Porto. Feel at Home

A city shaping a sustainable future

Porto.

A city where
you feel like living.
With reliable,
accessible and
ecological urban
mobility.

A city ready for people and businesses that want to change the world.

The centerpiece to an ecosystem that retains talent while leveraging the environment, health, culture and sports, Porto is one of Portugal's main driving forces. Like a magnet it attracts investment, entrepreneurship, innovation, talent and knowledge. A real engine by nature, it is a port of entry and exit for thousands of people who find a safe haven there to live, create, work and study. A bustling, attractive and exciting city. Come and feel the pulse of Porto.

Porto is a hub of innovation and talent. Two key factors that go hand in hand with investment and entrepreneurship. Companies want to be where talent and knowledge are. Where synergies happen, in a business-friendly, entrepreneurial environment, with numerous poles of attraction. An inspiring and competitive city, conducive to innovative projects, with a strong dynamic in attracting direct investment.

A city where you feel like living. With reliable, accessible and ecological

urban mobility. A city that looks at the environment, health, culture, housing, and sports as essential for the quality of life of those who live there. A sustainable, free-thinking city, open to diversity.

A historic city with a cultural heritage, ancestral customs and people who love their land. Where tradition lives in perfect symbiosis with the innovative, enterprising and avant-garde Porto.

Entrepreneurial Mindset

Porto has been gaining increasing international recognition. This stems from the tremendous recent economic development, which has had a profound impact on important areas such as business, industry, tourism or technology. The requalification of universities and teaching institutes has led to the creation and settlement of a talented, qualified and ambitious workforce, with proven results in sectors ranging from industry to cutting-edge technology.

The quality of life, social stability, good infrastructures and qualified labour, associated with low operating costs, are factors that strongly attract foreign investment, which should continue to grow in the coming years.

A Leading City in Economic Development

Porto. A cosmopolitan, dynamic and tolerant city. An open door to entrepreneurship, talent and creation of value. Where quality of life is the

essential foundation. A city with a clear notion of what it is, where it is going and with whom it wants to go. Let's go?



From More Porto to Better Porto

A strategic vision

The ambition to grow through quality and not quantity, to affirm Porto in its best features - a selective Porto in terms of the value it adds in areas directly and indirectly related to the promotion of economic activities, the consolidation of positive trajectories in attracting investment, in production, in retaining talent, in the green economy and in affirming itself as a regional, Iberian, European and international hub of innovation.

A competitive economy, differentiating and increasingly technological, which combines identity with modernity, territorial intelligence with business intelligence, the so-called traditional sectors to the most emerging sectors and cooperation with leadership.

In short, an integrated, digital, sustainable, fair and resilient economy, with the capacity to respond to the challenges of the present, capitalising on the future.

A vision for the future of the region that is based on a comprehensive perspective of the concept of economic development, from

a small sized geographic territory, but with a leading role and a scope of European and global base.

Challenges and ambitions

A strategy with challenges to overcome.

Such as the capacity to respond to the growing need for talent, the increase of innovation in the economy or the exploration of opportunities arising from sustainable development. A challenge to consolidate the international image which will allow progress to a new level of attraction for national and international investment, both in size and sophistication, as a reference city in which to live, work, study, visit and invest.

Overcoming challenges guided by ambition.

Mainly in 4 areas. Talent, by intensifying investment in training, attracting and retaining qualified talent; Innovation, by asserting itself as a city of innovation, sustainable, contributing to the fight against climate change and to the circular economy; Sustainability, where commitment to sustainable development will be a powerful enabler for increasing the region's competitiveness; Competitiveness, by reinforcing Porto's position as a leading European city in terms of talent.

Pillars of the Economic Development Strategy

A strategic vision based on four guiding pillars

TO LEVERAGE

To upgrade the so-called traditional sectors of specialization such as commerce, tourism and gastronomy, real estate, education and R&D.

Increase Porto's notoriety, namely in the digital area.

TO STIMULATE

To stimulate the activity sectors with affirmation potential, which need an exponentiation strategy such as ICT, health industries or cultural and creative industries.

To boost talent attraction factors.

To reinforce the international recognition of the territory and the target clusters.

TO BOOST

To speed up the emergence of new sectors with high added value such as the blue economy, mobility, energy and environment or construction.





To optimize the inclusion of international macro-trends in the development of economic activities and better integration in national and international value chains.

TO ARTICULATE

To associate the city's strategy with the economic development strategy of the OMA, the North Region and the Portuguese Northwest macro-region.

To stimulate institutional articulation and regional, sectorial and entrepreneurial cooperation.

To activate the pivotal and leading role of the Northwest Portuguese macro-region.

A strategy turned inwards and outwards

Within the borders of the territory

A strategy guided by the objectives of growth by value rather than growth by volume, following the sectoral macro-trends of the economic activities set out in the strategy for intelligent specialization, the notoriety and strengthening of Porto, and investing in the promotion of the municipality's differentiating factors, such as quality of life, talent, and S&T and innovation infrastructures.

