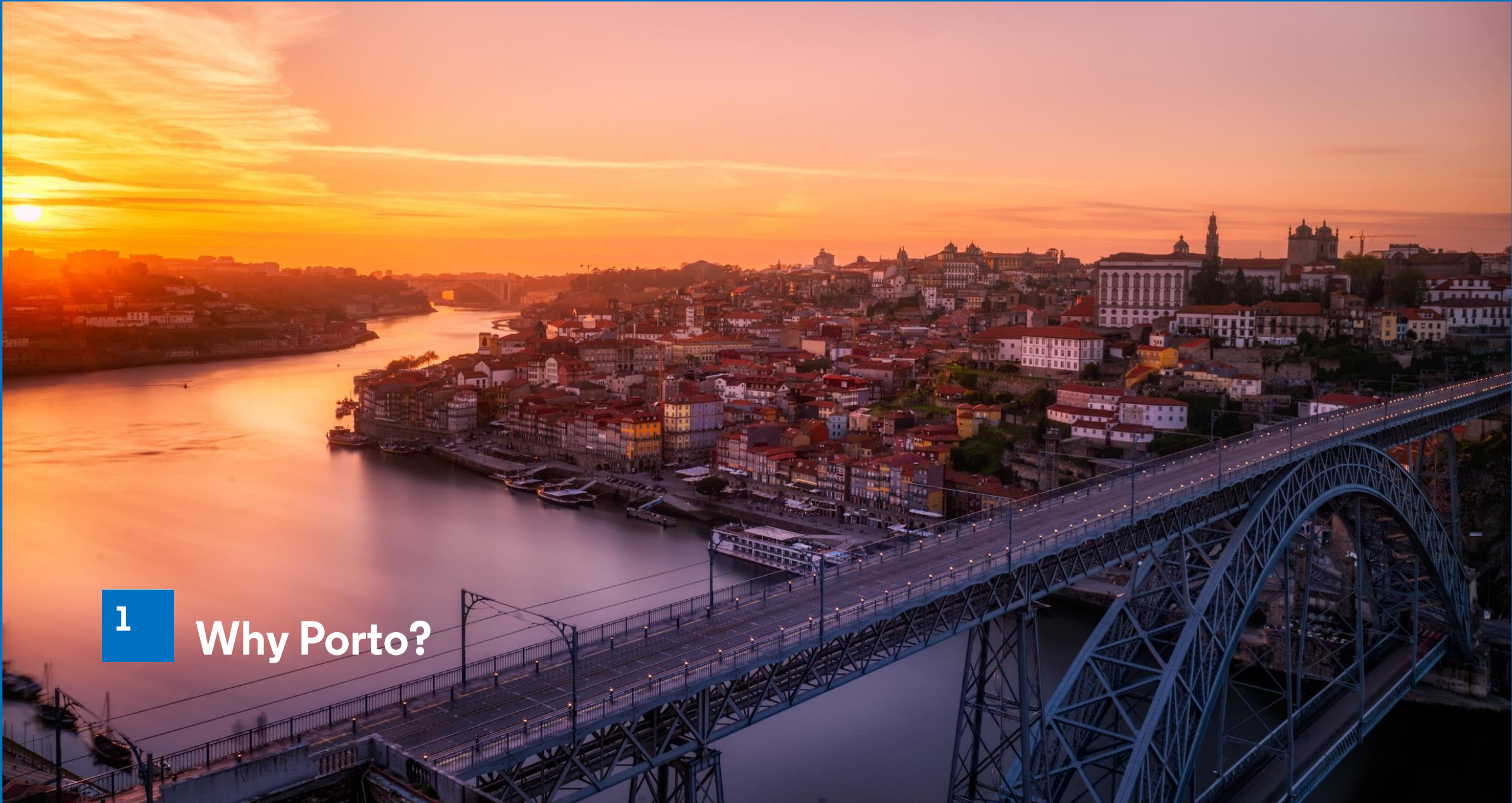


Porto.



Porto.
A city shaping a
sustainable future

Invest Porto.



1 Why Porto?

The urban heart of North-Western Portugal. That's Porto.

Porto &
NW Portugal

NW Portugal
4.3 million
41% of 🇵🇹 pop.

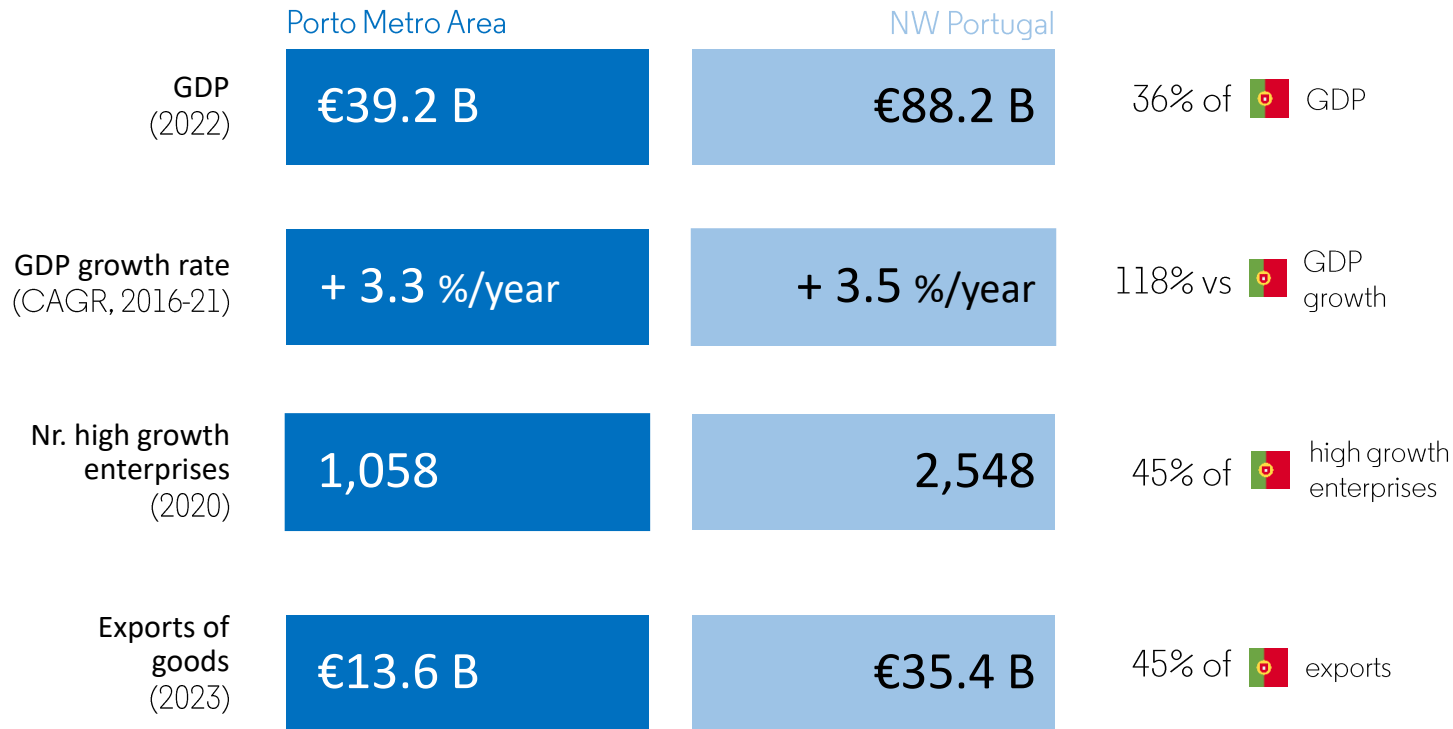
Population (2022)

