

Lisbon's Investment Agency



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aicep Portugal Global

In 2009, the Lisbon City Council created Invest Lisboa - Lisbon's investment promotion agency - through a partnership with the Portuguese Chamber of Commerce and Industry (non-profit business association) and AICEP - Portugal's Economic Promotion Agency - support.



In 2014, Invest Lisboa established a strategic partnership with Baía do Tejo (Lisbon South Bay) with whom it has collaborated in the international promotion and in the capture of investors and companies.

This partnership gives Lisbon the ability to attract factories and large logistics equipment and to Baia do Tejo the possibility of promoting itself under the Lisbon brand, benefiting from its ever-increasing international renown.

And to both critical mass and economies of scale in participating in fairs and other international events.

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Work Areas

- + International Promotion to attract Investment, Companies and Talents
- + Support for Investors, Companies and Entrepreneurs personalized, free and confidential
- + Dynamization of the Economy

= Job Creation + Wealth

International Promotion (2009 – 2018)

- + Participation in 25 international fairs (Stand of Lisbon), namely in the largest world fairs of real estate investment and cities (MIPIM and EXPO REAL)
- + Participation as speakers in 102 events abroad
- + Production of 20 Promotional Videos – Namely the opening of the Web Summit (2016, 2017, 2018) and “Study in Lisbon” that was awarded the 2017 Effectiveness Award in the Low Budget category
- + Hundreds of references in international media



Lisbon Stand in MIPIM 2017



Lisbon Stand in Expo Real 2017



SAMEDI 13 MAI

AUDITORIUM AMÁLIA RODRIGUES

11h00 L'accompagnement au Portugal dans vos assurances santé et patrimoine.

Par Fidelidade Assurances

12h00 La vie dans un resort au Portugal.

Par l'Associação Portuguesa de Resorts (APR)

14h00 Rencontrez l'Agence d'investissement de Lisbonne et les entreprises du stand de Lisbonne.

Par Invest Lisboa

Lisbon Stand in Salão do Imobiliário e do Turismo Português de Paris 2017



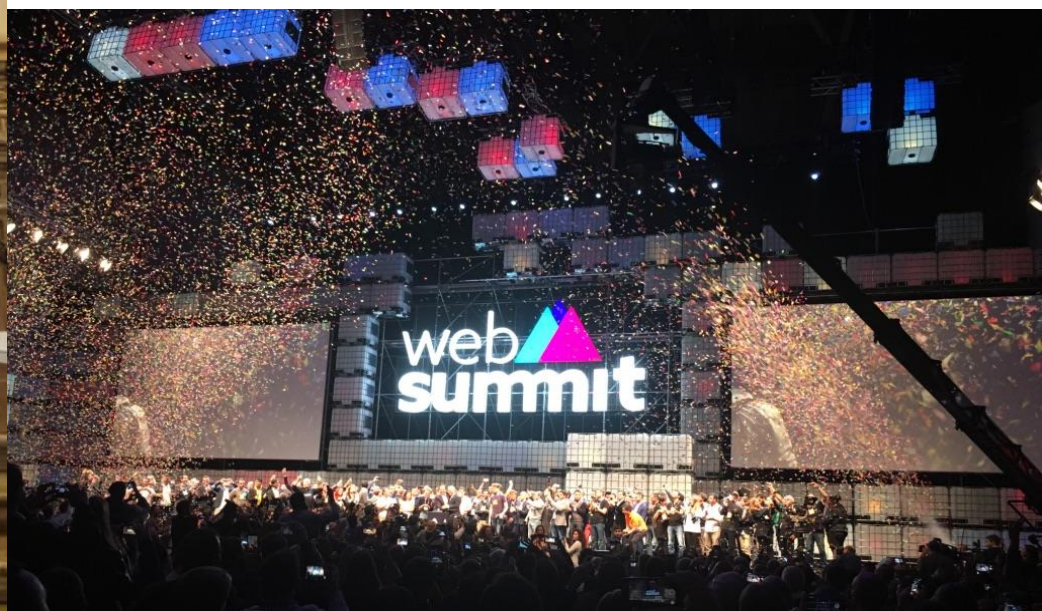
Lisbon Promotion in London (4 events), 2017



Evento da Diáspora



Vídeo de abertura da Web Summit



Web Summit 2017



I've fallen in love with Lisbon and have decided to stay for another 6 months.