Beyond the territory's borders

A strategy that has as its first plan of action the Portuguese North-West macro-region, projecting itself towards Portugal and the world. In this plan, the focus is given



to the articulation with the confluence territories, both in the development of economic activity clusters (e.g. development of the blue economy in articulation with Matosinhos and Vila Nova de Gaia), and in the vector of quality of life and tourism, where Porto assumes the role of gateway, capitalising on the attractiveness factors and differentiated tourism products associated with the city of Porto.

Porto assumes the role of gateway, capitalising on the attractiveness factors and differentiated tourism products associated with the city of Porto.

Vectors

- Smart Specialization
- Notoriety
- Regional Articulation
- S&T, Innovation and Talent
- Environmental Sustainability
- Infrastructure Development
- Financing

Axles

- Consolidation and Upgrading of Value Chains
- Strengthening of the Positioning
- Urban Identity
- Talent Production and Attraction
- R&D, Entrepreneurship and Innovation
- Green Economy and Climate Transition
- Mobility and Connectivity
- Efficient City
- Smart Notoriety / "Porto" Brand
- Regional Network Management

Intelligent Specialization Areas

Areas of investment in the economic development process defined according to competitive advantages, using weighting criteria such as degree of maturity, associated specificities, future

development and expansion potential and the capacity to induce economic differentiation, value creation and sustainable growth.

Projects

The materialization of Porto's Development Strategy is carried out in 10 projects that involve a total direct investment that may reach 600 million Euros by 2035, half of which is ensured by the Municipality.

Transversal Projects

Innovation and Talent District
Digital Hub

Thematic Projects

Regional Agency for Investment Promotion and Attraction
City for Business and Investment
Green Porto

Sectoral Projects

Culture and Creative Porto
Wise Destination
Health Business
Blue Economy
Sports and Football

A competitive Economic Region

Located in northern Portugal, the Porto Metropolitan Area is home to around 1.7 million people and covers an area of approximately 2,040 Km².

It has traditionally been an industrial and technological hub and a driver of the Portuguese economy. In recent years, Porto has seen a major economic boom and has become a top international business hub, driven mainly by growth in tourism, investment, and entrepreneurship. Today, Porto is a city of innovation, culture, investment, and entrepreneurship, attracting talent and businesses from all over the world.

Porto metropolitan area is an economically competitive and industry-driven region, representing 16% of Portugal's Gross Domestic Product (GDP) in 2021. It also leads Portuguese goods exports, accounting for approximately 17% of them in 2022.





Northern Portugal positions itself at the forefront of technology and innovation, producing some of the world's most competitive products and services. Industrial know-how is embracing innovation and the opportunities of Industry 4.0. The region's leading clusters include ICT, Nearshore Services, Advanced Engineering, Technologies and Materials, Creative Industries, Health and Life Sciences, and Mobility Industries. Other industries such as wine, agro-food and real estate are also attracting domestic and foreign investments.

Although the Portuguese economy was negatively impacted by the COVID-19 pandemic, northern

Portugal proved to be more resilient than expected and attracted an increasing number of foreign direct investment projects in recent years. The region continued to leverage its key attractiveness factors, such as highly qualified talent, cost competitiveness, world-class innovation and entrepreneurship, state-of-the-art infrastructure and accessibility, strategic location, and excellent quality of life. These structural factors, together with the unique combination of cultural heritage and innovation, are in line with resilience-seeking and nearshoring investment trends and therefore raise the confidence in the economic recovery.

17%

of Portugal's Population
– Porto Metropolitan
Area (2021)

16%

of Portugal's GDP
– Porto Metropolitan
Area (2021)

17%

of Portuguese Exports of Goods
– Porto Metropolitan
Area (2022)

Porto Metropolitan Area

Key Figures



2,040 Km²
Area



1.7 M
Inhabitants (2021)



€34.6 B
GDP
(nominal, 2021)



€20,002
GDP per capita
(nominal, 2021)



€13.5 B
Exports of goods
(2022)

A Top FDI Destination

Porto has grown into a global business destination, ranking as one of Europe's top cities of the future for international companies according to the Financial Times.



Porto has become a hotspot for foreign direct investment (FDI) in Southern Europe. FDI inflows to the region have increased significantly, with foreign companies investing over 2.7 billion euros in FDI projects over the last 3 years, which led to the creation of more than 17,400 jobs.

International investors' confidence in Porto has proved to be resilient. The volume of investment by foreign companies remained strong during the pandemic, bouncing back quickly in 2021, with the new facility setups and expansions culminating in a record-breaking 1.1 billion euros of total investment in 2022.

As of 2022, there were more than 2,250 companies headquartered in the Porto Metro Area controlled by foreign owners. The city has successfully attracted several technology and service centers of global companies such as Natixis, Euronext, Continental, Vestas, Kantar, TeamViewer, BNP Paribas, FedEx and Maersk, as well as international joint ventures, like the innovation center of Critical Techworks, an IT joint venture between BMW and the Portuguese company Critical Software.

