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SPECIAL REPORT

European Cities and Regions of the Future 2022/23

THE BEST AND THE BRIGHTEST AMONG EUROPE'S INVESTMENT DESTINATIONS

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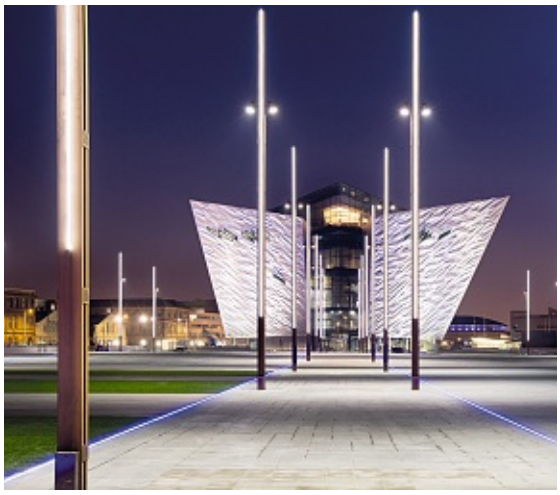

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Porto.

A Global Business Hub for the 21st Century

fDi
EUROPEAN CITIES AND REGIONS OF THE FUTURE 2022/23
BEST FDI STRATEGY
MID-SIZED CITIES
TOP 10
PORTO

3rd best
FDI Strategy
European
Mid-sized Cities
fDi Intelligence 2022/23

Porto. The right place to be.

Welcome to the economic capital of Northern Portugal. Home to about 230,000 inhabitants, the city of Porto has always been Portugal's business heart, with many of the country's best companies based around its perimeter. In recent years the city has strengthened its appeal to investors, becoming one of the fastest growing investment destinations in Europe by number of new FDI projects, as well as by number of start-ups and patents fillings in Portugal. International investors have sought Porto for the region's highly skilled and innovative talent, its strategic location and good connections to Europe, its cost competitiveness, world-class universities, modern infrastructure and great quality of life. These aspects, together with Porto's unique World Heritage and can-do feel, make it an ideal 21st century hub for people and companies developing creative solutions for today's global challenges.

+51%
foreign direct investment growth
Porto Region, E&Y 2020/18

1st
best small city to live in the world
City of Porto, Monocle 2021

8th
best language skills in the world
Portugal, IMD 2021

743 million
consumers within reach
EU and Portuguese speaking markets, Eurostat/UN 2020

Top 95
world cities leading climate action
City of Porto, CDP A List 2021

195,000+
university students
Porto Region, 2020/21

3rd
happiest expats worldwide
Portugal, InterNations 2021

11th
best communication infrastructure in the world
Portugal, IMD 2021

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European Cities and Regions of the Future 2022/23

Winners – FDI Strategy (Cities)

AMID TOUGH COMPETITION, BARCELONA'S FDI STRATEGY HAS WON THE APPROVAL OF OUR JUDGING PANEL

Having reviewed 75 survey submissions from investment promotion agencies from cities across Europe, the panel of four external judges – belonging to the investment promotion and foreign direct investment industry (FDI) – plus **fDi** Intelligence's editor Jacopo Dettoni (see page 37 for the judges' full biographies) awarded the city of Barcelona the title of winner for its investment promotion strategy in the major cities category. Antwerp, Vilnius, Doncaster and Valmiera are recognised as having the best FDI strategies in the Large, Mid-Sized, Small and Micro Cities categories, respectively.

Barcelona

In the wake of the Covid-19 pandemic, Barcelona City Council has been implementing its blueprint planning for the city's economic resurgence, with its 'Barcelona Never Stops' campaign.

The Barcelona International Welcome Desk initiative is designed to ease the arrival and establishment of investors, researchers, students and more. The list of companies that set up shop locally in the past 18 months features Pepsi, Microsoft, Decathlon and TDCX.

The city has also taken steps towards achieving a circular economy, through the Barcelona Green Deal, an economic blueprint in line with the UN agenda for 2030 based on sustainability, equality and competitiveness. This includes attracting sustainable food and transport companies, accelerating the city's energy transition and boosting the blue economy, which promotes the sustainability of ocean resources.

Antwerp

The 2022/23 winner of FDI Strategy in the Large Cities category was the Belgian city of Antwerp, with particular recognition given to the city's sustainable chemistry sector. During the past 18 months, Antwerp has fostered collaboration between academic, public and private actors to grow this area, resulting in the arrival of a dozen new start-ups from as far away as Brazil.

Recognising the disruption to travel caused by the pandemic, Antwerp has partnered with other agencies to create a digital register to enable Antwerp to approach international companies with details of the travel restrictions in place at any one time. The register also gave them the opportunity to highlight the strengths of the city to investors, and push forward with digitisation.

