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PORTUGAL, A TOP TECH DESTINATION

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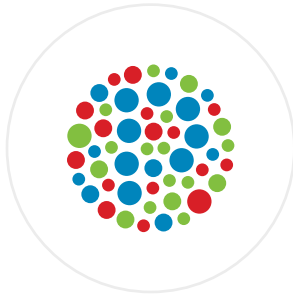


PORTUGAL, A TOP TECH DESTINATION

It's the right combination of talent, innovation, an excellent infrastructure and a strategic location, together with a fantastic quality of life, social and political stability, that make Portugal such an appealing destination to foreign investment.

Portugal is a multicultural country, with an open and modern economy, which attracts companies from all over the world to establish or expand their investments in the country, even in the context of the pandemic we have been experiencing for over a year.

This Report demonstrates that the investment in highly specialized and technological Competence Centres has been particularly relevant in Portugal and has shown a steep growth in the latest years. It includes as well the analysis and testimonies of companies that recently invested in Portugal.



>BY **ANA COSTA**, SENIOR INVESTMENT MANAGER OF AICEP

Portugal has seen an unprecedented growth of foreign investment in the technological area in recent years, with a very relevant impact on the qualifications, working models, exports and the sophistication and complexity of the services provided.

The Competence Centres that currently exist in Portugal have significantly contributed to the consolidation of the technological *hub*, for which the country is beginning to be recognized in the international sphere. According to the latest edition of the EY Attractiveness Survey Portugal 2020, a record number of FDI projects was reached in 2019, more than double the previous year. Although multiple sectors are growing, the Digital area tripled the number of projects, reinforcing its leadership position.

AICEP – Portuguese Trade & Investment Agency has been accompany-

ing the service centres in Portugal in recent years, with a special focus on those that export most, or all services provided. Currently, we work closely with 170 companies, corresponding to 192 centres that employ about 64 000 people.

In terms of geographic distribution, 57 per cent of the centres are in Lisbon and 29 per cent in the Oporto region, with the other regions of the country witnessing a strong growth as an alternative or expansion to the two major metropolitan areas.

Most of the Service Centres being monitored are specialized in activities with high added value, namely in In-

formation Technologies such as *software* development, digitization, *data analytics*, *cloud*, artificial intelligence, cybersecurity and *blockchain*.

Why Portugal?

According to recent investments monitored by AICEP, the key factor when choosing a location for Competence Centres has been the availability and quality of talent in Portugal. Many companies report having already experienced Portuguese talent abroad, as a good premise for the potential that the country can offer.

Of the approximately 80 000 higher education graduates each year,

SERVICE CENTRES IN PORTUGAL

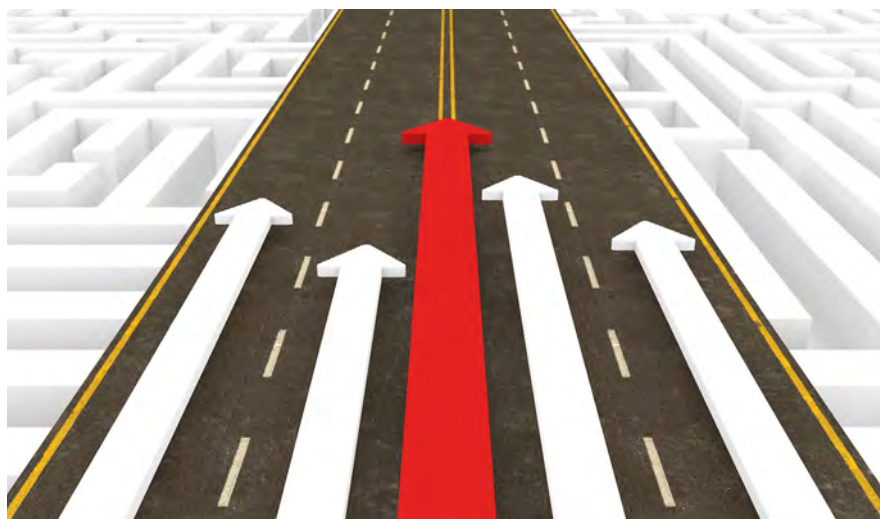
14%	35%	85%	45%	8%
Annual growth rate of the number of centres (last 5 years)	% of centres providing ICT and Software services	Employees with higher education	% of centres operating in more than 1 language	% of employees with foreign nationality