In recognition of Porto's international attractiveness, the Financial Times' 2023 edition of the fDi European Cities of the Future ranking named

Porto Europe's best large city for FDI strategy, moving up 7 spots since 2018. The city has won numerous awards, including being named the runner-up for the best FDI project in Europe and the winner of the Smart City Innovator Award at Dubai's Annual Investment Meeting 2020.

1st

Large European Cities of the Future – FDI Strategy
(FT/fDi Intelligence, 2023)

2,250+

Foreign owned companies based in the Porto Metro Area
(2023)

€3.3B per year

Gross value added by foreign companies in the Porto Metro Area (2021)

+32%

Growth of total investment by foreign companies in the Porto Metro Area (2022 vs 2021)

€2.7B

Total investment by FDI projects in the Porto Metro Area over the past 3 years (2020 - 2022)

59%

Share of FDI investment in the Metro Area captured by the City of Porto (2022)

Source: Bureau van Dijk / Orbis Crossborder Investment

Total Investment by FDI Projects



17,400+

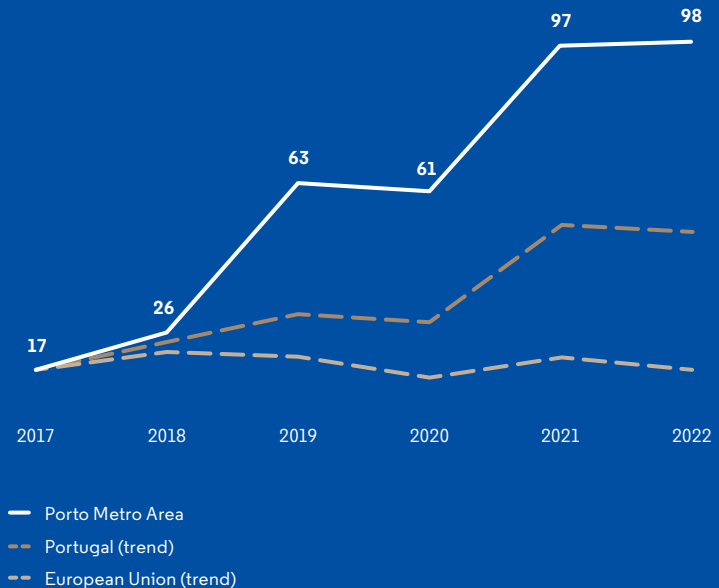
total jobs created by FDI projects over the last 3 years (2020-2022)

44%

Weight of IT and Business Service Centers in the number of jobs created by FDI (2020-2022)

Source: Bureau van Dijk / Orbis Crossborder Investment

Number of FDI projects



Top 10 Large European Cities of the Future 2023 - FDI Strategy



1st	Porto
2nd	Birmingham (UK)
2nd	Glasgow (UK)
4th	Antwerp (Belgium)
5th	Manchester (UK)
6th	Katowice (Poland)
7th	Izmir (Turkey)
8th	Gothenburg (Sweden)
9th	Adana (Turkey)
10th	Bilbao (Spain)

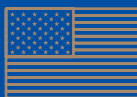
Source: The Financial Times / fDi Intelligence (Feb 2023)

Top investors

(City of Porto, 2022)



1^o
Spain



2^o
United States



3^o
United Kingdom

Key sectors

(City of Porto, 2022)

1^o

Digital & IT Services

2^o

Tourism & Hospitality

3^o

Business Service
Centers

A Great Place to Live

Porto is not only a good place to invest, but also a good one to live, work and enjoy a unique quality of life.

With a rich culture and heritage resulting from nine centuries of history, Porto was considered European Best Destination in 2012, 2014 and 2017 and World's Leading City Destination in 2022. It has two UNESCO World Heritage sites, a beautiful landscape, an excellent gastronomy, and a vibrant cultural life.

Porto is a city open to foreign cultures and known for its capacity to welcome, integrate and make anyone feel at home. Portugal was ranked the 3rd country in the world in the Migrant Integration Policy Index 2020. The city also offers expatriates high-quality services, such as healthcare and education, having four prestigious international schools with programs

in English, French or German. It was considered the 3rd destination with the happiest expats worldwide by Internations 2021. Porto's foreign population more than doubled in the last five years, with the city registering a 140% growth in the number of foreign inhabitants from 2016 to 2021.

Thanks to its mild climate with 220 sunny days per year, people in Porto can enjoy outdoor sports all year round in beautiful parks or clear seawaters. White sandy beaches are only 7km away from the city centre, many with the EU Blue Flag.

Portugal was considered the 4th country in the world in InterNations Quality of Life Index for Expats 2022. Porto was considered the best small city to live in the world by Monocle in 2021.

Best

small city to live in the world
(Monocle 2021)



4th

country in the world
in InterNations
Quality of Life Index
for Expats (2022)

3rd

Happiest expats
worldwide
(InterNations
2021)

140%

growth in the number of
foreign residents in
the city of Porto (2021
vs. 2016)

A City for Talent

Porto's workforce is highly educated, flexible, open, committed, multicultural and multilingual.



