



# LIVING & INVESTING IN

LIFESTYLE AND INVESTMENT OPPORTUNITIES

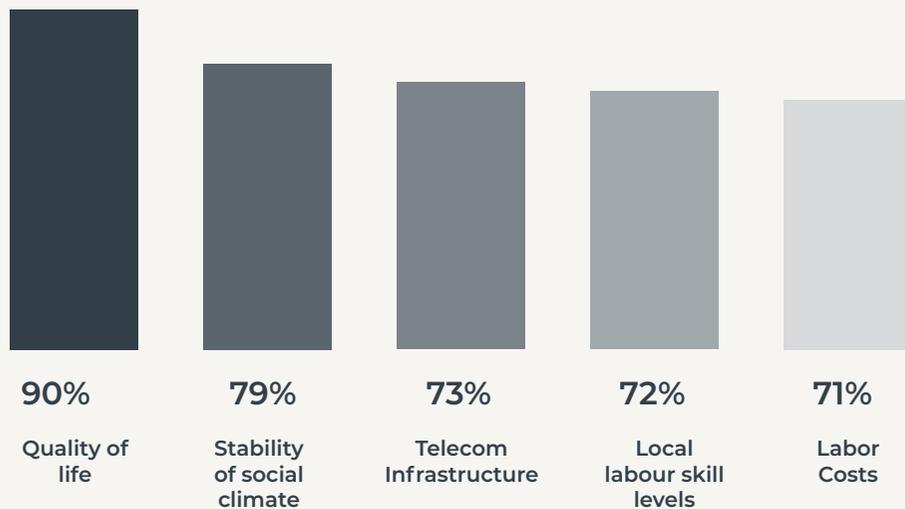
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## EVEN AS THE UNUSUAL OPTIMISM OF THE LAST TWO YEARS FADES, ATTRACTIVENESS REMAINS STRONG AND SHORT-TERM INVESTMENT PLANS ARE AMONG THE HIGHEST IN EUROPE

### Top five attractiveness factors:

(Percentage of respondents who find it attractive)



### Top three areas of focus to keep Portugal competitive:

- 1 Support high-tech industries and innovation
- 2 Develop education and skills
- 3 Reduce Taxation



# INVESTMENT OPPORTUNITIES



## PROPERTY INVESTMENT

Lisbon has become a prime destination for property investment, enticing foreign investors with its growing economy, real estate and tourism market.

The city is becoming increasingly popular amongst international tech start-ups and multinational companies, bringing with them top talent from all over the world.

**In fact, Lisbon, just this year, has been hailed as the 1# market to watch in PWC's emerging trends in Real Estate Europe 2019.**



## IN NUMBERS

In 2018, 132 000 houses were sold in Lisbon, a 22% increase compared to the year before.

The average price per square meter for a residential property in Lisbon is 10,5K€, compare that to other capital cities in Europe where homeowners and investors are paying up to 29,5K€ per square meter in London and up to 17,5K€ per square meter in Paris for prime real estate. Lisbon can still offer investors a high capital appreciation.

In Lisbon between 2012 and 2018, the city saw the number of visitors **grow by 50%**, driving the demand for vacation rentals, and short and long term rental accommodation.





## INVESTOR INCENTIVES

There are several investment incentives: From the Portuguese Government including the popular Golden Visa scheme. The government further offers a Non-Habitual Residency program that grants investors a favourable tax category; the StartUP Visa program that supports entrepreneurs by integrating them in a startup incubator, as well as giving them additional benefits.

There are even several options available for financial support from the European Union and banking sector. The European Union provides support for projects related to urban rehabilitation, technology, innovation and R&D through the Portugal 2020 program.



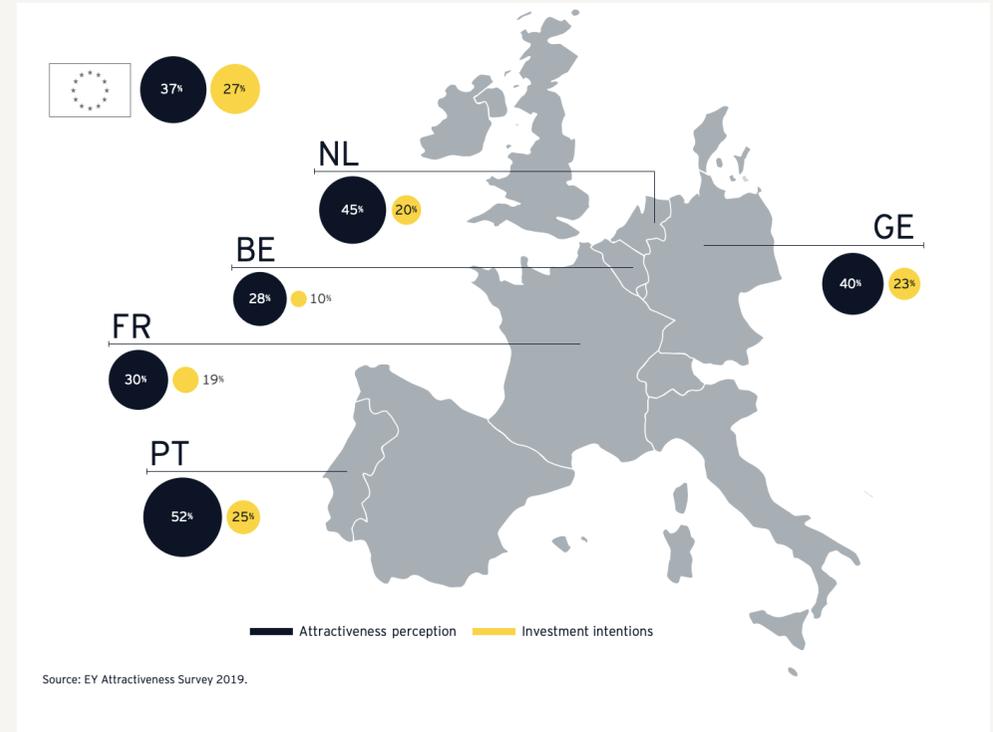
## PORTUGAL: A BEACON OF LIGHT IN AN UNCERTAIN EUROPEAN CONTEXT

The optimism prevailing in Europe came to an abrupt halt with the outbreak of geopolitical concerns related to Brexit, slowing Eurozone growth and rising trade tensions.

Uncertainty, not just in Europe but around the world, is unsettling investor confidence and it has caused businesses to throttle back on foreign investment.

In fact, even though Europe maintains its leading position as the most attractive region to establish operations in, optimism fell (**from 50% in 2018, to 37% in 2019**) and short-term investment plans slowed down (**from 35% in 2018, to 27% in 2019**).

Recent developments in investor sentiment toward Portugal mirror this wider European context. Still, Portugal has once more outpaced its fellow European countries.



ATTRACTIVENESS PERCEPTION AND SHORT-TERM INVESTMENT PLANS ACROSS EUROPE





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