



CONNECTING
PEOPLE & CULTURES

Immigration and settling in services for a **total cultural immersion** that help companies integrate expats in Portugal or abroad



what's inside

Company Statement — 03

New Way Numbers — 04

Our Great Clients — 05

Our Great Team — 06-07

Our Services — 08-09

Essential Success Factors — 10-12

Project Management — 13

Essential Cultural Tools — 14-15

BEING AN EXPAT DOESN'T HAVE TO BE DIFFICULT



1

GREAT **SERVICE** AND **TEAMWORK**

We focus on delivering high quality services with our skilled team making happy clients.

2

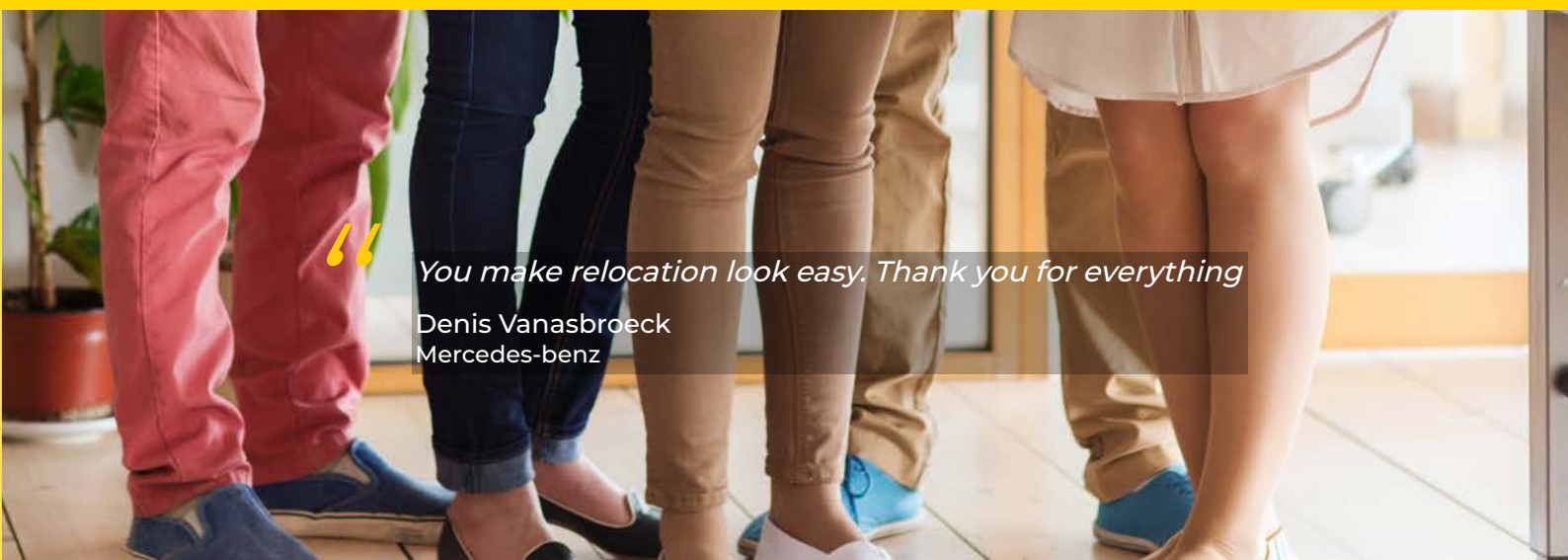
GREAT MANAGEMENT **SYSTEM**

Managing all logistics issues related with country change through great planning.

3

WORK WITH **PASSION** AND **EMPATHY**

A team with personal expat experience gained the empathy and passion to better help others.



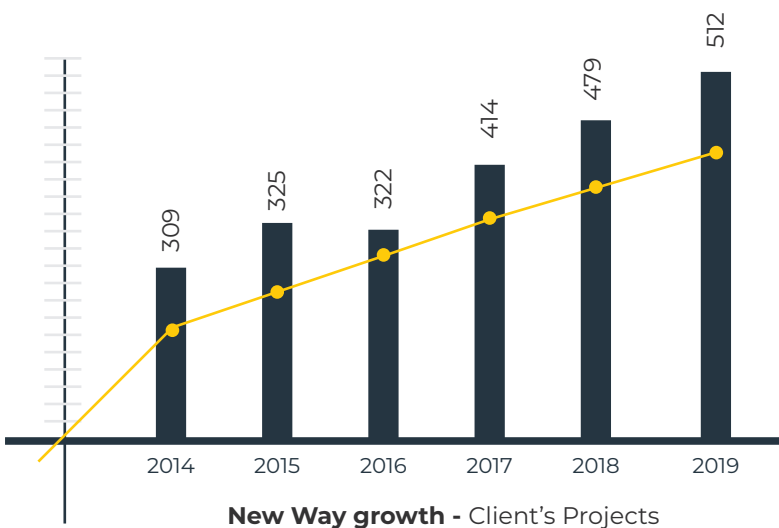
You make relocation look easy. Thank you for everything

Denis Vanasbroeck
Mercedes-benz

WHEN WORK WITH **PASSION** PAYS OFF

Since 2003, that we work with some of the best multinational companies offering a 360° approach to their mobility needs.

