

Lisbon's Investment Promotion Agency



SPEED UP 27/2/2019
Centro de Inovação da Mouraria

INVEST LISBOA
Your Atlantic Partner

Invest Lisboa is **Lisbon's investment promotion agency** a one-stop shop for companies, investors and entrepreneurs looking to invest or set up their business in Lisbon.

Invest Lisboa offers personalised, confidential and free support, including **providing** advice, information and contacts, and **identifying** business partners, premises and investment opportunities.

Created in 2009, from a strategic **partnership** between Lisbon's City Council and the Portuguese Chamber of Commerce and Industry. It is also **supported** by the Portuguese Trade and Investment Agency (aicep Portugal Global) and **sponsored** by Baía do Tejo.



- Established in 2014

Offers Lisbon the possibility of

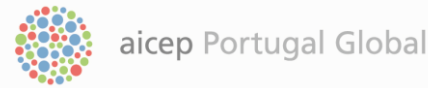
- attracting factories and large logistics equipment

Baia do Tejo

- promoting itself under the Lisbon brand and benefiting from its ever-increasing international renown.

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Work Areas

- **International Promotion of Lisbon** 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), including 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**
 - Opening Video of the Web Summit (2016, 2017, 2018)
 - “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



Lisbon Stand in Expo Real

expo
real

presents

REIN

REAL ESTATE
INNOVATION NETWORK

Halle Hall
A2

TALK ZONE

LISBON

Duarte Cordeiro
Vice-Mayor, Lisbon City Council

LISBOA
LISBON MUNICIPALITY





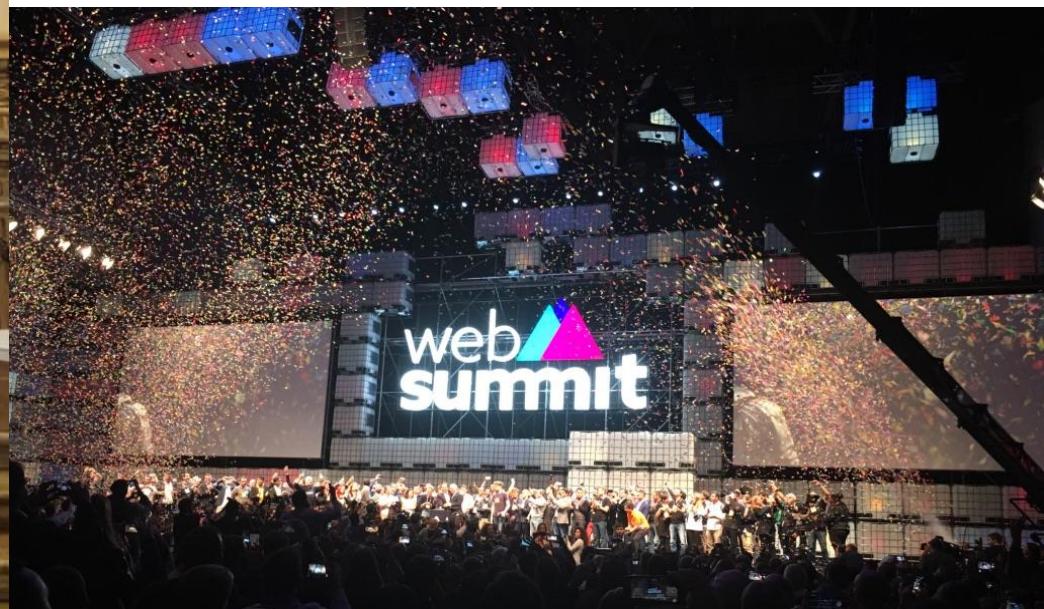
Lisbon Promotion in London (4 events)