Source: AICEP

PORTUGAL RANKINGS ON TALENT

LANGUAGE SKILLS	MANAGEMENT EDUCATION	UNIVERSITY EDUCATION	GRADUATES IN SCIENCE	SKILLED LABOUR
#7	#12	#14	#15	#23

Source: IMD World Talent Report, 2020, 63 countries



around 30 percent are in the areas of Science, Technology, Engineering, and Mathematics. The engineering area stands out as, according to the OECD, Portugal has the 3rd highest ratio of graduates in this area at European level. Furthermore, English is widely spoken, which places the country in 7th in 2020 in the English Proficiency Index, across 100 different geographies.

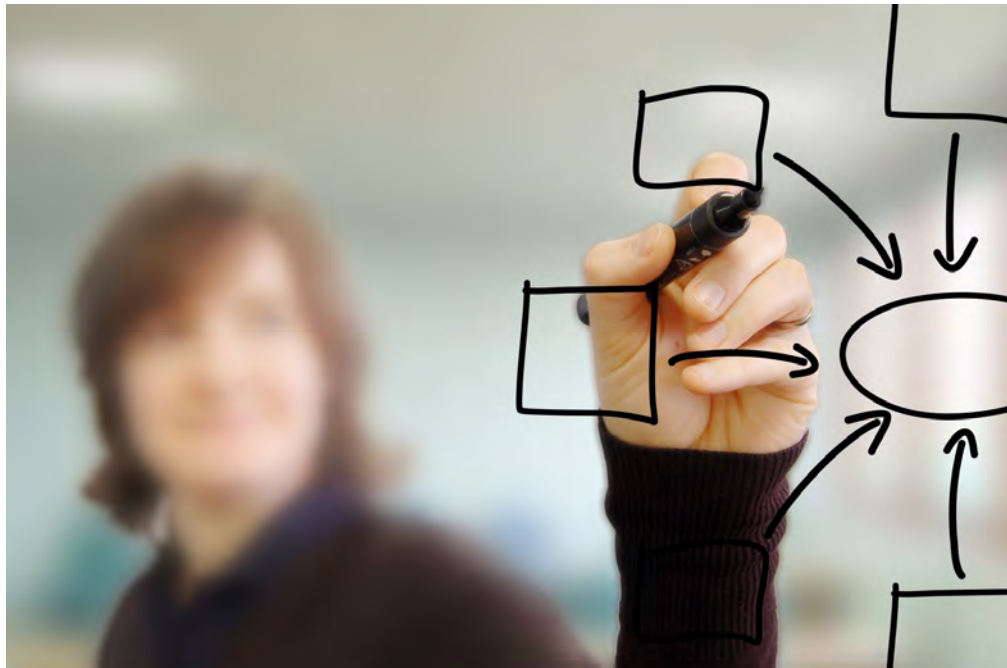
In addition to English, which is the spoken language in most foreign service

centres, other languages such as French, Spanish and German are also common.

Portuguese universities have made a huge contribution to the technological positioning of Portugal and are thus also key players in attracting these operations. The quality of education, the international *rankings*, the research and development partnerships in digital areas and the integration of internships in companies have characterised the attractiveness of higher education institutions that, increasingly, establish partnerships with the business world.

One of the most representative examples of this partnership is the German group Bosch with the University of Minho, in Braga. This partnership takes the form of several research and development projects which amount to around 100 million euros and employ highly qualified engineers in what has already become an internationally recognized example of collaboration between academia and industry.

In the management area, four Portuguese universities are part of the Financial Times 2021 *ranking* in Management and Finance Programs and the Lisbon MBA of Universidade Nova and Universidade Católica is part of the Global ranking of the 100 best in the world in 2021.



The attractiveness of higher education institutions in Portugal is also proven by the number of foreign students seeking Portuguese universities. This number has been increasing and already represents 15 per cent of the total number of students enrolled in higher education in the 2019/2020 academic year, an increase of 16 per cent over the previous year.

The growing number of job opportunities that the investment in Competence Centres provides, leads to an increasingly significant number of qualified expatriates. On average, around 8 percent of employees in this type of operation are foreigners, who are also attracted by the quality

of life. They may benefit from a more favourable tax regime and from programmes that facilitate entry, such as the Tech Visa. In fact, the migration balance in Portugal has been positive since 2017 and reached the record value for the past eight years in 2019.