Talent is one of the key reasons why Porto continues to attract international companies, even during the pandemic. Porto's workforce is highly educated, flexible, open, committed, multicultural and multilingual, which is well suited to the challenges of today's knowledge-based economy. About 32% of the population in Porto hold a higher education degree. There are over 205,000 university students and 44,890 graduates per year in Porto's macro-region. Portugal is the 3rd country in Europe with the highest rate of engineering graduates. The city of Porto was ranked the 3rd city in Southern Europe in English skills.

Porto's workforce is underpinned by a world-class education system. The Porto Metropolitan Area is home to 62 higher education institutions. The University of Porto is the best in the country in multiple rankings. It has more than 34,800 students, 14 faculties and one business school. The Porto Polytechnic is also the largest and most prestigious in the country, hosting multiple R&D units.

The city's ability to attract international talent is equally noteworthy. More than 31,760 foreign students were enrolled in higher education institutions in Porto's Macro-Region during the academic year 2021/2022.

The city, packed full of talent and creativity, has become an ideal location for companies to develop highly innovative projects and quickly adapt to the new challenges that they are facing.

205,000+

university students -
Porto's Macro-Region
(2021/2022)

44,890

graduates per year
-Porto's Macro-Region
(2020/2021)

32%

residents in the city
of Porto hold a higher
education degree (2021)

3rd

city in English skills in
Southern Europe (2022)

A Booming Tech Hub

The local innovation and entrepreneurship ecosystem in Porto is becoming increasingly vibrant.

Porto and northern Portugal was the leading region in Portugal which filed the most patents at the European Patent Office in 2020. There are over 550 startups with more than 1,300 employees in the Porto metropolitan area, making it one of the largest startup ecosystems in Portugal. The city is home to some of the top Portuguese startups and scaleups, including 6 of the 10 fastest-growing in 2022. Moreover, the city is home to the tech centres of over 10 unicorns in 2022, such as fintech firms Revolut, Checkout.com, Saltpay, and Feedzai; online luxury fashion retailer Farfetch; remote device access company TeamViewer; and healthcare AI company Viz.ai.

Porto won, in 2018, the distinction “The Best Start-up Friendly City of Europe” by the World Business Angels Investment Forum (WBAF). It was

also considered by Atomico as the third fastest growing tech hub in Europe and ranked among the top 5 mid-sized cities in Europe for female startup founders according to Startup Heatmap Europe 2022.

Porto hosts a considerable number of prestigious R&D centres in areas ranging from computer science, engineering, health, to mobility. These centres have established formal programs with reputed organizations including MIT, UT Austin, Carnegie Mellon University, and Harvard Medical School. Around 10,000 researchers work in different research organizations in the Porto Metropolitan Area.

The excellence in R&D and innovation enabled Porto to attract the first subsidiary of the Fraunhofer Institute outside Germany and the Engineering Centre of Continental.

Largest

Startup ecosystem in Portugal by number of startup employees (2022)

**#1**

region in Portugal
in patent filing
& private sector
R&D expenditure
(2020)

10+

Unicorns have
tech centres in
the city of Porto
(2022)

5th

in Europe among
mid-sized cities
for female startup
founders (2022)

Key tech ecosystem metrics in Porto

Vibrant

ECOSYSTEM

3,167 M€

total revenue (2020)



10% per year revenue growth (2015-20, CAGR)

1.7 M€

average revenue per company

FOREIGN-OWNED COMPANIES

1,501 M€

total revenue (2020)



15% per year revenue growth (2015-20, CAGR)

6.95 M€

average revenue per company

Highly international and dynamic

974 M€

Exports

2,193 M€

Domestic

69%

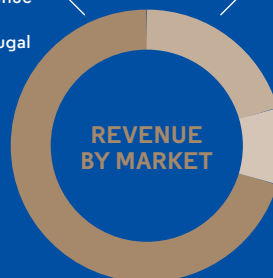
Revenue from Portugal

22%

Exports to EU common market

9%

Exports to rest of the world



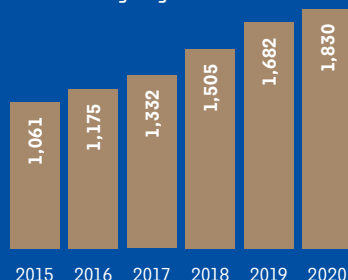
1,830 # companies

290 # start-ups and scale-ups

10 years companies' average age

72%

growth in the # companies (2015/20):



12%

foreign-owned companies

TOP FOREIGN INVESTOR ORIGINS



UK



Germany



US



France

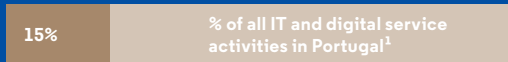
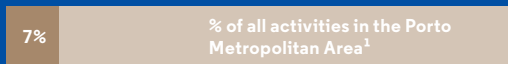
Rapidly booming profitable

1,089 M€

Value-added (VA)

