

Why Invest in Lisbon?

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Lisbon City Council

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WHY INVEST IN LISBON?

- 1. LISBON'S ATTRACTIVENESS**
- 2. WHAT WE WANT**
- 3. WHAT WE ARE FOCUSED ON**
- 4. WHAT WE ARE COMMITTED TO**

1. LISBON'S ATTRACTIVENESS

- a) Lisbon in numbers**
- b) KPI – Key Performance Indicators**

WHY INVEST IN LISBON?

All this in just
3% of the country's land area

1. LISBON'S ATTRACTIVENESS

a) Lisbon in numbers

28%
National
Population

A scenic view of Lisbon, Portugal, showing the city built on a hillside overlooking the water, with a prominent white domed building in the center.


36%
National GDP

Large green 3D letters spelling 'GDP' are placed on a white spreadsheet with various numbers and percentages.

38%
Students in
higher
education

A group of hands holding up black graduation caps with yellow tassels against a blurred background of a building.

34%
University
Degrees
available

A modern university building with a large glass facade and a white facade, situated on a green lawn.

WHY INVEST IN LISBON?

All this in just
3% of the country's land area

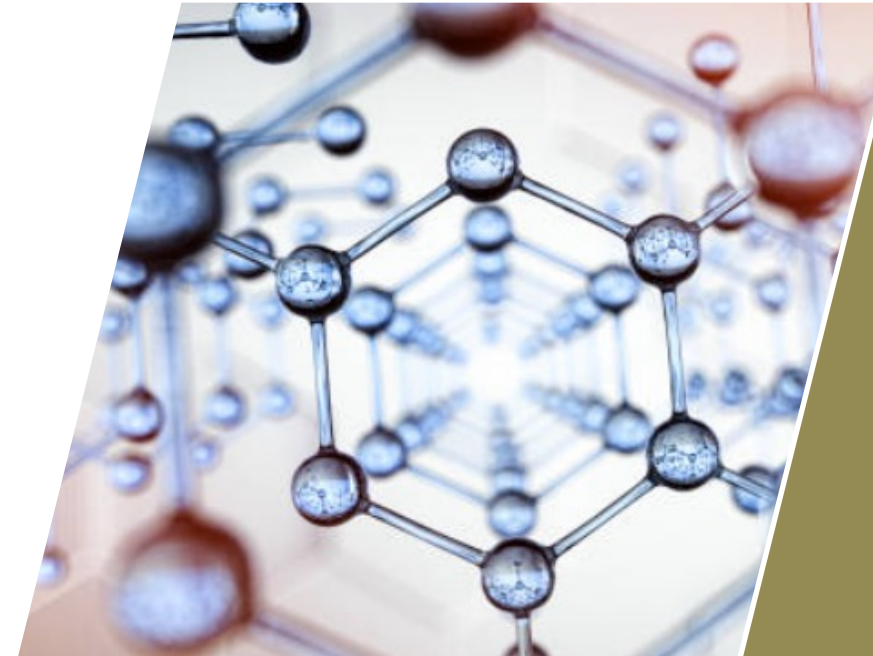
1. LISBON'S ATTRACTIVENESS

a) Lisbon in numbers

29%
Companies



47%
Digital
Companies



44%
Creative
Companies



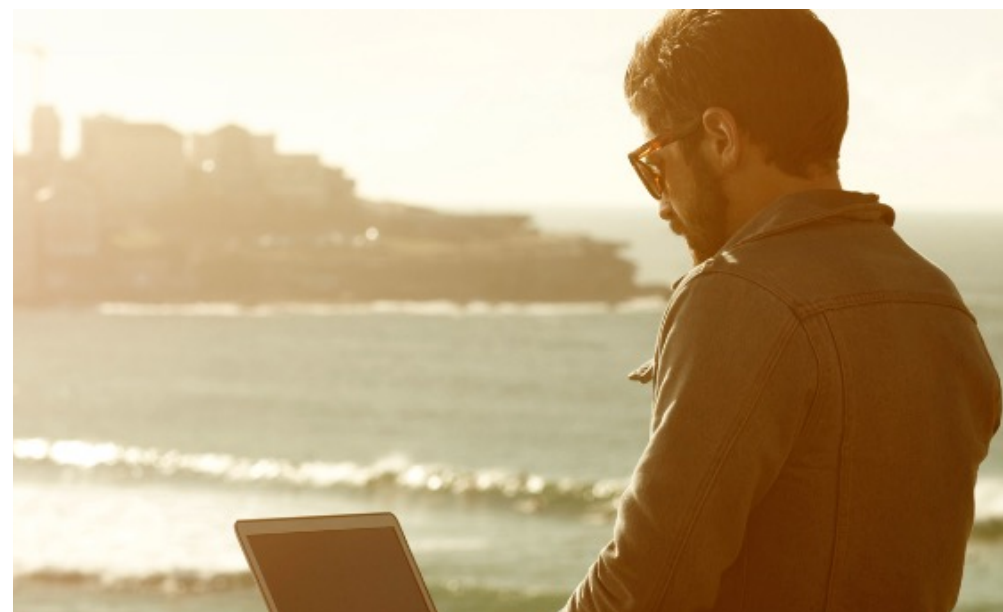
51%
Expats living in
Portugal



WHY INVEST IN LISBON?

1. LISBON'S ATTRACTIVENESS

b) KPI | Safety and Quality of life



4th
Healthiest City
in the World
Money.co.uk, 2022



3rd
World's Best
City
Monocle, 2022

1st
Destination
for executive
nomads

Savills Executive
Nomad Index, 2022



3rd
Best City in
Europe to live
as a Family

SUMO FUNANS,
2021



WHY INVEST IN LISBON?

2. LISBON'S ATTRACTIVENESS

b) KPI | Technology and Innovation



START-UP ECOSYSTEM IN LISBON

- Since 2020, Portugal is top 10 in Europe in attracting foreign direct investment (total number of projects)
- Lisbon is the most attractive region in the country (68 projects in 2021).
- 14 Accelerators
- 100+ Co-working spaces
- 5 FabLabs and marketplaces
- 10 Creative Hubs

Top investors in Lisbon:

- USA
- Spain
- Germany

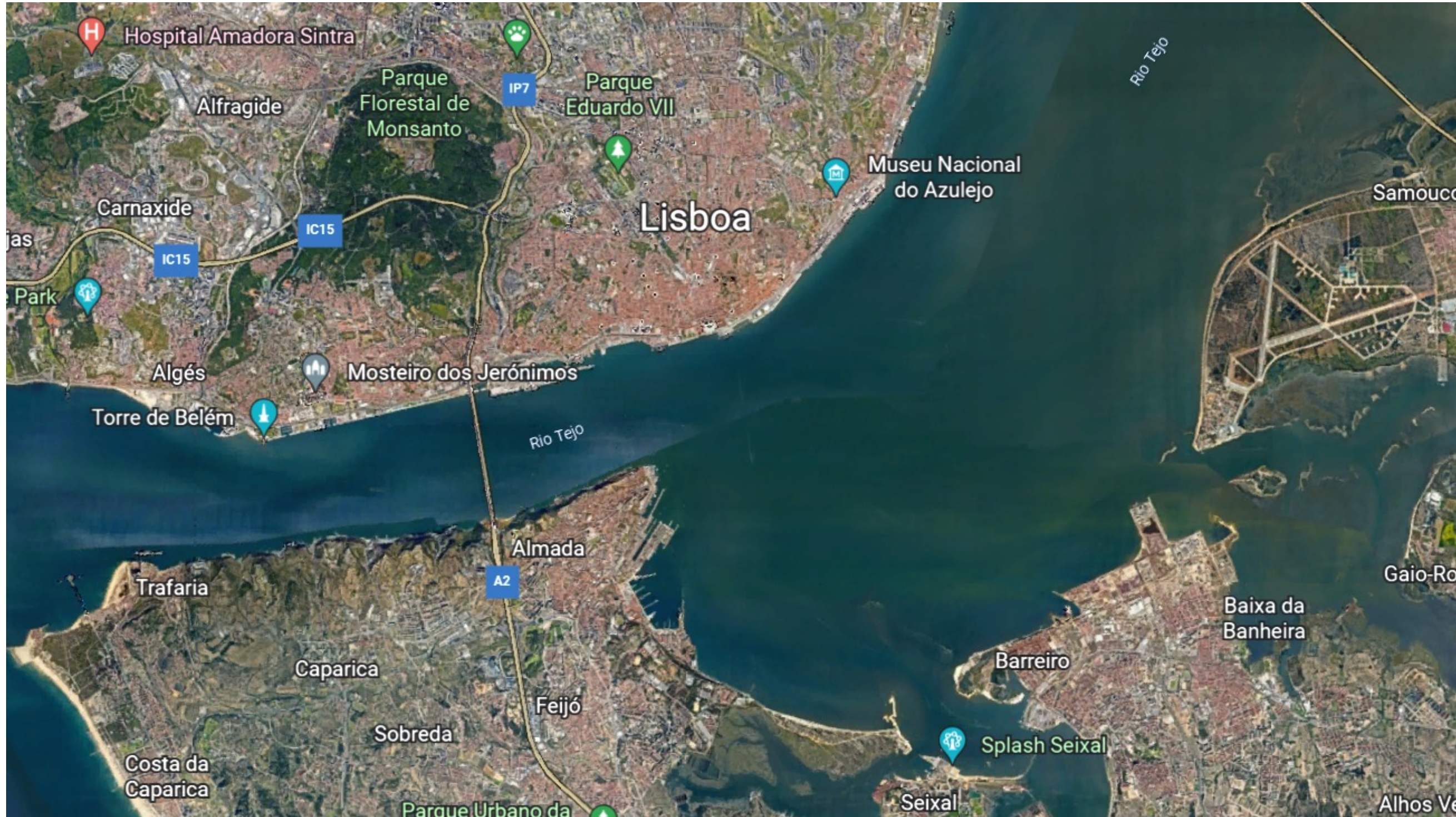
Source: EY Attractiveness Study 2021



WHY INVEST IN LISBON?

2. LISBON'S ATTRACTIVENESS

c) KPI | International scale



- **Almost 3 million inhabitants**
- **27.7% of the country's population**
- **30% of the country's touristic visitors**

Source: INE – Instituto Nacional de Estatística

WHY INVEST IN LISBON?

2. WHAT WE WANT

WHY INVEST IN LISBON?

2. WHAT WE WANT



+ INHABITANTS



+ COMPANIES



+ QUALITY OF LIFE



WHY INVEST IN LISBON?

2. WHAT WE WANT

Better public space



Better mobility



Walkable neighbourhoods



Proximity services



3. WHAT WE ARE FOCUSED ON

- a) Simple and clear licensing**
- b) Create new intervention areas**
- c) Create new land of opportunity**

WHY INVEST IN LISBON?