Porto, Metro Area
1.8 million

Porto, City
240 000

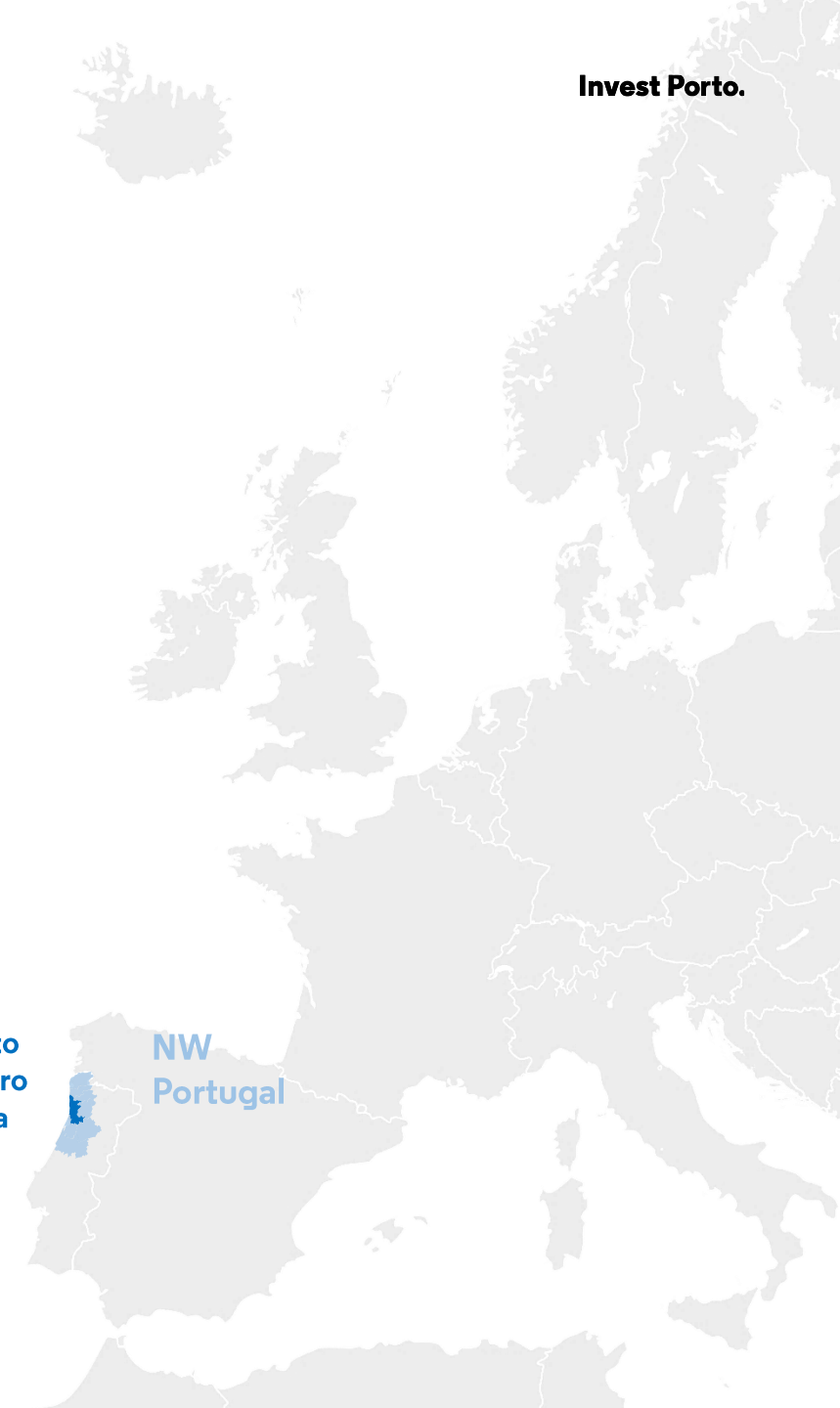
Porto and Northwestern Portugal

A competitive economy



Porto Metro Area

NW Portugal

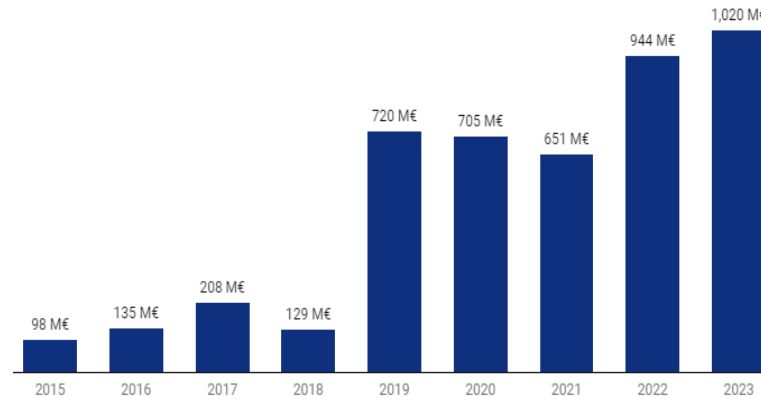


FDI in the Porto Metro Area

+4.61B€

total investment
completed in the Porto
Metro Area

(2015 – 2023)