The Portuguese Diaspora has had a growing importance in attracting foreign companies to Portugal. They are Portuguese who live and work abroad, sometimes placed in high positions and who stand out in numerous sectors in the most diverse geographies. This network of talent abroad contributes to Portugal's image and credibility, often working as true ambassadors for the country.

TECH VISA

Tech Visa is a company certification program, managed by IAPMEI, with the objective of attracting highly qualified professionals, from Third countries and living outside the European Union. The aim is to ensure that companies that are certified in Portugal can access, in a simplified way, qualified talent from outside the European Union.

IAPMEI is the entity responsible for the certification of applicant companies, involving several entities, such as Immigration and Border Control (SEF) and the Directorate-General for Consular Affairs, in the process of granting residence visas to professionals hired by certified companies.

Currently, there are more than 300 certified companies and around 800 residence permits have been granted under this Program. 91 percent of professionals hired under the Tech Visa program have computer science background.

More information can be found [here](#).



Many multinationals that have highly qualified Portuguese employees among their staff, include Portugal in the range of possible locations and sometimes, projects are implemented in the country as a result of this positive influence.

Another equally relevant factor is the existence of a vibrant ecosystem dominated by associations, *Fablabs*, incubators and accelerators, *coworking* spaces in city centres and institutions focused on the promotion of entrepreneurship. This network of players contributes to a collaborative and dynamic business environment, through the organization of countless events, informal meetings, training sessions and share of best practices, especially in the technological area.

The Web Summit, in Lisbon since 2016, is one of the biggest tech events in Europe, which attracts the entrepreneurial, technological, and financial community to Portugal, and is the stage for numerous investment announcements, leveraging the notoriety of the city and the country itself.

Portugal's unique connection to Portuguese-speaking countries has also benefited the arrival of some Compe-

tence Centres which, due to their language, economic and cultural affinity, provide services from Portugal to countries such as Brazil, Angola, or Mozambique. An example of this is the French Technip FMC, which established an Engineering Centre in Portugal in 2011 to serve these Portuguese-speaking countries, and today provides services to the Group worldwide.

The convenient Portuguese time zone that allows providing services to multiple geographies, in a period of daytime work is also considered in the decision-making process. Several Competence Centres established in Portugal provide services to regions such as North America, Latin America, Russia, or North Africa.

According to the market analysis, a large number of centres serve European countries (77 percent), North America (17 percent), Latin America (12 percent), Africa and the Middle East (16 percent) and Asia (7 percent).

Chosen cities

The main destination city for foreign Competence Centres has been Lisbon. The Portuguese capital has attracted around 40 new foreign companies in the last four years in the area of Information Technologies. In the automotive sector, examples are: Critical TechWorks Competence Centres (BMW in partnership with Critical Software), Mercedes-Benz.io, Tb.lx (Daimler Group) and Volkswagen Digital Solutions - all of them have recently announced the expansion of their teams. Among the most recent investments to arrive in Lisbon are BJSS, CI&T, Cloudflare, Lockwood, NFON, Schröder Hyperion and Spring-er Nature.

However, Lisbon is also the home of numerous technology companies with a long presence in the city and that have recently announced expansion or diversification projects in new activ-

Non-Habitual Residents Status

Non-habitual residents who wish to become tax residents in Portugal may acquire the right to a more favourable tax regime, called Non-Habitual Resident Status, applicable to income from high added value activities for a period of 10 consecutive years.

Non-habitual residents will be subject to a reduced rate of 20 per cent for Personal Income Tax.

This status, granted by the Tax Authority, applies to both foreigners and Portuguese citizens, provided they have not been taxed as tax residents in Portugal in the last five years.

The value-added activities that are considered for the purposes of this measure are those enumerated in the list described in Ordinance No. 230/2019 of 23 July.

More information can be found [here](#).

ities. Examples include Capgemini Engineering (formerly Altran), Cisco with *Customer Experience Center*, Claranet with *Security Operations Center*, Colt Technology with a development centre for SDN network technologies, HPE with the 5G Lab, Microsoft with the *Language Algorithm Development Centre*, Nokia with a *new Global Business Service Centre* and Siemens (*i-Experience Center 4.0*).

The Metropolitan Area of Porto appears as the second largest destination for this type of operation, having attracted around 30 new foreign tech companies in the last four years.