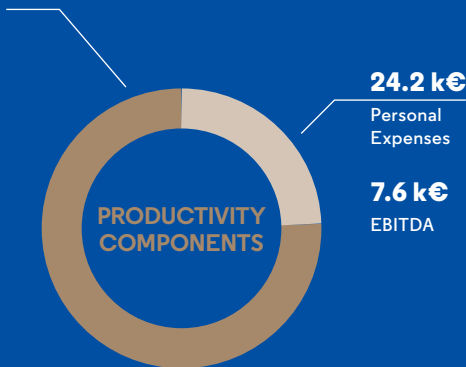


The value-added by IT and digital services companies in the Porto Metropolitan Area amounts to:



31.8 k€

Average annual productivity per employee



Bursting with talent

TALENT POOL²



24,350

university students enrolled in tech degrees 2020/21



18,840

graduates that earned a tech degree in the last 5 years 2015/16–2020/21



21,875

employees (2020)

30%

Women



70%

Men

An agile location for businesses with global ambitions

Porto lies along Europe's West Atlantic Corridor, right at the intersection of the world's major international routes that join Europe, Africa and the Americas.

The city's strategic location and top-notch infrastructure combined with Portugal's one-of-a-kind links to the rest of world make Porto an ideal 21st century gateway to gain access to large strategic markets.

Businesses that choose Porto benefit from easy, efficient and

reliable access to customers in all 31 European Common Market countries. According to the World Bank's Doing Business 2020 Report, Portugal ranks number 1 in the world in Ease of Trading Across Borders. Businesses in Porto also have preferential access to more than 50 overseas markets provided by EU's growing number of free trade and investment protection agreements. They also benefit from Portugal's close ties to major emerging markets in Portuguese speaking countries and other long-standing trade partners, such as Brazil, Angola, Mozambique, the U.S., and China.

Porto's unique location facilitates business whether you go West or East. Portugal is the nearest European country to the U.S. and



South America and the only country in continental Europe following Western European Time, the same time-zone as the U.K. and Ireland, which is just one hour behind Central European Time and a 2 to 3 hour time-zone difference from markets as far as Brazil, Russia, South Africa or the Middle East. This adds to the city's advantages as a prime choice for multinational companies nearshoring their operations. Indeed, over the last 3 years, Porto was selected by more than 20 multinationals as a nearshore location for shared services centres, including large investment from companies such as Natixis, BNP Paribas, Euronext, Sodexo, Continental, Adidas, Bouygues Telecom, Microsoft, Farfetch and Revolut.

1st

country in the world at Ease of Trading Across Borders (World Bank, 2020)

743 M

consumers in the EU and Portuguese Speaking countries

3h or less

time zone difference from markets in Europe, Africa, the Middle East and South America

20+

multinational companies chose Porto as a nearshore location for shared services centres (2019-2021)

A connected city with world-class infrastructure

With a vast network of air, sea and land routes, plus a state-of-the-art digital infrastructure, Porto ensures excellent accessibility to Europe

and the rest of the World. Thanks to its compact urban structure, high population density, as well as the clustering of some of Portugal's



main export industries in and around Porto, the city benefits from close proximity to all modes of passenger and freight transport, with the area's main transport hubs located within 10 to 30 minutes from Porto's historic centre and the city's central business district.

Porto International Airport stands as the fastest growing airport in Portugal. The airport is currently expanding its capacity to 20 million passengers per year. It hosts regular flights to 100 destinations in Europe, North America, Brazil, Africa and the Middle East, including major international hubs, such as London, Paris, Frankfurt, New York and Dubai. Flights take an average of 3 hours or less to reach other major EU cities. Porto International Airport also has one of the highest passenger satisfaction ratings in Europe, earning the title of Best Airport in Europe By ACI Airport Service Quality Awards 2022 in the category of 10-25 Million passengers.

The port of Leixões is the main harbour for Portuguese industrial exports. It ships to over 180 countries, handling 21% of Portugal's seaborne trade. It is the busiest port in Portugal by number of ships handled per year in 2021 and one of the most efficient and competitive multipurpose ports of the Iberian Peninsula. Its facilities include two container terminals, currently undergoing expansion works that will gradually

increase capacity to 1.7 million TEUs per year by 2025. The harbour's modern cruise terminal has won multiple international prizes of architecture and design. Porto's harbour infrastructure also features a 60 hectares logistics platform. The platform connects cargo flows to Portugal's extensive road network, the 4th best in Europe according to the World Economic Forum Global Competitiveness Report 2019, to the Atlantic railway corridor of the trans-European core railway network, and to the international airport located just 2 km away.

The public transport system of Porto is reliable, eco-friendly and affordable, featuring an extended metro, train and bus network that covers the entire Metropolitan Area. It ranks as the best in the

The public transport system of Porto is reliable, eco-friendly and affordable, featuring an extended metro, train and bus network that covers the entire Metropolitan Area.

country according to the European Customer Satisfaction 2020 Index for Portugal. The Metro of Porto has six independent lines, with 82 stations designed by local Pritzker Architecture Prize winner, Souto Moura. Current construction works will add a new line and seven new stations to the network, expanding its total extension to 72 km, as well as two new metrobus lines to be completed in 2024. Porto's new Campanhã Intermodal Transport Terminal will further improve interconnectivity between all mobility solutions for both short and long-distance travelling to and from Porto. The terminal will become a key interface in Northern Portugal's passenger transport system.