3. WHAT WE ARE FOCUSED ON

a) Simple and clear licensing

✓ Dedicated Project Managers



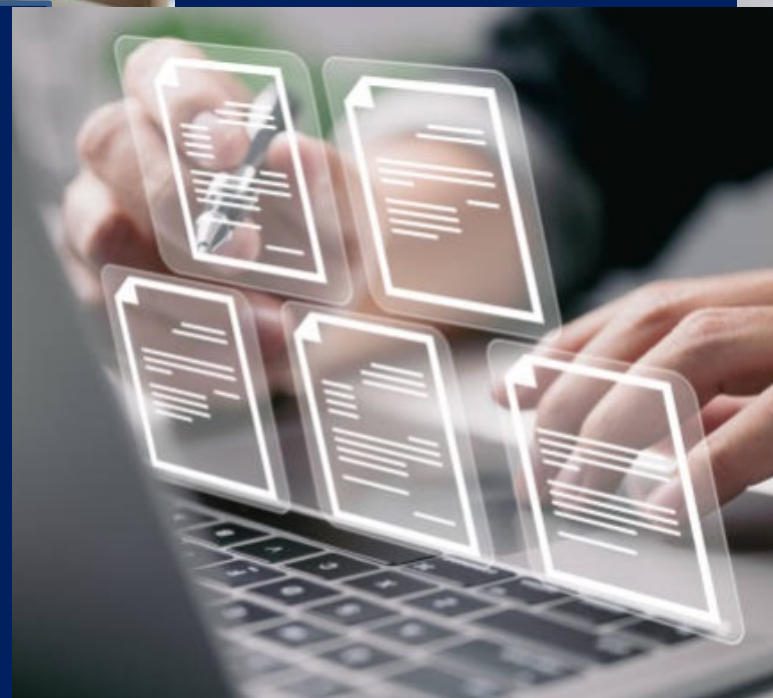
✓ Fast permits



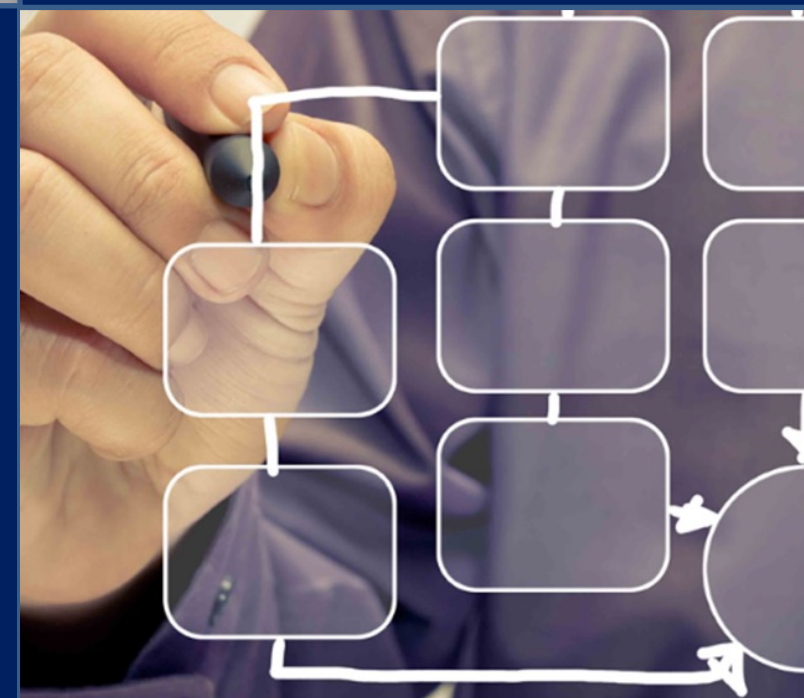
✓ Real time project tracking



✓ Clear procedures



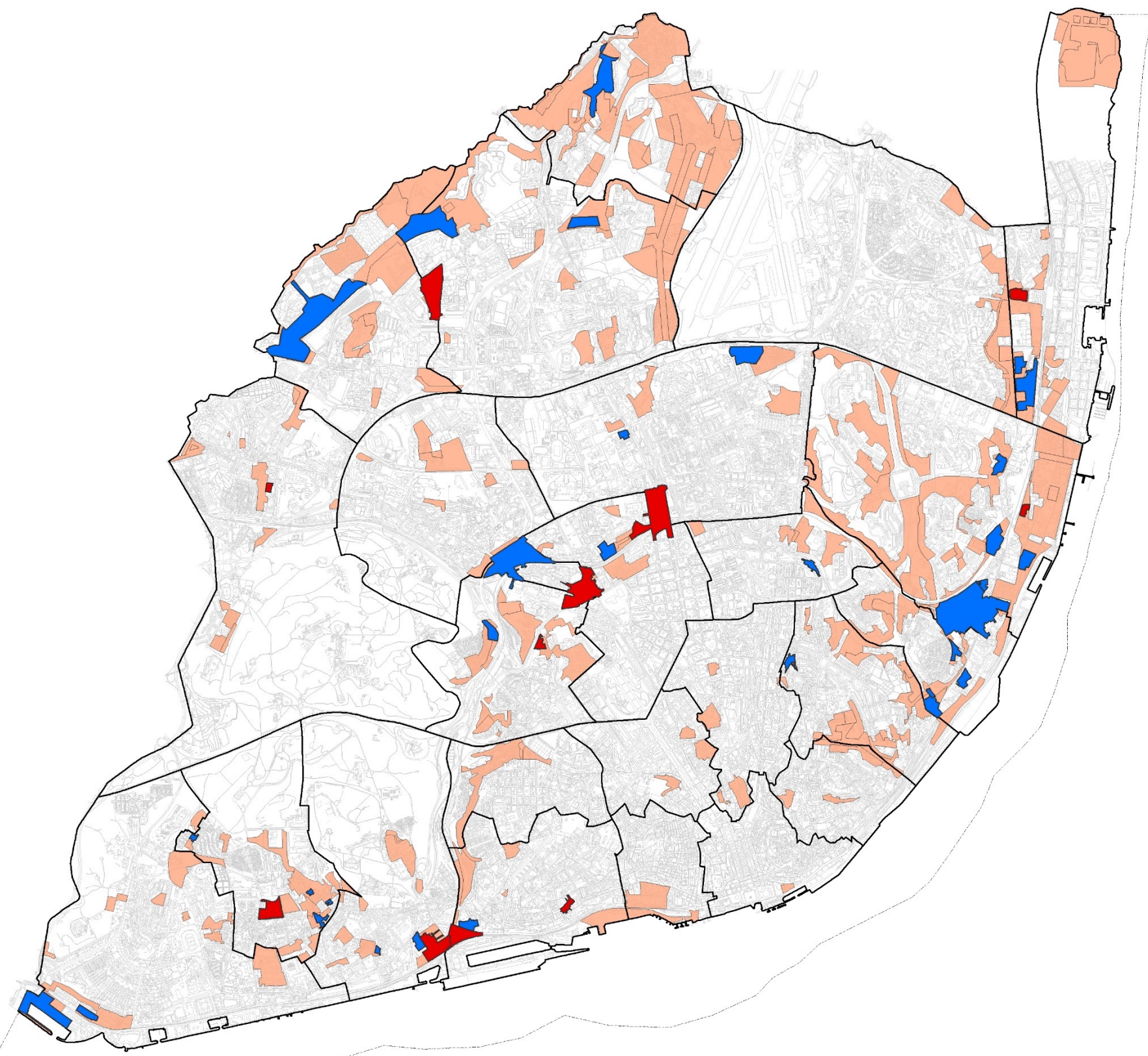
✓ Reliable regulations and requirements



WHY INVEST IN LISBON?

3. WHAT WE ARE FOCUSED ON

b) Create New Intervention Units *(Unidades de Execução)*



■ “New development areas” – Lisbon Municipal Plan
“Áreas a consolidar” – PDM de Lisboa
1.300 hectares