Event with Diaspora



Web Summit opening



Web Summit



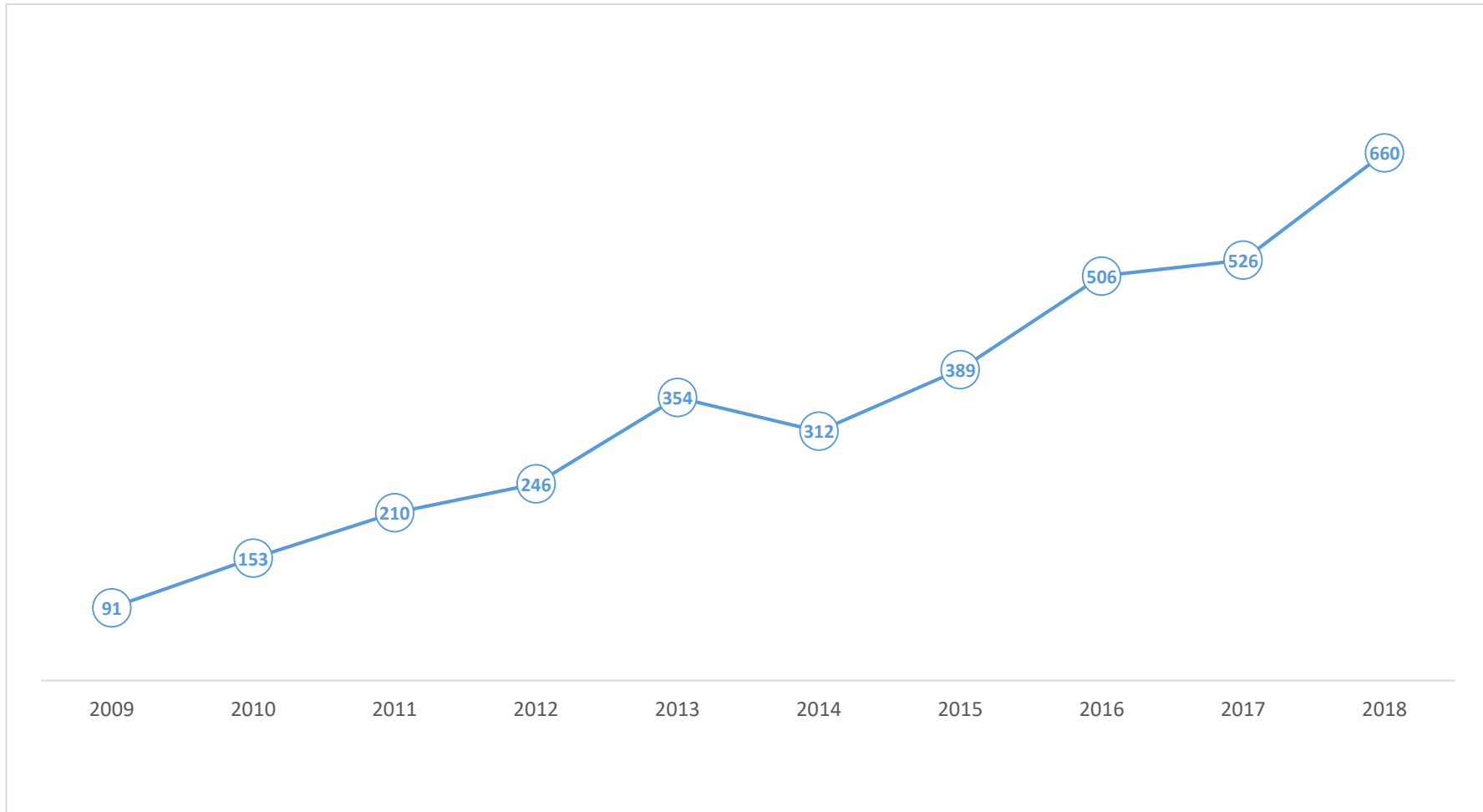
STUDY IN LISBON

<https://youtu.be/HaYo6Rj0LxU>

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





Zalando's announcement Lisbon new office 2017



Opening BOSE Service Center Lisbon 2017



Casafari Team Lisbon 2017



Digital Delivery Hub Mercedes Lisbon 2017



In 2018 Google made **"a very important investment in Portugal, having already created 500 jobs"** and the subsequent **"announcement of the creation of a new academy for the development of applications based on Android technology for 1,000 graduates is extremely important '.**



AMAZON WEB SERVICES Miguel Alava, AWS Director for Southern Europe: “We look forward to pioneering the country alongside our customers, helping them **accelerate their digital transformation and deliver new and innovative products and services**”



Cisco has 400 employees in Oeiras and Braga, mainly in 5 service centers.