Porto also features one of the most competitive and advanced ICT infrastructure of Europe. A 2021

survey by EY stated that over 75% of established investors found Portugal's telecommunication infrastructure attractive, and IMD's 2022 ranking found that Portugal had the 8th best communications technology in the world. Porto boasts one of the largest public wi-fi networks in Europe, with hundreds of free hotspots in parks, buses and stations around the city. Furthermore, Porto was recently selected to spearhead the European Union Commission's strategy for Connected and Automated cross-border Mobility (CAM). The city is at the centre of the biggest EU-backed experiment of 5G technology, which is testing one of the first 5G Corridors for automated driving in Europe. The project is currently running live trials of vehicle-to-everything 5G infrastructure in the motorways linking Porto to the city of Vigo, in Spain.

Best

Airport in Europe ACI Airport Service Quality Awards 2022 (10-25 M passengers)

100

Non-stop flight destinations

#1 busiest port

in Portugal by number of ships handled per year (2021)

8th

best communications technology in the World (IMD, 2022)

One of Europe's must-see destinations

Porto offers a unique blend between its rich historical heritage and the city's vibrant and cosmopolitan feel. After winning three times the title of European Best Destination, the city was recognized as the World's Leading City Destination by the World Travel Awards 2022. It became one of Europe's must-see cities and the rising star of Portugal's tourism sector, making the 2nd Best

city destinations in Europe by Condé Nast Traveller 2021, the World's Top 100 cities according to Euromonitor 2021, and the 4th Hottest destination in Europe for digital nomads by Nomad List 2022.

Porto has been undergoing a rapid tourism development, recording one of the best sector performances in Portugal and Europe. Despite



the impact of the pandemic crisis, tourism demand has shown some signs of recovery: the number of overnight stays in Porto was 4.8 million in 2022, which surpassed the record in 2019. Porto and the Northern Region of Portugal are now the country's second main tourist destination after Algarve.

Tourism and hospitality will play a crucial role in the ongoing economic recovery. The growth of international visitors in the period preceding the pandemic played a major role in Porto's economic upswing, leading to increased investment, entrepreneurial activity and urban regeneration. In July 2021, the mayors of some of the world's leading destinations met in Porto to rethink urban tourism in the post-pandemic age. Organized by UNWTO, the Government of Portugal and the City of Porto, the Mayors Forum

on Tourism and the Future of Cities highlighted the opportunity to restart urban tourism with a focus on sustainability, innovation and inclusion. Participants adopted the Porto Declaration on Tourism and the Future of Cities, which reaffirms cities' commitment to growing tourism sustainably and responsibly. This includes placing tourism on the urban recovery agenda, with policies aligned with the United Nations New Urban Agenda and the 2030 Agenda for Sustainable Development. The Declaration also states that signatory cities will promote multi-stakeholder cooperation for fostering innovation and using digitalization and big data to enhance both the tourist experience and the sector's positive impact on residents.

World's leading

city destination
(World Travel Awards, 2022)

2nd

Best city destinations
in Europe Condé Nast
Traveller, 2021

4th

Hottest destination in
Europe for digital nomads
(Nomad List 2022)

Best

European Destination
(2012, 2014 & 2017)

Digital nomad arrivals

43,800

(2022)



25,800 (+143%)

Growth (2022/2021)

Forecasted digital nomad arrivals

53,100

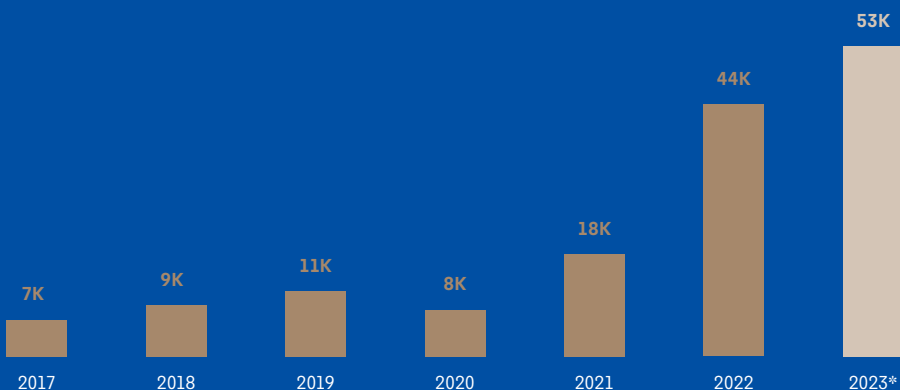
(2023)



9,300 (+21%)

Growth (2023/2022)

