

WHY PORTUGAL



November 2020

ANNOUNCEMENT



EMERGN OPENS A DESIGN LAB IN PORTO

November 2020

Emergn Limited, a global technology-based firm with expertise in product management and delivery, has recently opened a Design Lab in Porto, Portugal, focusing on the creation of customer-centric product experiences for their global client base. Actively recruiting, they have a range of open design and development roles.

Supported by a wealth of talent, Emergn is entering this leading innovation market and sharing its product management, ML/AI, UX and DevOps expertise with the Porto community.

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SMARTENERGY OPENS COMPETENCE CENTRE IN PORTO AREA

November 2020

Smartenergy's subsidiary in Portugal has set up its Global Competence Centre in Matosinhos (Porto region). It was officially inaugurated last September, with the virtual presence of the Deputy Minister for Energy as well as the Mayor of Matosinhos.

The Global Competence Centre has 15 to 20 highly qualified professionals, mainly Portuguese, who carry out and support the group's activities in terms of engineering, construction, operation and asset management, for Portugal and other markets.

[MORE...](#)



GERMAN EMMA CHOSE LISBON TO INSTALL ITS NEW HUB

November 2020

The German Emma – The Sleep Company, one of Europe's fastest growing startups, announced the opening of an office in Lisbon that will function as the company's new Business Service Centre for the European and Latin American markets. It is expected to employ 100 new jobs in the coming months.

According to Filipa Guimarães, responsible for Emma's Southern Europe and Latin American markets, "Lisbon is an attractive city even for foreigners, due to the quality of life and the dynamic startup scene it has. Besides, there is a lot of talent in Portugal, it is easy to recruit people who speak more than one language and we have high quality universities".

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INDUSTRY HIGHLIGHT: CORK



Portugal is the **largest cork producer in the world**, representing **49% of the world's cork supply**. **34% of the world's area of cork oak forest** is located in Portugal and the country is also responsible for **63% of the sector's exports**.

Cork isn't simply the wine's best friend. Cork is used by NASA on spacecraft, in Hollywood, by architects and engineers. It also improves acoustics and is great for thermal insulation. It is impermeable to liquids and gases, anti-allergic and is used in fashion, yoga mats, furniture and inside baseballs. Even Cola-Cola used it in the XIX century. The applications are endless. And it is green!

Click [here](#) to learn more

M&A

Recent Track Record in M&A operations

October 2020

The country remains attractive and open to Mergers & Acquisitions by foreign companies.

Recent deals reflect the current dynamism, such as the Italian **SIT Group**, which has acquired Portuguese Janz and enters the water meters market ([press release here](#)) as well as the German wholesaler giant **Metro AG** that acquired Aviludo Group, the second largest Food Service Distribution player in Portugal, strengthening its presence in the country ([press release here](#)).

INNOVATION

Portugal won first prize at ECOTROPHELIA Europe 2020

October 2020

Two master's degree students from the University of Aveiro won the first prize with an eco-innovative food preparation product at Ecotrophelia Europe, considered as the biggest European competition in food eco-innovation.

The food preparation "Orangebee", based on aquafaba and bee pollen, which reuses waste from the food industry, was the winner of the competition which brought together university students from 13 European countries.

The competition aims to promote innovation, entrepreneurship and competitiveness in the European agri-food sector, challenging students in post-secondary education to develop innovative and sustainable products.

[MORE...](#)

DID YOU KNOW?

Portugal is in the TOP 10 countries with the best Migrant Integration Policy (MIPEX 2020)

October 2020



MIGRANT INTEGRATION POLICY INDEX 2020

Portugal has consistently improved since the first MIPEX edition and specifically improved by **+3** points from 2014 to 2019. Portuguese integration policies slightly improved in all dimensions of equal rights, opportunities and security for immigrants.

Click [here](#) to learn more

WHAT COMPANIES SAY



"Our mission is to improve the way people and companies work. Forever. As our business continues to build globally, we were looking to expand our capabilities and are excited to be putting down roots in Porto. At the heart of our business, we help companies bring ideas to market. Engineering excellence is critical to that and we believe the addition of a location in Porto alongside the people and culture of Portugal will support that goal."

- Alex Adamopoulos, Emergn CEO



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