■ Approved Intervention Units – 55 hectares

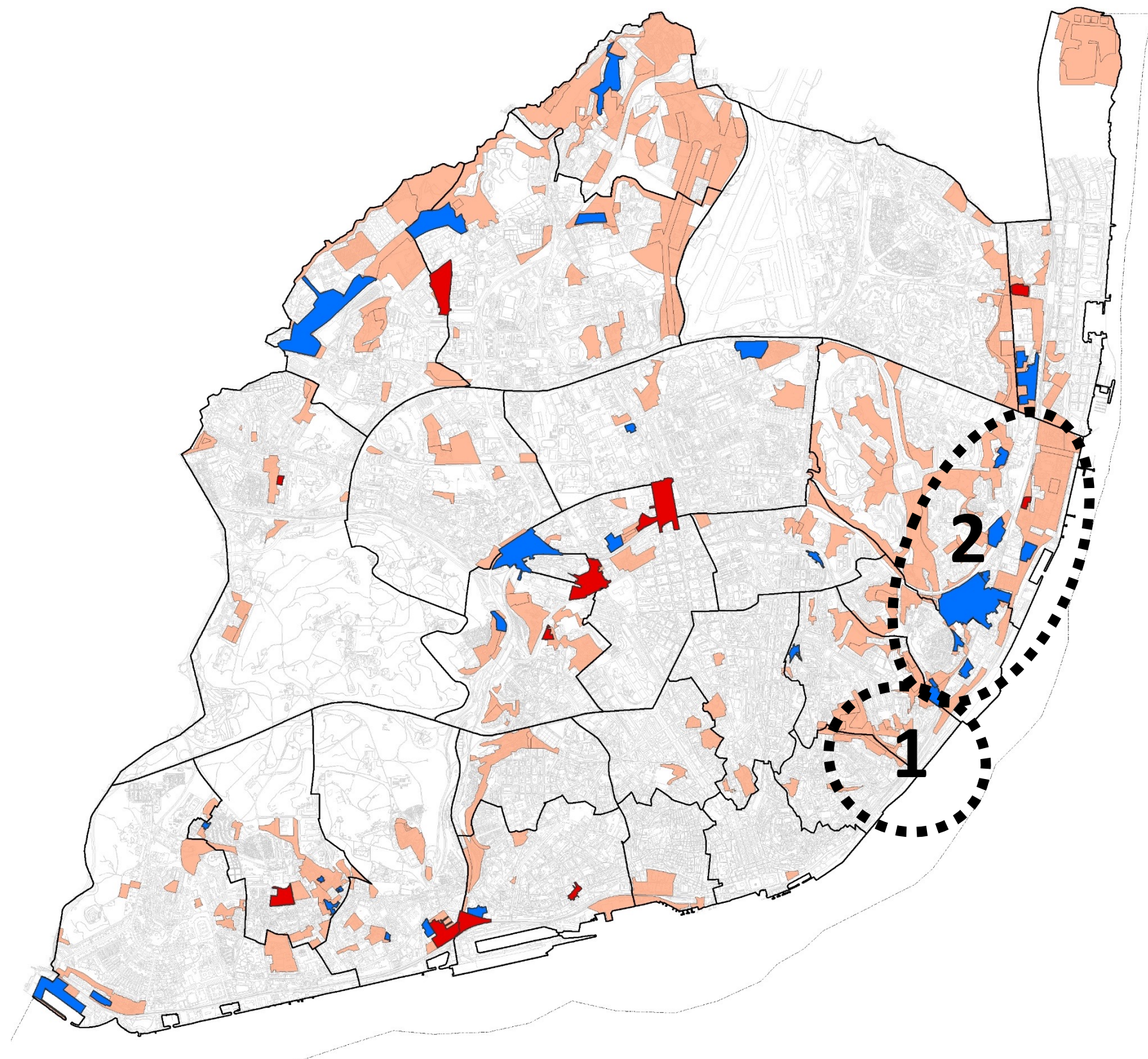


■ INTERVENTION UNITS IN PROCESS – 153 HECTARES

WHY INVEST IN LISBON?

3. WHAT WE ARE FOCUSED ON

c) Create New Land of Opportunity



“Solutions are reached together and they’re built on trust and commitment”