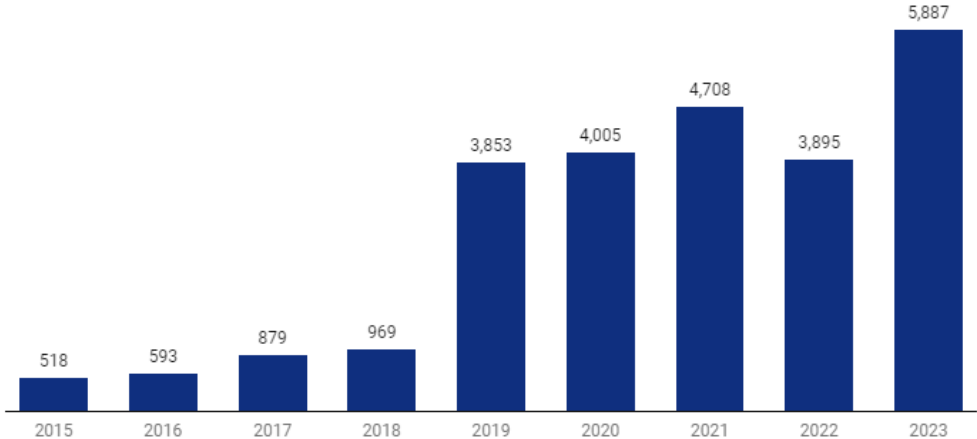
Investment in million euros,
by year of project completion (2015 – 2023)

+450

FDI Projects in the
Porto Metro Area

(2015 – 2023)

FDI in the Porto Metro Area



Total of jobs created,
by year of project completion (2015 – 2023)

+25,300
jobs created in the
Porto Metro Area
(2015 – 2023)

Source: InvestPorto (Jan/24)

For three consecutive years, Porto has been on the **podium of Europe's top mid & large-sized cities** for foreign direct investment

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

RANK	CITY
1	Porto
= 2	Birmingham
= 2	Glasgow
4	Antwerp
5	Manchester
6	Katowice
7	Izmir
8	Gothenburg
9	Adana
10	Bilbao

2023

RANK	CITY
1	Glasgow
2	Antwerp
3	Porto
4	Bilbao
5	Gothenburg
6	Düsseldorf
7	Katowice
8	Rotterdam
9	Izmir
10	Poznań

2024

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

Source: fDi Intelligence (2024)



**Freedom to think,
dare to create.
That's Porto.**



Sources: ScaleUp Porto / Dealroom.co (2024) and others cited above.

800+ startups with 50,000+ employees

Porto Metro Area, 2024

**#1 Portuguese region with most patents
and private R&D investment**

Northern Portugal, 2021

80 R&D facilities with 12,500+ researchers

Northern Portugal, 2024

50+ accelerators and co-working spaces

Porto Metro Area, 2024

**Top 5 mid-sized cities in Europe for
female startup founders**

Startup Heatmap Europe, 2022

**University of Porto: the most entrepreneurial
university in Portugal**

The Circle, 2024

Fine wines, long-standing bonds. **That's Porto.**

World's Leading City Destination

World Travel Awards, 2022

World's Leading Seaside Metropolitan Destination 2024

World Travel Awards, 2024

Top 10 of the world's best cities

Time Out, 2025

Two UNESCO World Heritage Sites

Porto Historic Centre & Douro Wine Region

18,400+ digital nomad arrivals

Nomad List, 2024

Well connected to Europe and the world

PORTO INTERNATIONAL AIRPORT

Highly commended Airport in Europe

ACI Airport Service Quality Awards
2023 (10-25 mn. passengers)

120+

Non-stop flight destinations

15 km from the city centre

20-minute drive

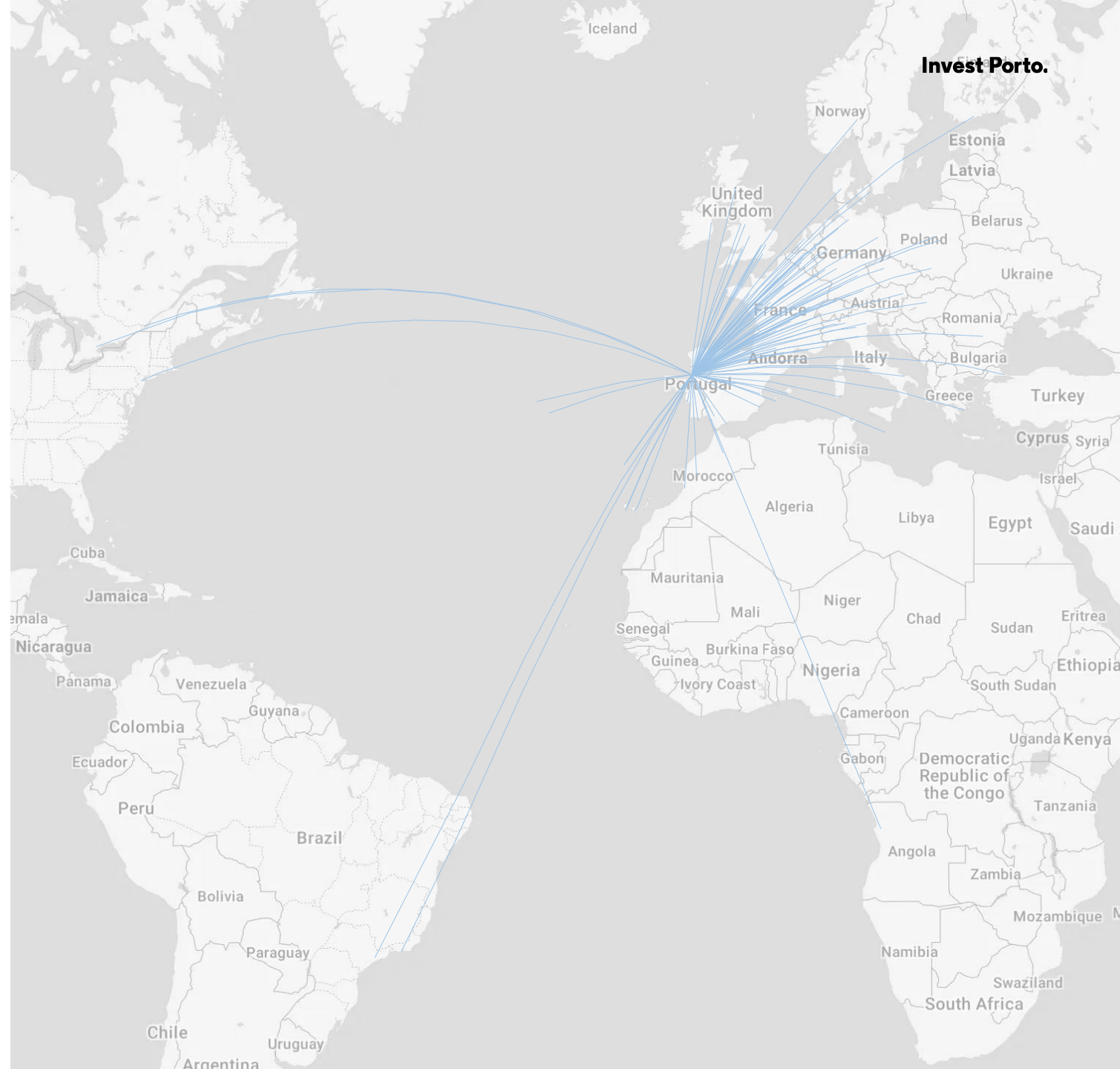
4 hours or less

flight time from Western Europe

2:30 hours

flight time from London
(direct flight)