Over the years our dedication and work quality have created successful growth.



▲
92

House searches 2019

▲
5.200

▲
Clients services 2019

357

Working visas and residence permits

Our Great Clients

BUILDING LONG-TERM RELATIONSHIPS WITH GREAT CLIENT'S

Long term relationships with some of the best multinational companies supported on excellent service and client satisfaction.

MAIN CLIENTS

- A. C. Nielsen
- Air Liquide
- Andrade Gutierrez
- Astrazeneca
- Boehringer Ingelheim
- BNP Paribas
- Banco do Brasil
- Banco Credibom
- Banco Itaú
- Continental Mabor
- Diageo Portugal
- Galp Energia
- Geoban (grupo Santander)
- Henkel
- KPMG International
- Makro
- Mercedes-Benz
- Nestlé Portugal
- Novonordisk
- Pernod Ricard
- Sanofi
- Siemens
- Samsung
- Secil
- Sierra Portugal (Sonae)
- Tabaqueira (Philip Morris)
- Technip Portugal

“

Very professional people, making the transition from country easy and allowing us to concentrate on other things, like work or family, knowing that the rest is in good hands

Sergio Garcia
Sanofi

97%

Client loyalty ratio

WHAT WE DO WE DO WITH **PASSION** BECAUSE WE HELP **EXPATS** LIVE **BETTER** LIVES

Our great team covers **4** nationalities and several areas of **expertise**: advocacy, business and administration, real estate and customer service. Allowing us to do **in-house** all matters that are crucial to support client's.

The experience as immigrants gives them a **deep empathy** with customer's needs and the **passion** from knowing that they help others live better lives.

“

An excellent team. They are helpful, friendly and professional

Emilie Zaersk
BNP Paribas

Empathy is the **key force** that drives our **success**. It determines everything that we think and do.



CARLOS BALTASAR
Founder & CEO

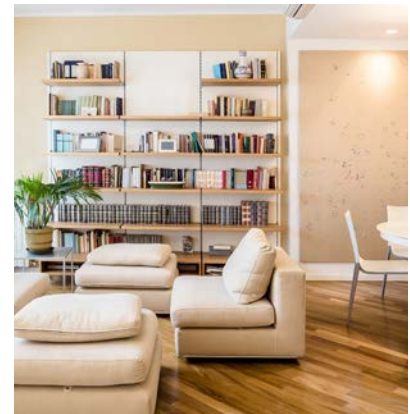
An expat working as Director for **Danone** Poland on a board with seven nationalities, Carlos has gained invaluable experience and **empathy** for the challenges of those living abroad.

In founding NEW WAY, **empathy** with the thousands of expats he helped has been the key force that drives what he think and do.

The 14 years he worked at **Unilever/Jerónimo Martins** and **Danone**, gave him a clear vision of the priorities on high performance companies.

Graduated in Psychology from the University of Lisbon and in Business Management from ISLA. In 2019 he completed a Postgraduate Degree in Digital Marketing.

Married with a foreign citizen and with a bilingual daughter.



IMMIGRATION TEAM

Specialists in international immigration matters and associated documentation.

Composed of specialized professionals with the objective of supporting the expat in the **simplest, fastest** and most **personalized** way.

ACCOUNT TEAM

Responsible for ensuring a **single point of contact** with the customer.

More than 450 processes managed per year, coordinating the various aspects of country change through **fluid** and **efficient** communication.

REAL ESTATE TEAM

A combined **experience** of over **25 years** finding housing solutions for expatriates. Our great **dedicated** team looks for the best options in the rental market knowing that the house choice is the **single** most important **decision** for the expatriation **success**.

IMMIGRATION SERVICES FOR HIGH QUALIFIED AND NON QUALIFIED WORKERS



In hiring non-europeans workers, immigration appears as the first challenge that could become a source of frustration.

WE MADE THOUSANDS OF SUCCESSFUL VISAS

With **thousands** of successfull visas and residence permits, from different destinations and expatriates working backgrounds our team has the experience and the customer service focus to **simplify, accelerate** and support our clients.

MAIN SERVICES:

- Working visa for high qualified and non qualified workers | Tech visa
- Work authorization (IEFP) for non qualified workers
- Residence permits and EU Certificates
- International visas
- Investment and golden visas
- Portuguese nationality



TAX AND LEGAL DOCUMENTS TO START A NEW LIFE WITHOUT BUREAUCRACY

We help clients get personal documents to live and work in Portugal quickly and with minimal effort, reducing paperwork.

PAY LESS TAXES WITH NON HABITUAL RESIDENT STATUS

IRS - Non-habitual Resident, a special income tax scheme created in 2009 with the purpose of attracting “qualified professionals in high value-added activities and beneficiaries of pensions obtained abroad”.