Partnerships

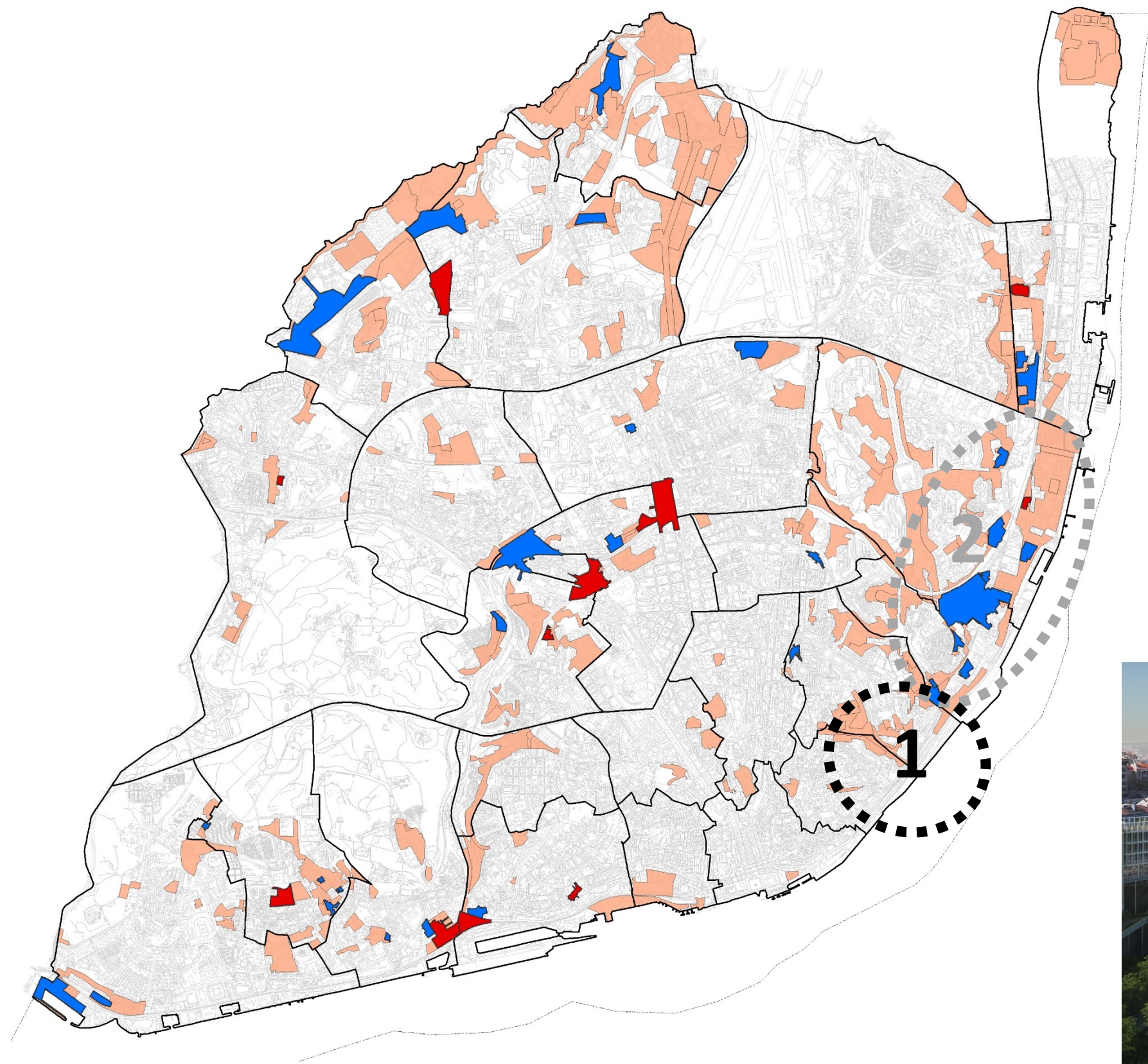
There are opportunities for many different types of investors, such as:

- 1. Vale de Santo António**
- 2. Beato/Marvila Urban Renewal Area**

WHY INVEST IN LISBON?