STUDY IN LISBON

<https://youtu.be/HaYo6Rj0LxU>

Internacional Promotion (Markets, Sectors)

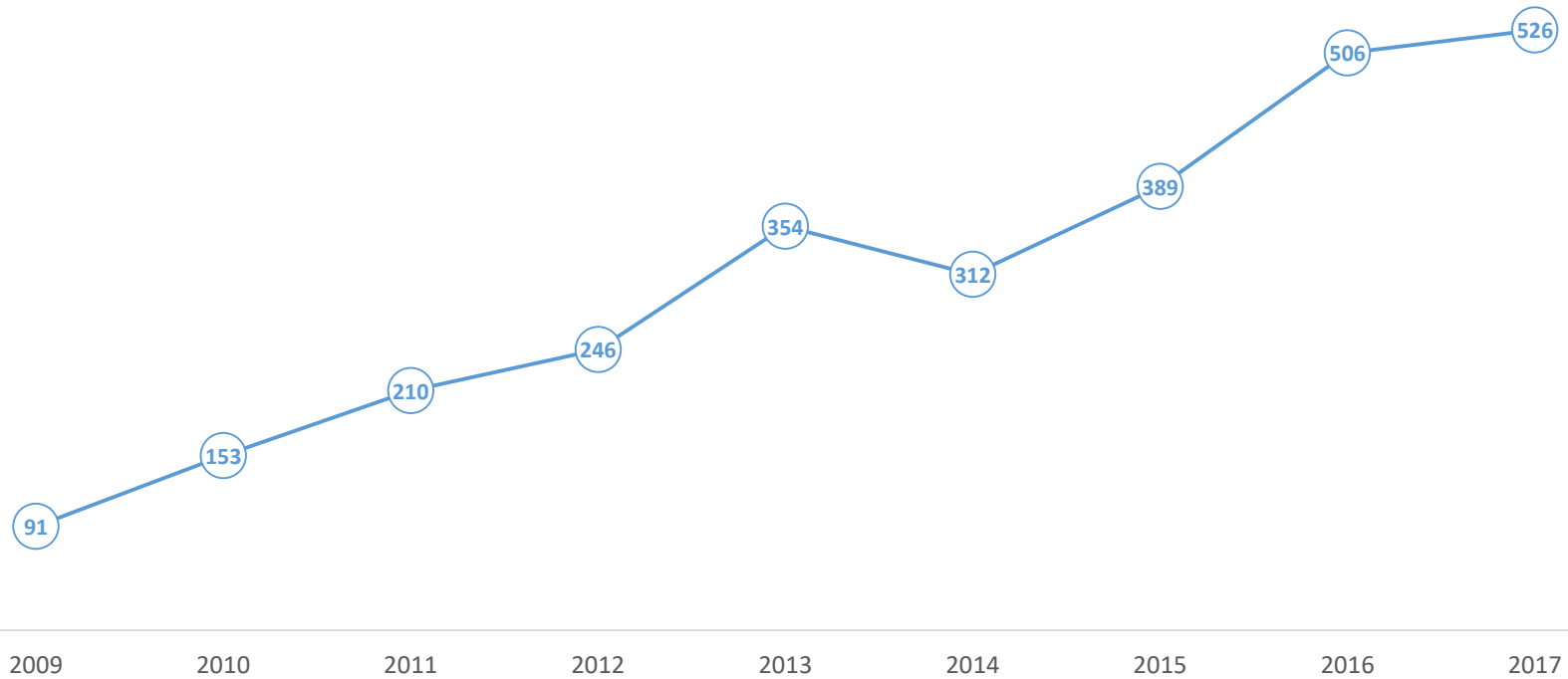
Data	Acções Promoção Internacional	Sector	Mercado	Organização	Assistência	Parceiros
23/2	BARCELONA	Multisectorial	Espanha		80	4
13-16/3	FEIRA - MIPIM			Invest Lisboa		13
16/3	Is Lisbon the Next Tech City Investment Hot-Spot?	Imobiliário	Internacional	MIPIM		
16/3	How to Build the best Quality Housing for the greatest number of people					
16/3	Rendas Acessíveis					
16/3	Class of 2020 Event	Atração Talentos		Class 2020		
22/3	Istambul	Imobiliário	Turquia	Invest Lisboa, AICEP, DEIK		
3/4	Cidade do Cabo	Imobiliário	África do Sul	Pam Golding	48	
5/4	Durban			Pam Golding	40	
6/4	Joanesburgo			Pam Golding	50	
12/5	FEIRA – SITP em Paris	Imobiliário	França	Invest Lisboa		5
13/5	Evento - Salão do Imobiliário e do Turismo Português de Paris			Invest Lisboa	35	
5/6	EU-Australia Leadership Forum	Multisectorial	Austrália	União Europeia, Gov. Australiano	15	
22/6	reSITE (Praga)	Cidades	República Checa	RESITE	1000	
4/10	EXPO REAL	Imobiliário	Internacional	Invest Lisboa		10
5/10	Expo Real - Innovation Districts			Expo Real		
5/10	Expo Real - Iberia			Iberian properties		
5/10	Expo Real - Portugal			Expo Real		
17/10	Acção Londres - Chamber of Commerce	Diáspora	Reino Unido	Invest Lisboa	70	1
18/10	Acção Londres - Second Home	Startup		Invest Lisboa	60	3
18/10	Acção Londres - Pequeno Almoço Embaixada	Imobiliário		Invest Lisboa	24	4
19/10	Acção Londres - Cocktail Embaixada	Empresas		Invest Lisboa	70	3
20/10	Acção Londres - Feira Real Estate	Imobiliário				2
6-9/11	WebSummit	Startup	Internacional	Web Summit		
9/11	Web Summit			Web Summit	80	
9/11	Web Summit			Web Summit	80	
	Total				1492	45
	MÉDIA Participantes				124	

Support Investors, Companies and Entrepreneurs (2009 – 2018)

As a result of the International promotion activities, Invest Lisboa contacted thousands of Investors, Companies and Entrepreneurs and supported some 3,500 projects since 2009.