Get a **flat rate of 20%** and save on your taxes.

MAIN SERVICES:

- Tax number and tax representation
- Bank account, driving license and health card
- Foreign car legalization
- Social security application
- Birth, marriage and police certificates
- Document's translations
- Apostile and consulate legalization

SIGHT SEEING TOURS, HOUSING AND SCHOOLING CONSULTANCY FOR A GREAT START

The first impressions matter. When showing the culture, properties or schools, we know that we need to make a great first impression to have a motivated and happy client.

DON'T PAY INFLATED RENTS

In the Portuguese market most of the professional players are **paid by landlords** which can inflate the value of the rents.



At New Way, we **only work** for the expat and his company. We are an **independent opinion** that best defends the their interests.

CHILDREN DEAL WELL WITH LIFE ABROAD

In contrast to parents who are more susceptible to changes, **children have a great capacity to adapt.**

We support the expatriate family in the analysis of education options, checking availability and admission requirements to get the best solutions.



INTERCULTURAL TRAINING FOR BETTER INTEGRATION AND HIGH PERFORMANCE

Cultural misunderstandings could destroy relationships and business.

We don't let that happen.

SEMINARS FOR MORE THEN **20** COUNTRIES

With a deep understanding that **cultural differences matter** and that an expat must be at his best to win the new job challenges, we invested in several intercultural 1 day seminars: Portugal, Germany, USA, Brasil, Colômbia, South

Africa, Russia, Arab Countries, China...

OTHER SERVICES: CORPORATE SHORT TERM APARTMENTS

We provide our clients with temporary solutions for short term assignments or during the initial weeks of a relocation process.

Full equipped apartments with a **ONE STOP SOLUTION**: a single invoice with all apartment expenses and services managed by our accounts as a single point of contact.



Essential **Success** Factors

FINDING THE **BEST HOUSE** IS THE SINGLE **MOST IMPORTANT** **DECISION**

Without a good house, an expatriation process can be doomed, creating frustration, demotivation and eventually extra energy and costs when changing to a new solution.

At New Way we are **fully aware** of this risk and that's why we put an **extra effort** and show **extra properties** needed to assure that the client is satisfied.

**WE WORK FOR YOU.
NOT FOR THE LANDLORD.
WE HAVE AN INDEPENDENT
OPINION.**

Unlike of real estate agents and some market operators we don't accept commissions or any other kind of remuneration from landlords or real estate agents.

Our fee comes only from our clients.

Essential **Success** Factors

THE TRAILING SPOUSE THE WEAKEST LINK

According to relocation surveys the **trailing spouse** is the main factor for an expatriation **failure**.

She or he, carries the main burden during a move to another country: loses a career and has to interact with the local community and culture much more often in a daily basis.

Children, surprisingly, **adapt quite easily** to the new life as long as their parents have a stable relation.

Support of the trailing spouse is one of our **main focus of action** and source of passion because we know how much that matters for the whole family.



Essential **Success** Factors

WE HELP CLIENTS **MANAGING** LARGER **RELOCATIONS**

In the last years, several multinational companies created in Portugal **shared services centers** with the relocation of a considerable number of expatriates mostly with local contracts.

As partner of some of these companies we received the responsibility to welcome and support **hundreds** of newcomers with a short notice and a limited time frame for implementation.



Project Management & Quality

INFORMATION STORAGE AND PROJECT MANAGEMENT

We have been using Zoho cloud systems for many years, covering the various dimensions of process and information management:

- CRM: client contact management and email system.
- Projects: manager for relocation processes
- Invoice: budgeting of projects
- SalesIQ: chat system
- Seminar: tele conferencing and webinars
- Survey: client satisfaction and marketing surveys
- Analytics: reporting and data analysis

REPORTING ACCORDING WITH CLIENT NEEDS

We have the data and we personalize the reporting according with clients special needs.

DATA COMPLIANCE WITH GDPR

The client's personal data are in compliance with the legal requirements and GDPR laws.

OUR TEAM ETHICAL COMPLIANCE

All New Way employees are subject to commitments of confidentiality and respect for personal data protection standards, best anti-corruption practices or other forms of favoritism.



Full member of the professional relocation organizations in Europe and USA:



Essential **Cultural** Tools

CULTURAL **MISTAKES DESTROY** **RELATIONSHIPS** AND BUSINESS

Not In Our Watch. We Supply The **Cultural Tools** Designed For A Successful Transition.

Together with our great services we provide the expats with practical tools for a better understanding of the lifestyle and the day-to-day issues of native people.

We work to build a **positive attitude** of discovery and an **open mind**, to better understand the new culture and enjoy a fulfilled life.

See some of our cultural tools:



Expats Survival kit
73 pages with tips and advices covering the main areas of interest for a newcomer to Portugal



Essential Cultural Tools

2

e-book samples

Several e-books covering relevant subjects for a great integration in the new country. Cultural tools designed to assure a positive and motivated start.



thank you for
doing business
with us.

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