Examples of this are Cocus, Continental Engineering Services, Criti-

cal TechWorks (BMW in partnership with Critical Software), Devexperts, Euronext Technology Hub, Fujifilm, Hostelworld, Natixis (Centre of Excellence in the field of ICT), New Work (Xing) and Vestas with the *Porto Design Centre* in the engineering area. More recently, software development centres from companies such as eDreams Odigeo, Emergn, Zühlke and Zumtobel have arrived in the Porto Metropolitan Area.

The city of Braga has an emerging role in the national technological landscape as the following examples demonstrate: Accenture with the Technology Centre, APTIV, Bosch Car Multimedia (Research Centre), Checkmarx, Fiducial and Fujitsu (Global Delivery Centre).

Other cities such as Aveiro, Évora, Leiria, Tomar, Vila Real or Viseu have demonstrated their growing attractiveness for this type of projects, to the extent that, having Universities and Higher Education Institutions, they have managed to attract some foreign companies in this sector. These cities may offer better quality of life, less competition at economic level, less pressure on talent and greater synergies with local entities.



ATIVAR internships

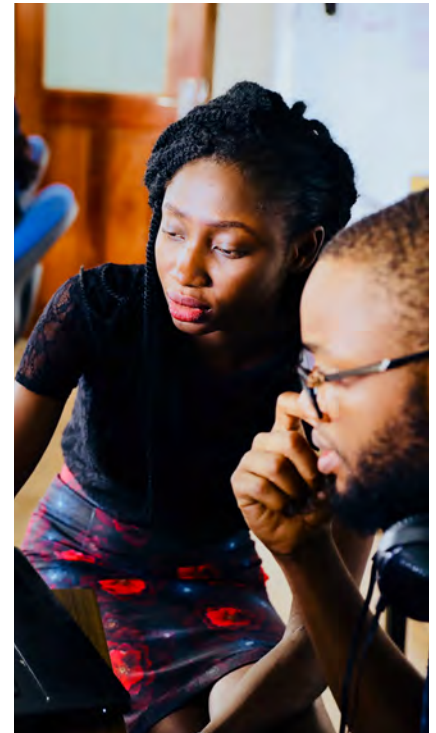
Internships with a duration of nine months with the aim of integrating young people, between 18 and 30 years old, in the labour market. The financial support for trainees, which varies according to the academic qualification is a monthly grant by the IEFP, plus meal allowance and work accident insurance. For a young graduate, for example, the employer support may reach to 627.24 euros per month.

Application opening period: 15 August 2021 to 30 December 2021.

ATIVAR.PT Grant

Financial support to employers who hire unemployed people enrolled for more than 6 months in the IEFP (or in certain disadvantaged situations), under a permanent employment contracts or fixed-term employment contracts for a term equal to or greater than 12 months, with the obligation to provide vocational training to fixed-term employees. The support to the employer will amount to EUR 5 265.72 for permanent employment contracts and EUR 1 755.24 for fixed-term employment contracts.

Application opening period: 15 August 2021 to 30 December 2021.



Some companies that initially established in Lisbon are expanding to other cities, taking advantage of the talent pool, diversifying their activities, and benefiting from partnerships with local entities. Capgemini Engineering (formerly Altran), with an office in the capital city since 2009, opened a Global Delivery Centre in Fundão in 2012, a new Centre in Porto in 2017, and in Évora in 2018. Accenture and Fujitsu expanded their operations to Braga and Merkle Dach (formerly Isobar CH) expanded to Leiria, Vila Real and Guarda.

Who invests?

This movement is led, on one hand, by technology-based companies seeking a new location to establish

Social Contribution Exemptions

The employer may benefit from a 50 percent reduction in Social Security contributions for a period of 5 years, when hiring, under a permanent contract, long-term unemployed (over one year) or young people under 30 looking for first job.

To apply, it is necessary to access the Social Security Direct online service, within 10 days from the date of the beginning of the employment contract.

More information can be found [here](#).



their development centre and, on the other, by companies from several industries (pharmaceutical, agri-food, automotive, energy, financial services, telecommunications, etc.) which, in their process of digital transformation, process efficiency and cost optimization, seek to concentrate activities in a new location, such as Information Technology, financial activities, human resources, data analysis, sales support, etc..