Personalized, free and confidential support to Investors, Companies & Entrepreneurs

NÚMERO DE PROYECTOS

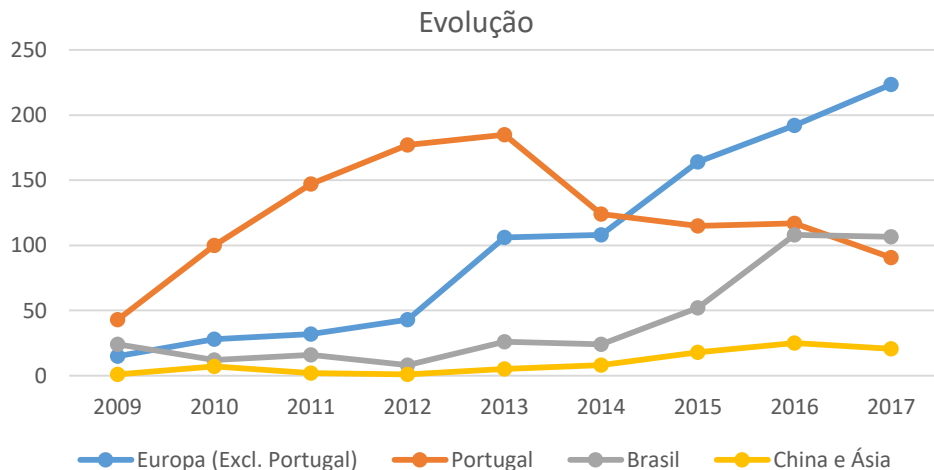


—○— Total

Support by Market

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2017 (%)
Europa (Excl. Portugal)	15	28	32	43	106	108	164	192	224	43%
Brasil	24	12	16	8	26	24	52	108	107	20%
Portugal	43	100	147	177	185	124	115	117	91	17%
América Norte	4	2	6	5	17	6	17	20	31	6%
China e Ásia	1	7	2	1	5	8	18	25	21	4%
África	1	0	2	3	2	7	5	16	18	3%
Médio Oriente	0	0	0	0	2	18	4	10	17	3%
Outros/Indet.	3	4	5	9	11	17	14	18	18	3%
TOTAL	91	153	210	246	354	312	389	506	526	100%

Projectos Apoiados por Mercado



- **Europa** reforça a condição de mercado mais importante
- **Brasil** o segundo mercado mais importante (ultrapassando pela primeira vez Portugal)
- **Portugal**, cujo abrandamento poderá ser reflexo do aumento do número de outras entidades disponíveis para apoio

Support by Sector

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2017 (%)
Comércio & Serviços	23	41	69	87	88	83	109	167	153	29%
Imobiliário & Reabilitação Urbana	17	17	12	15	81	107	88	106	119	23%
Economia Digital	16	6	15	20	15	22	48	53	95	18%
Turismo	22	56	71	71	61	59	57	44	27	5%
Indústria	1	5	8	6	8	10	21	24	10	2%
Indústrias Criativas	2	3	6	14	8	13	18	14	23	4%
Energia & Ambiente	2	2	5				1	8	6	1%
Saúde & Bem Estar	4	6	4	5	9	7	10	7	9	2%
Centros de Serviços								7	7	1%
Educação, Desporto e Cultura	3	1	2	3	10	2	6	3	8	2%
Financeiro								5		0%
Economia do Mar		2	1	2	2	1	3	2	4	1%
Outro/Indeterminado	1	14	17	23	72	8	28	66	65	12%
Total	91	153	210	246	354	312	389	506	526	



Zalando's announcement Lisbon new office 2017



Opening BOSE Service Center Lisbon 2017



Casafari Team Lisbon 2017



Digital Delivery Hub Mercedes Lisbon 2017

Dynamization Economy (2009 – 2018)

- + Creation of **Startup Lisboa** Business Incubator, 2009
- + **Low-Cost Lease Auction**, 52 stores, 2012
- + **Re-use of the Desterro Hospital**, 2013
- + Real Estate Consulting Office, 2013, 2014
- + Code Training, 2014





Municipal Market Concession Lisbon 2017

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2017 best year ever, all-time records :

- 526 investment projects supported (+5%)
- 26 International Promotion activities (+24%)
- 213.000€ turnover (+18% reaching 48% of total budget)

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Future:

Upgrade the International Promotion work to the Metropolitan Area of Lisbon (18 Municipalities)...

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Thank you

Rui Coelho

www.investlisboa.com