TOP 10 MAJOR EUROPEAN CITIES OF THE FUTURE 2022/23 – FDI STRATEGY

RANK	CITY	COUNTRY
1	Barcelona	Spain
2	Milan	Italy
3	Berlin	Germany
4	Munich	Germany
5	Moscow	Russia
6	London	UK
7	Sofia	Bulgaria
8	Budapest	Hungary
9	Amsterdam	Netherlands
10	Tbilisi	Georgia

Vilnius

While the Lithuanian capital of Vilnius placed second in the mid-sized category of **fDi**'s European Cities of the Future 2022/23, the city's investment promotion agency, Go Vilnius, has gone one better to top the FDI Strategy award for mid-sized cities. When Lithuania enacted quarantine rules, Go Vilnius consulted local business owners and industry experts to assess which sectors of the economy were likely to take the worst economic hit. Noting that the cul- ▶

TOP 10 LARGE EUROPEAN CITIES OF THE FUTURE 2022/23 – FDI STRATEGY

RANK	CITY	COUNTRY
1	Antwerp	Belgium
2	Dusseldorf	Germany
3	Leipzig	Germany
4	Frankfurt am Main	Germany
=5	Izmir	Turkey
=5	Katowice	Poland
7	Hamburg	Germany
8	Kharkiv	Ukraine
9	Krakow	Poland
10	Konya	Turkey

TOP 10 SMALL EUROPEAN CITIES OF THE FUTURE 2022/23 – FDI STRATEGY

RANK	CITY	COUNTRY
1	Doncaster	UK
2	Londonderry (Derry)	UK
=3	Plovdiv	Bulgaria
=3	Middlesbrough	UK
5	Braga	Portugal
6	Lublin	Poland
7	Cork	Ireland
8	Debrecen	Hungary
9	Kaunas	Lithuania
10	Gdynia	Poland

TOP 10 MID-SIZED EUROPEAN CITIES OF THE FUTURE 2022/23 – FDI STRATEGY

RANK	CITY	COUNTRY
1	Vilnius	Lithuania
2	Belfast	UK
3	Porto	Portugal
=4	Poznan	Poland
=4	Newcastle Upon Tyne	UK
6	Nottingham	UK
7	Edinburgh	UK
8	Bilbao	Spain
9	Wroclaw	Poland
10	Bydgoszcz	Poland

TOP 10 MICRO EUROPEAN CITIES OF THE FUTURE 2022/23 – FDI STRATEGY

RANK	CITY	COUNTRY
1	Valmiera	Latvia
2	Waterford	Ireland
3	Ventspils	Latvia
4	Galway	Ireland
5	Gradiska	Bosnia and Herzegovina
6	Jelgava	Latvia
7	Zvornik	Bosnia and Herzegovina
8	Trebinje	Bosnia and Herzegovina
9	Laktasi	Bosnia and Herzegovina
10	Zrenjanin	Serbia

SPOTLIGHT ON KATOWICE
ADVERTISEMENT FEATURE

Photo: Jeremi Astaszow/Katowice City Hall

KATOWICE: LIKE A PHOENIX FROM THE ASHES

Investors looking for a location that's modern and innovative are eying the opportunities that are emerging in Katowice, a former mining city that's been enjoying something of a renaissance.

What marks this south-west Poland metropolis out from the crowd is the way in which it has transformed itself into a business services centre that is also a fun place to live.

Fitch rates it A- and it came fifth in fDi Magazine's Large European Cities of the Future 2022/23 rankings.

Firms involved in business services sector have given the city – and the wider metropolis area of 2.2 million population – the thumbs up with the result that it is currently home to 120 business service centres owned by investors from 19 countries. In the past three years alone brands such as Aebi Schmidt, Ammega, AT&T, Guess, Hyland, LKQ, SD Worx and TMF Group, have all joined the ranks of big-name firms that have set up a base here. At the same time, existing investors have continued to expand their operations in the city.

Katowice also has a real buzz making it a popular destination for tourists as well as for businesses. Major events it plays host to include the Intel Extreme Masters, the European Economic Congress, the Tauron New Music Festival, the Off Festival, the Rawa Blues Festival and the World Urban Forum under the aegis of UN-Habitat.

Beyond the big events, locals say their particular down-time favourite is Katowice Zone of Culture – home to the International Congress Centre and the Silesian Museum, and the headquarters of the Polish National Radio Symphony Orchestra. And for those wanting to get away from it all, Katowice is a green city with an abundance of forests, parks and scenic walks within easy reach.

Come to Katowice – see for yourself how much has changed here and what it has to offer to investors. See you there!

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