Number of digital nomad arrivals in Porto



*Forecast

Source: Nomad List, Analysis by InvestPorto

Top 5 origins



US



UK



Canada



Germany



France

7

Average
overnight stays

89%

Satisfied with the
stay in Porto

9%

Return after
first visit

A Sustainable City

**Porto is making
great investments
in urban regeneration
and sustainable
urban mobility.**



The municipality of Porto is committed to rebuilding a city that is ecologically sustainable and regaining communities that are healthy and socially sustainable, leading it to become one of the most liveable cities in Europe. Porto is making great investments in urban regeneration, sustainable urban mobility, and regeneration of disadvantaged communities, so as to improve urban quality, sustainability, as well as social and territorial integration. Moreover, the city is using a living-lab approach to encourage public and private stakeholders to work together on developing sustainable solutions that can improve the quality of life of its citizens.

Portugal was ranked the 7th in the world with the most environment-related treaties in force and the 9th with the best energy efficiency regulation, according to the World Economic Forum's Global Competitiveness Report 2019. The Porto Climate Pact was launched to bring society together in a commitment to ambitious goals, including 85% CO² emission reduction by 2030 and achieving carbon neutrality by 2030. The Porto City Council has signed the Covenant of Mayors for Climate and Energy, establishing also a clear objective related to energy revolution and becoming a benchmark-setter in electric

mobility. It is also a member of the C40 Group, a global network of cities leading the fight against climate change.

7th

country in the world with the most environment-related treaties in force (2019)

9th

country in the world with the best energy efficiency regulation (2019)

Carbon neutrality

by 2030

57%

lower city greenhouse gas emissions (2020 vs. 2004)

Class A

distinction by CDP Europe Awards 2021

Porto has taken a set of relevant measures in the area of sustainability, with a long-lasting impact on the community and the wider North region. These include, among others, renewal of the city bus fleet with eco-friendly vehicles run on electricity or natural gas, promotion of usage of public transport, replacement of public lighting using LED technology, development of a roadmap for circular economy aiming to double the usage rate of circular materials by 2030, consumption of 100% renewable energy by municipal facilities, 26 new waste collection vehicles using natural gas, improvement of energy efficiency in public buildings and social housing with 37 M€+ investment, promotion of decentralised production of renewable energy in local communities, increasing local production and consumption, and enhancing monitoring and sensing to enable data driven decisions.

The city is developing nature-based solutions to fight climate change and promote biodiversity, for instance by doubling the green area with the planting of native trees, increasing soil permeability and using nature-based solutions in urban regeneration and construction. The city has adopted an innovative urban water cycle management platform, which has received multiple international awards. The municipal water utility company Águas do Porto is also listed

among the 50 leading utilities of the world. The Environmental Index of Porto was launched to encourage promoters of recovery, rehabilitation and construction projects to enhance the use of natural-based solutions in their projects. This Index, foreseen in the new PDM, aims to promote or increase the bioclimatic comfort of city buildings and reduce the vulnerability of the most fragile to extreme weather events.

Porto has made significant progress in recent years in the area of sustainability. The city has achieved a 57% reduction in emissions in 2020 and 42% reduction in energy consumption compared to 2004 . As a recognition of Porto's efforts in reducing greenhouse gas emission and fighting climate change, the city received “Class A” distinction by CDP Europe Awards 2021. It was also elected to lead the EUROCITIES Environment Forum (2019-2020).

Porto has taken a set of relevant measures in the area of sustainability, with a long-lasting impact on the community and the wider North region.



Invest Porto

About us

Porto's investment promotion strategy is led by the Porto City Council of Economy, Employment and Entrepreneurship through InvestPorto, a municipal division specialized in attracting and facilitating direct investment projects.

Our services

InvestPorto is in charge of promoting, winning and supporting key investments for the sustainable development of Porto, promoting the city internationally and providing support services to companies and private investors looking to invest in the city.

InvestPorto works within the Municipality of Porto, together with other public entities and our network of local experts, to deliver personalized support to investors. It provides a public service, free of charge throughout the full investment journey. From the moment when first considering investing in Porto, to when looking to scale existing operations, InvestPorto's team helps companies and investors:

- Make data-driven decisions about Porto.
- Learn more about available incentives.

- Meet key stakeholders.
- Find sites and workspaces in Porto.
- Fast-track municipal licenses and permits.
- Build a local employer brand.
- Attend trade fairs and networking events.

Our Track Record

Since 2015, InvestPorto has supported more than 400 companies with over 460 investment projects in Porto. Investments facilitated by InvestPorto represent more than 1.2 billion euros invested in the city and the creation of over 19,570 jobs.

InvestPorto has acquired a vast expertise supporting companies with projects in tech, business services, real estate, tourism and other opportunity areas. International investors represent 2 out of 3 projects we support, mainly from the UK, France, the USA, Israel and Germany. Nearly half of them target high-tech or knowledge-intensive services.

Contact us

At InvestPorto, you will find a trusted local partner, ready to help you unlock the benefits of investing in Porto.