Sources: ACI (2024); FlightConnections (2024)



Foreign residents

+69 000

Foreign residents in Porto Metropolitan Area* (2022)

Top 5 nationalities



1. Brazil



2. Italy



3. China



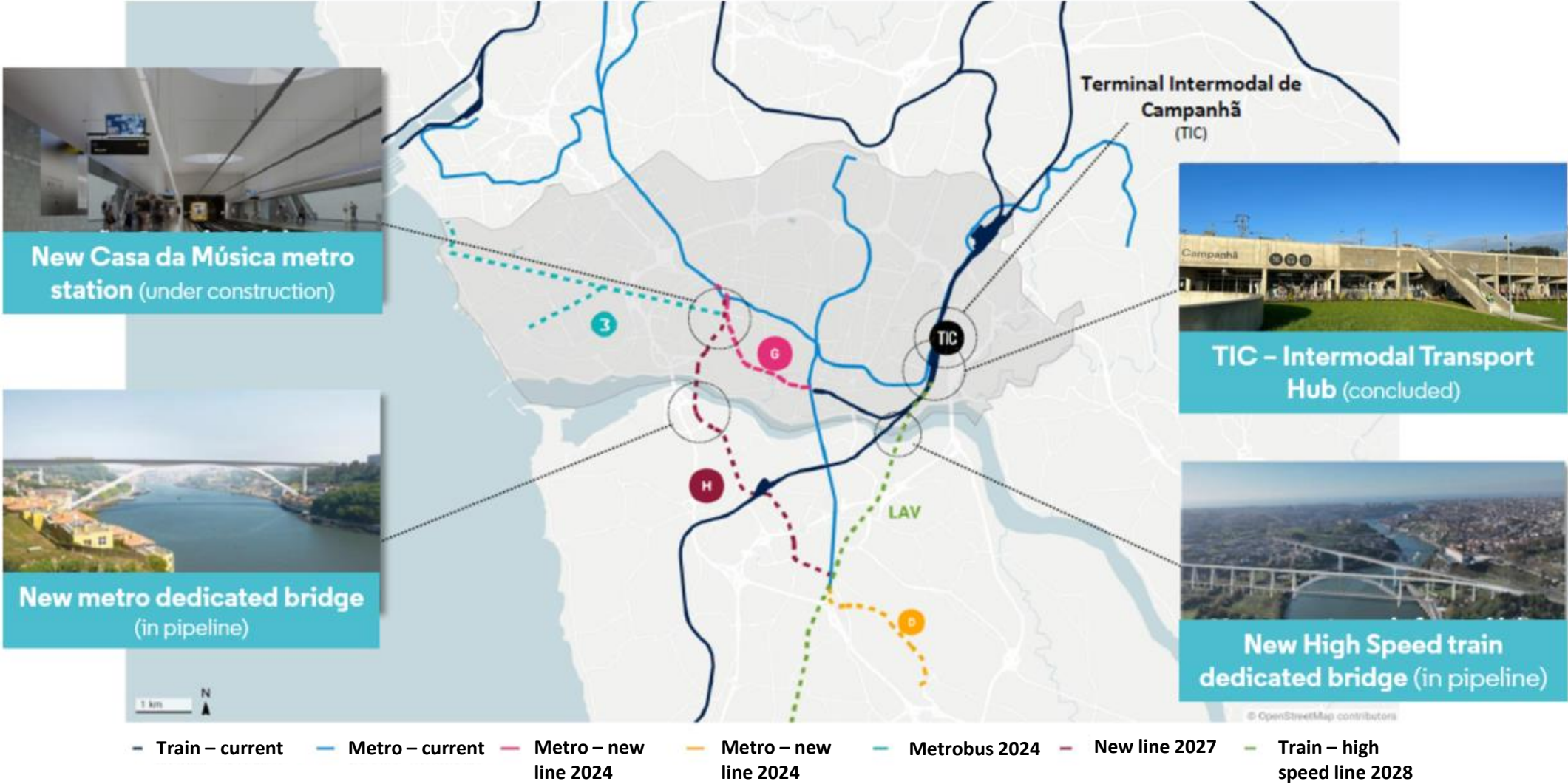
4. Angola



5. Spain



Smart location with future-proof infrastructure



Sources: Metro do Porto, Infraestruturas de Portugal, Plano Ferroviário Nacional/MI eOpenStreetMap

Offices in Porto

116 200 m²

Office space under construction, Greater Porto Area (Q3 2024)