Sofia Tenreiro, CEO Cisco Portugal, said that the company **wants to increase investments in Portugal**, «because of all the innovation that is happening in the Country». "The creation of startups is bringing investment from many other companies to Portugal."



UBER (2018 - **European Centre of Excellence**) – “Uber said it picked Lisbon because of the growing local market, and because of **the ready availability of multilingual staff**”.



DAIMLER (First Global Digital Delivery Hub) "The Portuguese capital is increasingly establishing itself as the new "place to be" for the digital world: it is precisely here that Mercedes-Benz wishes to drive its future digital transformation from premium automobile manufacturer to premium mobility service provider."



BMW (Technological Center) Christoph Grote, VP: "We studied several locations and in Portugal we found talent, great talent and willingness to innovate, this is what allowed us to have already about 200 people working "



VOLKSWAGEN (Software Development Centre) Martin Hofmann, CIO: “We are transferring the success story of our Berlin digital labs to Portugal: combining exciting tasks with the most advanced agile working methods of the IT scene.”



ZALANDO (Technology Hub) - Marc Lamik, Head of Innovation and Partnerships: **“Lisbon offers a great environment to develop our new hub. The city’s tech ecosystem will allow us to attract the talent we need, and we are looking forward to engaging in fruitful exchanges with the local startup community”.**

CASAFARI

CASAFARI (Headquarters + Development) - Nils-Holger Henning, Co-Founder: **“The booming ML/AI/Data Science community is one of the reasons why Casafari is based in Lisbon. Besides, a very supportive founder’s community and open mindedness of the real estate professionals make Lisbon the best home for our company.”**



SALSIFY

SALSIFY (First European Office) - Jeremy Redburn, Co-Founder and Executive Vice President : “We chose Lisbon as our first European office **because of the entrepreneurial spirit and advanced skillset of every person we talked to.**”



DASHLANE Emmanuel Schalit, CEO: “When we made the decision to open a new office, we knew we had to do so in **a city that understands and values the spirit of innovation.** As we researched opportunities around the world, Lisbon quickly became the obvious choice. **The city is passionate about building forward-thinking businesses and has the skilled and motivated work force to make it happen.**”



PANALPINA (IT Center of Excellence) Ralf Morawietz, CIO: “In only nine months, and consisting mostly of local talent, **we have built a great team** which is working on software and applications”

Sandra Neto dos Santos, Manager: “The **proximity to the universities** also **helps with recruiting fresh talent with a strong work ethic and very good English skills**. And due to the lower cost of living, cost of labor in Portugal is roughly half of that in other European cities”



PIPEDRIVE (Development Center) “Lisbon ended up being **the perfect location** for many reasons - **language skills, a pool of technical talent and a suitable time zone, to name but a few.**”

SIEMENS

SIEMENS Peter Haendel, CFO, “Portuguese people are result-oriented. If they have a problem, they deal with it. Here, workers don’t head home right when their shift ends. There is also a stable environment – inflation and salaries – and a good match of high tech and low cost.”



BOSCH “Today, the company has one of the largest dedicated R&D teams in Portugal, with over 500 highly qualified engineers working both on hardware and software solutions in Aveiro, Braga and Ovar. In this way, Bosch stands not only for Made in Portugal but also for Invented in Portugal.”

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





Future:

International Promotion of Lisbon Metropolitan Area (18 Municipalities)

- Scale
- Relevance
- Flexibility



Take out points:

- What have we learnt throughout these 10 year of activity that allowed us to go further, grow and do better every year?
1. **Be open. Be collaborative. Create partnerships.** - you are not the source of every good idea and every expertise available in the world
 2. **Be transparent.** State your goals and share success
 3. **Sense of urgency** – 1st Reply. 2nd Reply quickly
 4. **Having a sense of purpose** – Public service, helping people, creating jobs
 5. **All business start small**

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Thank you

Diogo Ivo Cruz

www.investlisboa.com