3. WHAT WE ARE FOCUSED ON

c) Create New Land of Opportunity



Vale de Santo António Zoning Plan

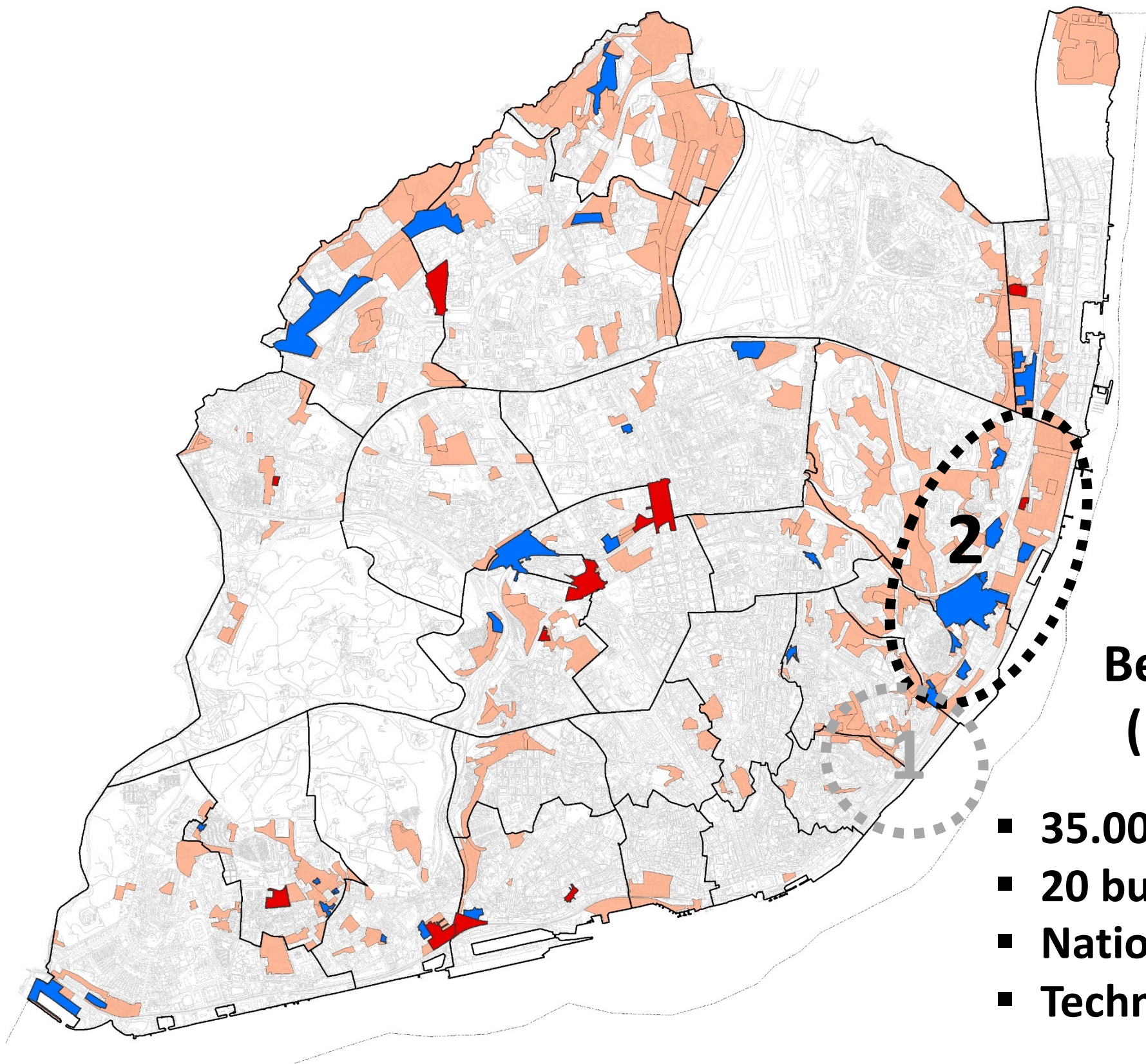
- Gross construction area – 27 000 sqmeters
- Around 2.200 new dwellings



WHY INVEST IN LISBON?

3. WHAT WE ARE FOCUSED ON

c) Create New Land of Opportunity



Beato/Marvila Urban Renewal Area

- ~160 ha
- Empty industrial buildings and workers' quarters
- Coupled with intervention unit (~30ha) in study



Beato Creative Hub (Unicorn Factory)

- 35.000 square meters
- 20 buildings
- National and international entities
- Technology, innovation and creative industries



4. WHAT WE ARE COMMITTED TO

WHY INVEST IN LISBON?

WHAT WE ARE COMMITTED TO

✓ Fast permits



✓ Clear regulations



✓ Continuous communication
from the very first step of
project development





LISBOA

CÂMARA MUNICIPAL