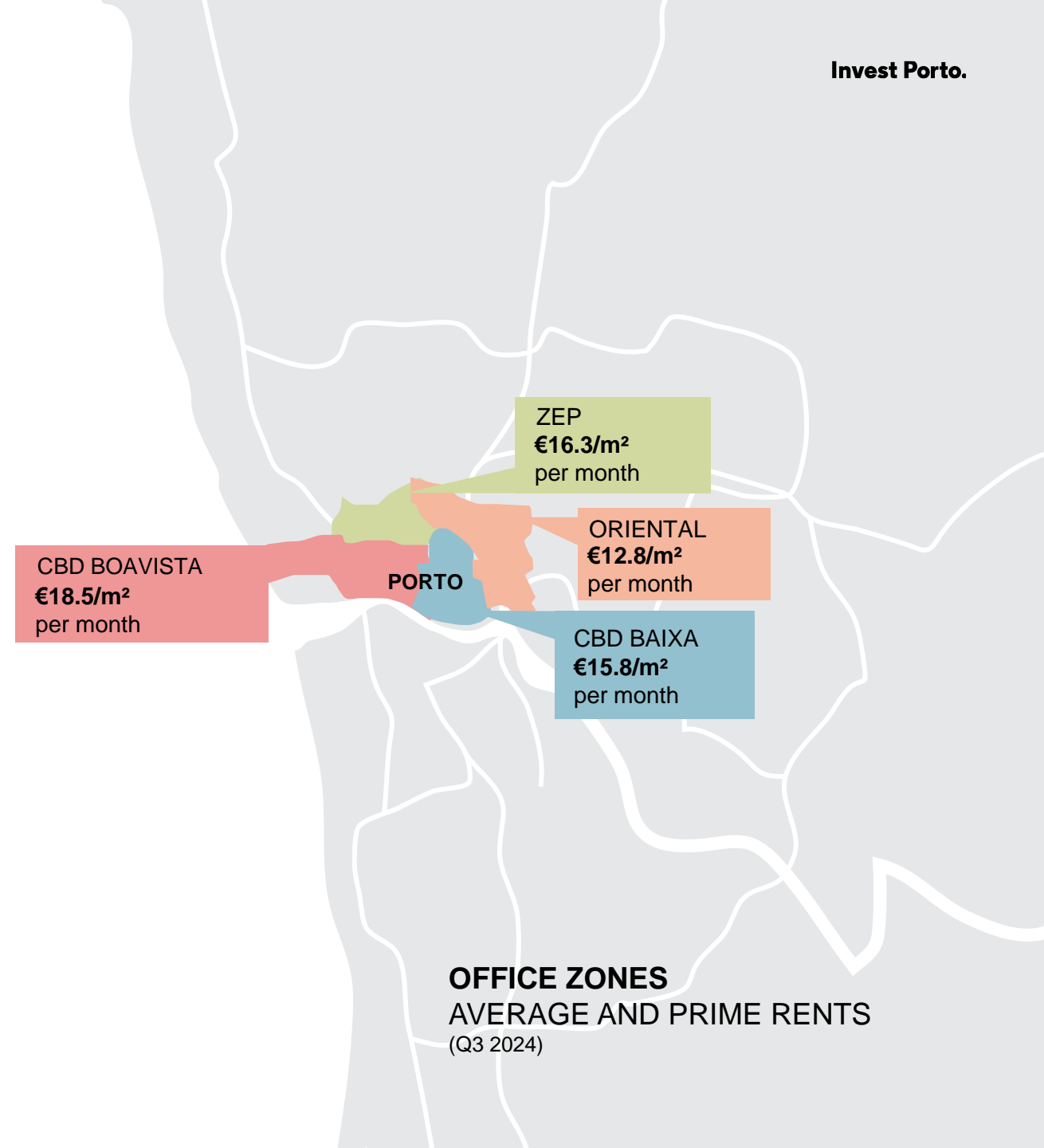
25% lower

office rent compared to Lisbon, (Q3 2024)

[More information](#)



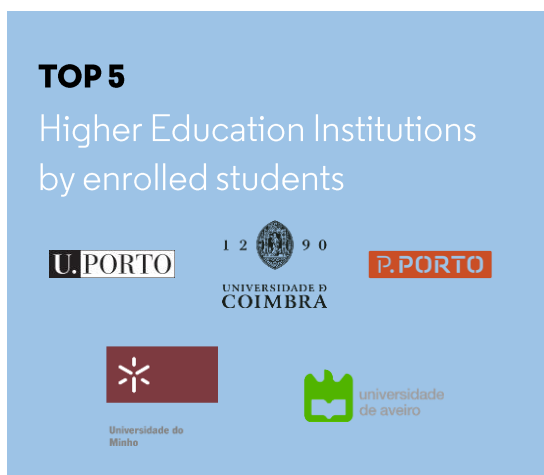
Source: Cushman & Wakefield 2024



OFFICE ZONES
AVERAGE AND PRIME RENTS
(Q3 2024)

Quality source of talent

Porto attracts talent from a wide region offering higher education programmes



Sources: [PorData](#) (2024)

North-Western macro region

Northern Portugal plus a part of the Center Region (comprising Aveiro, Coimbra and Viseu districts)

129

higher education institutions

+210,000

enrolled university students 2023/24

+217,000

graduates in the last 5 years 2018/19–2022/23

+100,000

graduates in STEM areas in the last 5 years

Invest Porto.





2

About InvestPorto

InvestPorto heads the city's investment promotion strategy

InvestPorto is an investment promotion agency set up by **Porto City Council** in 2015. 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

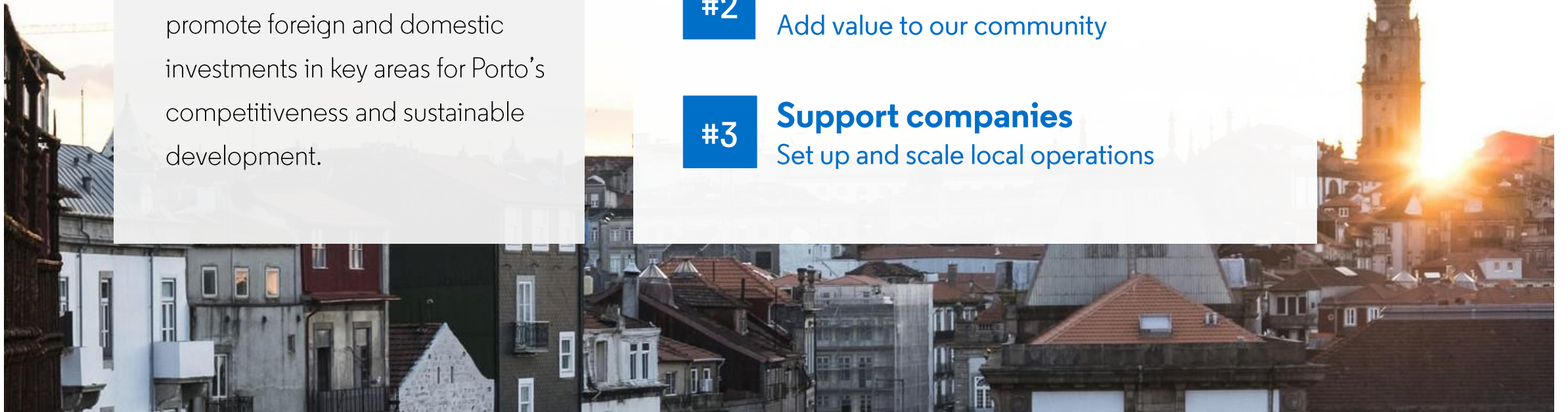
Win investments

Add value to our community

#3

Support companies

Set up and scale local operations



InvestPorto 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.