1st

best FDI strategy

Large European Cities
of the Future 2023

Financial Times's fDi Intelligence



460+

investment projects

2015-22



19,570+

new jobs in Porto

2015-22



€1.2 B

invested in Porto

2015-22



65%

international

2022



49%

high-tech or
knowledge-intensive


2022

CONTACTS

 www.investporto.pt

 [investporto](https://www.linkedin.com/company/investporto)

 invest.porto@cm-porto.pt

 (+351) 222 097 027

Porto's capital projects

One of the priorities of requalification initiatives is to promote the quality of life and well-being of the population.



Urban regeneration and rehabilitation of the city

Porto faces a wide range of economic, social and environmental challenges. Although specific in nature, scope, scale and intensity, these challenges are nevertheless shared by many other cities of comparable size insofar as they stem from trends observable on a European and global scale.

One of the priorities of requalification initiatives is to promote the quality of life and well-being of the population, reinforcing residential attractiveness and creating the conditions for the demographic recovery of the City. Promoting a sustainable urban development model is also a guarantee of environmental quality. Improving internal and external accessibility, creating new conditions for intermodality and the use of "soft" modes of transport have been targeted as critical objectives, as mobility has a clear and direct link to quality of life.

Rehabilitation is also critical to preserve Porto's cultural, urban and architectural identity, qualifying its urban fabric and valuing its material and symbolic resources.

Urban regeneration is a key factor to promote conditions to strengthen the competitiveness of the urban economic base and boost employment, and also

to develop Porto's ability to assert itself on a regional, national and international scale.

Two major areas of intervention

1. CITY CENTRE

Upgrading of Bolhão and the surrounding streets

The restoration and modernisation of Mercado do Bolhão is based on a traditional municipal fresh market, of flavours and smells, related to the surroundings. Therefore, it ensures an intervention at the level of the building, maintaining the integrity of its heritage, but also the establishment of operational conditions that allow the maintenance of commercial activity, updated in accordance with the demanding functional, hygiene and comfort requirements.

The New Bolhão has restored façades, complete refurbishment of the roof - a total area of over 5,500 m² has been completely remodeled, which involved the complete covering in slate and the recovery and reinforcement of the original wooden structure, as well as the



treatment of all the metallic railing on the roof ridges; a logistics cellar; a new tunnel; the central walkway, with the new direct connection between the streets of Sá da Bandeira and Alexandre Braga.

A project that restored the city's historic equipment, turning the entire block into a food reference not only for Porto but for the entire northern region.



Rehabilitation of São João Quarter - Bonjardim Project

A few steps away from Avenida dos Aliados and Mercado do Bolhão, a project totally integrated in the urban network. A residential and commercial project with 93 flats and different typologies from studio to T4, with balconies and terraces, and also includes 16 shops with areas ranging from 55 to 1800 m², which will provide greater dynamism and improve the livability of this area of the city, which has been disreputable for many years.

Bonjardim will also have a central square, with approximately 2,500 square metres, which will have landscaped areas, terraces, cafés, restaurants, shops and services, with the objective of being the city's new centre of social attraction.

This rehabilitation is based on a public-private partnership between the municipal company Porto Vivo SRU and the Avenue promoter.

2. EASTERN ZONE

The Old Industrial Slaughterhouse

Considered a "game changer", the project will not only boost economic growth but also the

social and territorial cohesion of Campanhã, both because of the type of programmes that will be created there (social, entrepreneurial and cultural) and because of the architectural design thought for the place, capable of sealing a spatially divided territory.

The intervention programme aims to transform this emblematic building in the parish of Campanhã, deactivated for about 20 years, into an anchor equipment in the rehabilitation of the eastern area of the city, based on the axes of social cohesion, economy and culture. It includes diversified and multipurpose business spaces, commercial and leisure spaces for local support, spaces for social action and liaison with the local community, and spaces of a cultural and artistic nature, for exhibition, production and storage.



Campanhã - structuring projects of mobility, urbanism and real estate

The interconnection conditions of the entire eastern territory with the Metropolitan Area will be reinforced with this project, which together with the new accesses planned in the Municipal Master Plan (PDM) at high level, will contribute greatly to the transformation of the eastern riverside area, an area with high development and urban qualification potential. The High-Speed Train line will potentially change the whole city eastern area.

Additionally, the project to continue the riverside promenade - footpath and cycle path to Gondomar; the requalification of the River Tinto, the

construction of new crossings of the River Douro (low-level and high-speed bridge), the subdivision of Freixo, which is the emerging project for the depollution of land.

Campanhã Intermodal Terminal

This infrastructure will complete the intermodality of Campanhã Station which already has a railway and Metro component and will be completed with the bus terminal.

The objective is to provide the Campanhã area with a platform covering STCP buses and private operators, urban and long distance trains, metro and taxis, taking advantage of its location through road accessibilities such as the Via de Cintura Interna (VCI) and the surrounding motorways (A1, A3 and A4).

Invest Porto.

Call +351 222 097 027

Write invest.porto@cm-porto.pt

Visit investporto.pt

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about us