Services:

- + Leading investors programme
- + B2B marketplace membership
- + Trade fairs and events
- + Feedback monitoring



Talent services

Focus: talent community

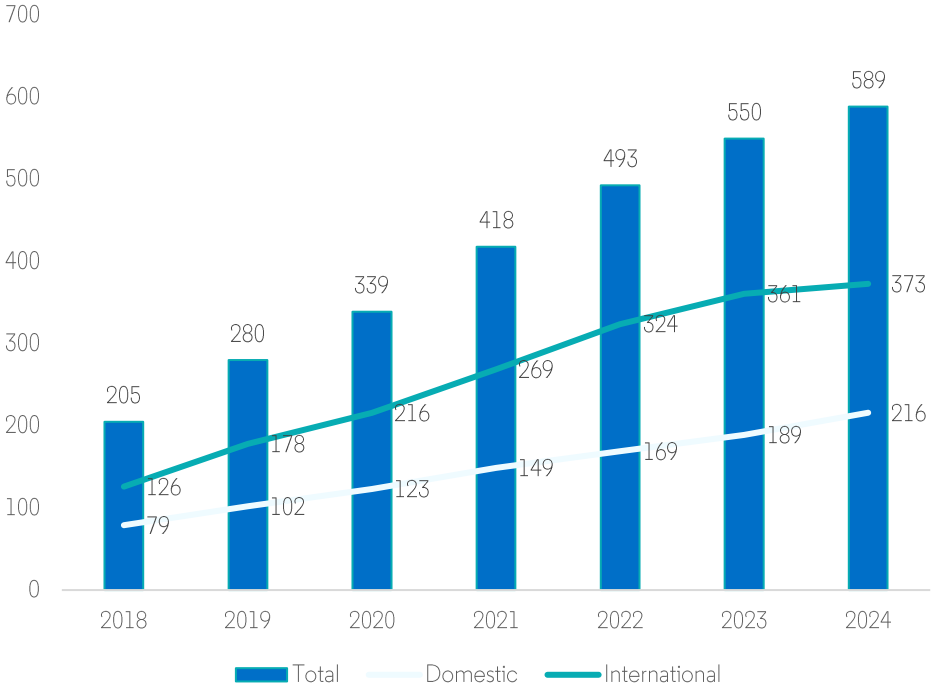
Goals: provide support to companies to attract and retain talent; promote emerging skills and mitigate gaps.

Services:

- + Employment branding
- + Job fairs and recruitment events
- + Connection with universities and other local talent stakeholders
- + Digital nomad community management

Who we support

589
investment projects
(2018 – 2024)



498
companies and investors
(2018 – 2024)

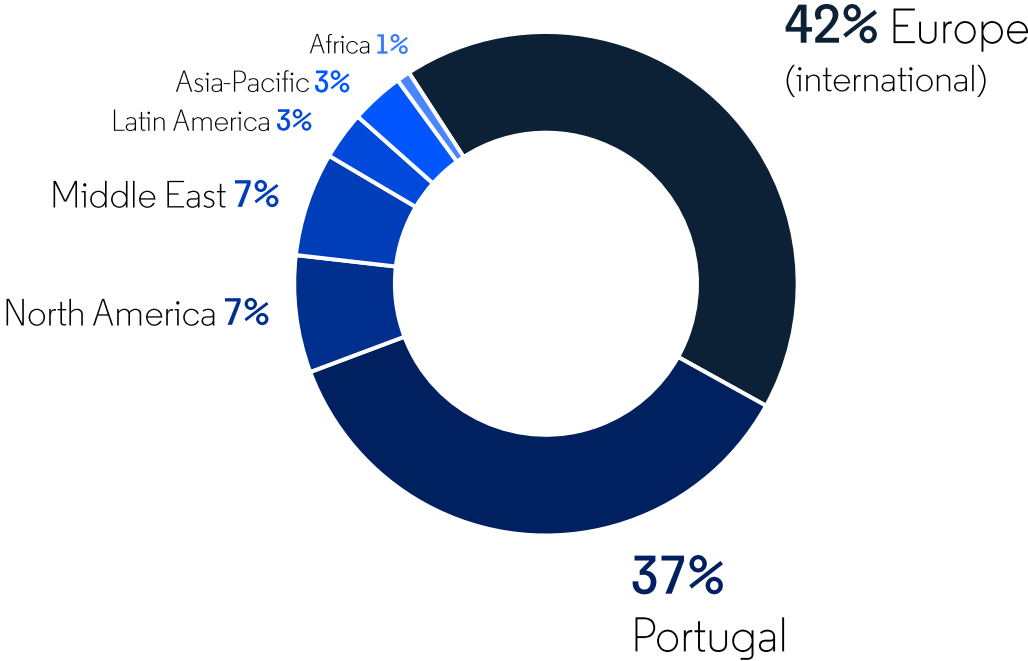
Cumulative number of projects that received support (2018 – 2024)

Source: InvestPorto (December/24)

Top investor origins

63%
international
(2018 – 2024)

45
nationalities
(2018 – 2024)



Top 5
FDI origins*

UK
France
Germany
USA
Israel

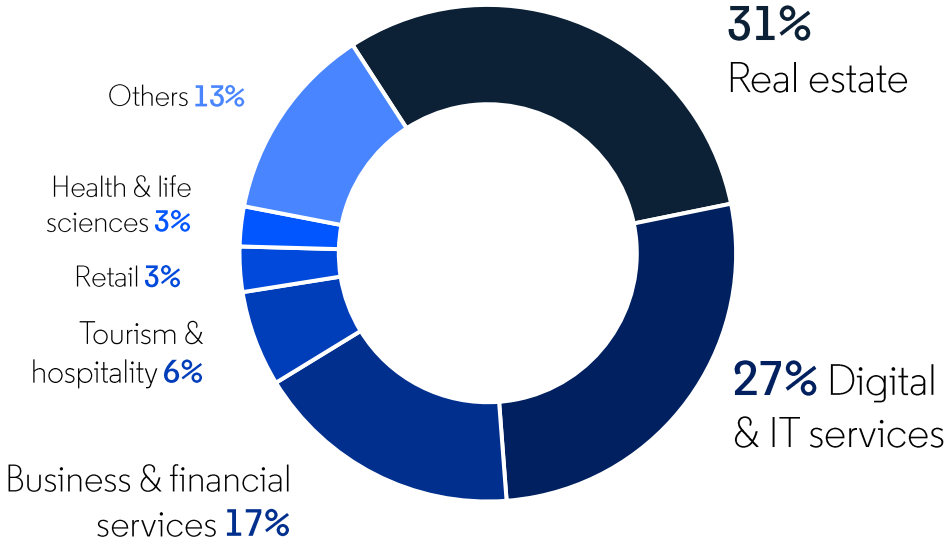
(2018 – 2024)

Project breakdown by region of origin (2018 – 2024)

Source: InvestPorto (December/24) | * by number of projects

Top investor targets

93%
service activities
(2018 – 2024)

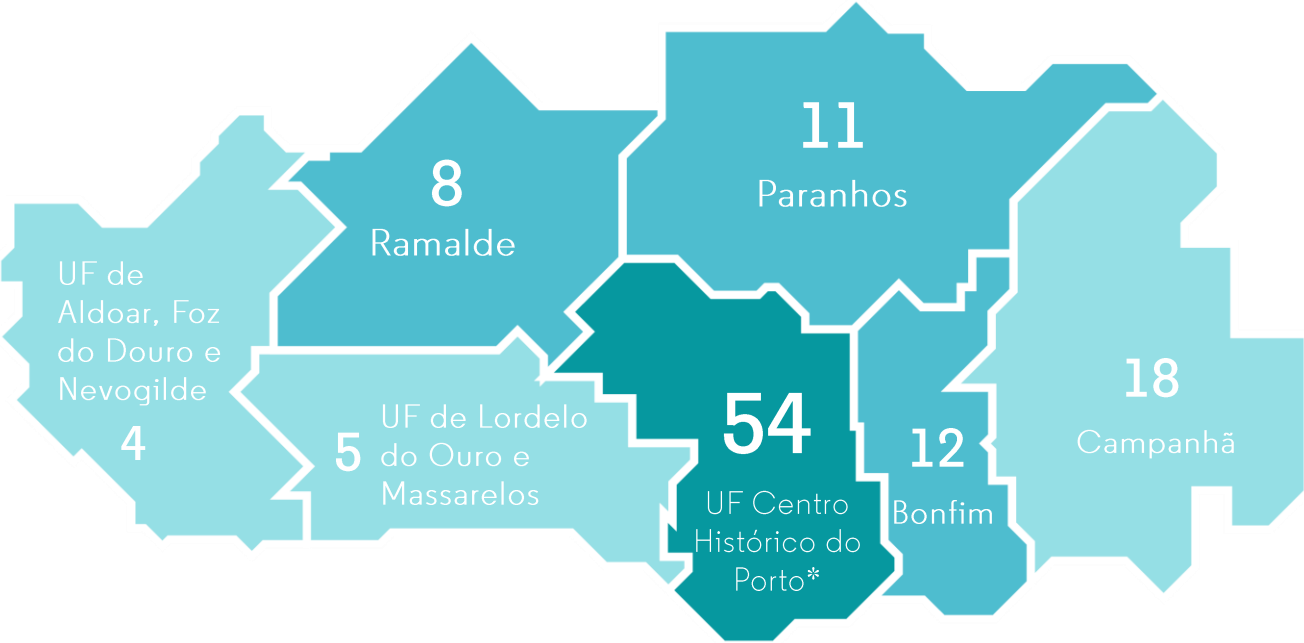


50%
High tech or
knowledge-intensive
(2018 – 2024)

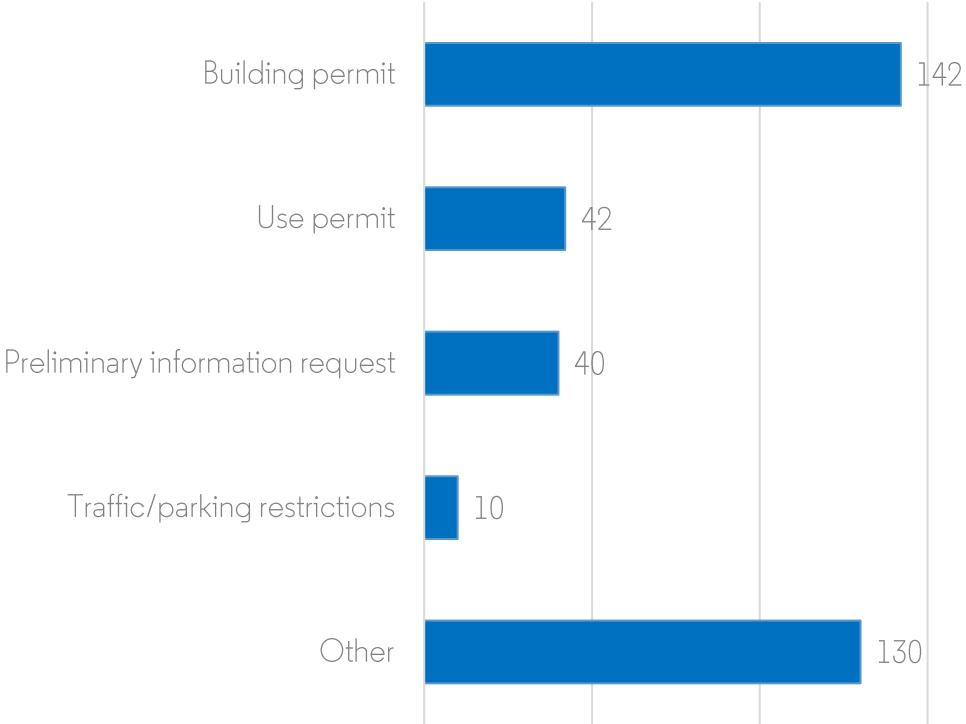
Project breakdown by target sector (2018 – 2024)

Source: InvestPorto (December/24)

Municipal permits/licensing applications assistance



Ongoing licensing applications breakdown by civil parish*



Source: InvestPorto | *As of December/2024

Porto.

when the change
becomes the future

#1 FDI strategy - Large cities

[Read more](#)



investporto.pt

Let's dive in



InvestPorto's platform

a simple, informative and
useful experience



Let's dive in



InvestPorto website Our services

How we support you

As Porto's investment promotion agency, **InvestPorto** is ready to support the start-up, growth and success of your business in Porto.

eSupport line

- Get tailored assistance from InvestPorto
- Our team will help you find the right information and support for any issues about investing and doing business in Porto

Request eSupport



Incentives guide

- Find incentives and business support programmes available for you in Porto

Search incentives



B2B marketplace

- Find trusted B2B service providers in Porto
- Showcase your services and get new clients

Go to marketplace



My InvestPorto



About InvestPorto.



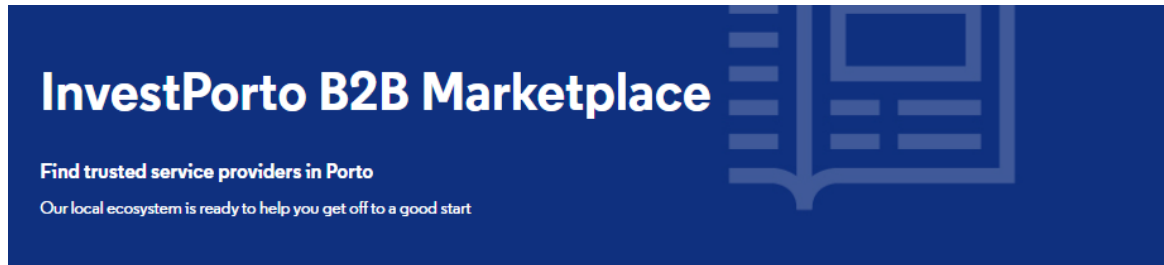
Porto Leading Investors



Let's dive in




InvestPorto website B2B Marketplace



Service providers listed in our marketplace have been curated based on careful due diligence by InvestPorto, including consideration of their quality, background and experience.

Browse the market

Choosing a service provider for your business is an important process. Map out what services you need, search for options and send a message to trusted providers in Porto.

Search  Filters:

 A400	 Abreu Advogados	 Accenture	 AkaPeople
---	--	---	--

+130 Local Service Providers

8 B2B Service Categories

Let's dive in



InvestPorto website Incentives guide

Incentives guide

Find incentives for your business in Porto



6 Incentive Categories

A broad range of incentives and business support measures are available for companies in Porto. From tax benefits, cash grants and government loans to employment schemes and municipal programmes.

Use this search tool to find incentives and check if you are eligible.

[Search](#)[View all](#)

+30

 Investment Incentives

Municipal incentives

Municipal measures to support local businesses and increase the city's attractiveness

“Porto de Tradição” Municipal Programme

The “Porto de Tradição” Municipal Programme seeks to recognize and distinguish local establishments with relevant social, cultural, and historical ties to the city of Porto.

[Learn more](#)

Urban rehabilitation - Real Estate Tax and VAT exemptions

A set of tax benefits for urban rehabilitation projects that includes exemptions from the Municipal Real Estate Tax (IMI) and Municipal Real Estate Transfer Tax (IMT), along with reduced Value Added Tax (VAT - IVA) rates under certain circumstances.

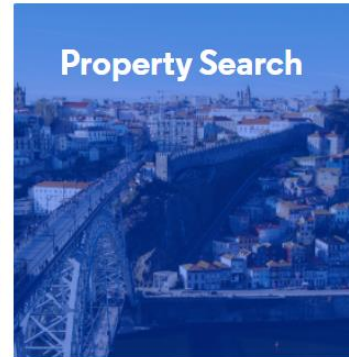
[Learn more](#)

Let's dive in



InvestPorto website Business Explorer

Business Explorer



8 Business Categories

[Back](#)**Porto** [\(Change Location\)](#)

Porto, Continente

[PDF](#)[Excel](#)[Print](#)[Share](#)

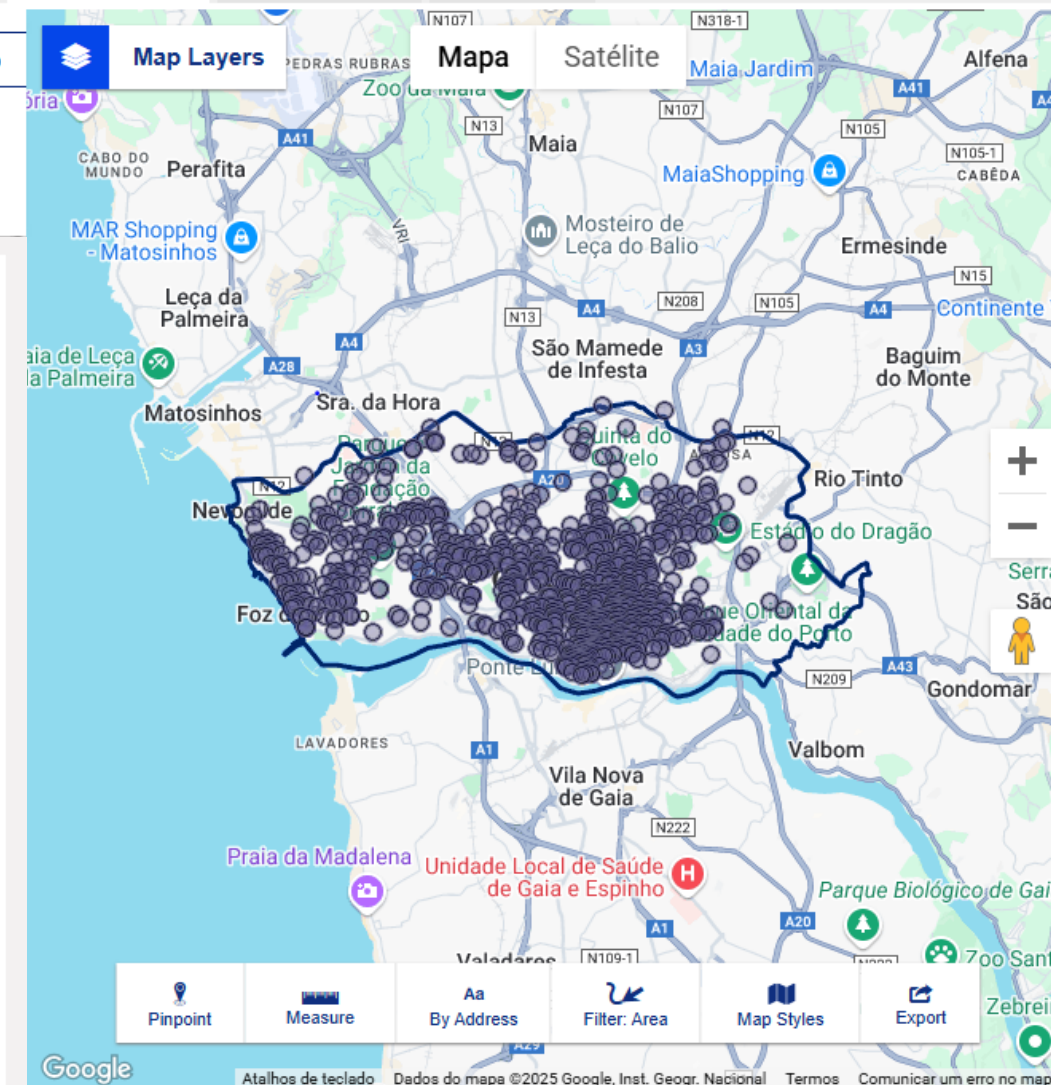
Hotel & Leisure (Median Salary, Mid-Level)



Default

Euros

Accommodation Director	€28 000
Commercial Director	€50 000
Director of F&B	€45 000
Director of Operations	€55 000
Event Manager	€25 000
Executive Kitchen Chef	€55 000
F&B Manager	€28 000
Head of Reception	€20 000
Hotel Director	€60 000
Housekeeping Supervisor	€35 000
Kitchen Chef	€50 000
Marketing Director	€45 000

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www.investporto.pt



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