The main countries of origin of investors in this sector are Germany and France, in a leading position, followed by the United States and the United Kingdom. Other countries with a growing presence in Portugal include Austria, Switzerland, Ireland, Benelux, and the Nordic countries and from Asia, Japan and China stand out. ●

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AICEP – Portuguese Trade & Investment Agency is the Government entity that encourages foreign investment into Portugal and promotes exports and the internationalization of Portuguese companies, through its offices in Portugal and in more than [50 countries](#).

COMPETENCE CENTRES A HIGHLIGHT OF FRENCH INVESTMENT

France has been playing a leading role in Portugal's global positioning in the area of Competence Centres as numerous French companies have set up in Portugal in recent years in various sectors.

In terms of Service Centres, around 38 per cent of French operations were established in Portugal in the last four years, demonstrating the sector's momentum.

Portuguese talent stands out as the main asset valued by French companies, and is recognized as highly qualified, dedicated, and competitive.

Portugal offers French investors a geographically close location, within the European Union and the euro zone, an important and historic cultural affinity between the two countries, a consolidated presence

of many French companies in both the industrial and service areas and a unique knowledge of the French language motivated by the resident French community and by past and recent migratory movements.

Portugal is a country with flight connections to several cities in France, at a distance of a two-hour flight from Paris and with a time difference of only one hour, makes it a natural destination for French investment.

Ten French companies that are part of the French stock market index CAC 40 are established in Portugal with Competence Centres: Air Liquide, Atos, BNP Paribas, Bouygues, Capgemini, Crédit Agricole, Stellantis, Teleperformance, Thales and Vinci.

Some reference examples:

Air Liquide

In 2019, the group established a Shared Service Centre – Europe Business Service Centre –, in Lisbon, to provide financial services to the group in Europe.

Altice Labs

Located in Aveiro, Altice Labs, the R&D arm of the French group Altice, is an innovation centre with around 700 highly qualified professionals, focused on the research and development of advanced telecommunications solutions and information systems. They export innovative solutions, from Aveiro, to around 35 countries.

BNP Paribas Security Services

In 2008, BNP Paribas chose Lisbon to open the group's International Operations Centre. It is one of the largest Competence Centres in the area of financial services in Portugal. With 4 000 employees, BNP Paribas Competence Centre exports services to the group in areas such as Information Technologies, banking operations, and customer development.

Capgemini Engineering (formerly Altran)

In Portugal since 2009, Capgemini Engineering is in Lisbon, Porto and Fundão, employs around 1 700 people and operates in the areas of engineering and R&D in the most diverse industries, especially automotive, aeronautics, telecommunications, industrial and electronics. Most of the services it provides are for export.

Europcar Mobility Group

In 2014, the Europcar Group selected Lisbon for establishing its Global Business Service Centre, providing services in various areas for the group at European level, currently with about 350 people.

Faurecia

The GBS (Global Business Service) multifunction Centre, located in the Aveiro region, provides services to the

group for various regions of the globe, and already has 350 people.

Generix

In 2018, the French group Generix established its Technology and Support Centre in the Metropolitan Area of Porto to serve the group in Europe, Asia and America, with a team of around 50 employees.

La Redoute

The Service Centre located in Leiria, with around 180 employees, brings together technological, logistical, and financial skills to serve the group in Europe.

Natixis

In 2016, the French bank Natixis chose Porto to establish the Information Technology Development Centre to serve the group.

It currently employs around 1 200 people and has become a Centre of Excellence for the Natixis Group, incorporating other activities such as the Back Office or the Transformation Centre.

Sodexo

In 2018, the Sodexo group established a shared Service Centre in the Metropolitan Area of Porto to serve the group in Europe, called Sodexo Business Services. It has already around 250 employees and operates in several areas, such as financial, legal, and marketing.

Stellantis

In 2015, the by then PSA Group chose the city of Maia to establish a Service Centre to serve the group in various regions. Today it has about 300 employees and operates in areas such as finance, control, organization, and methods.

Thales

The Thales Group selected Lisbon in 2017 to set up its Shared Service Centre to serve the group, providing services in multiple areas, with around 150 employees. ●



PORTUGAL AS A GLOBAL SKILLS CENTRE

In recent years, we have seen in Portugal a huge increase in the number of centres from international companies, who consider the country an attractive location to place their support, back office, research, or technological development processes.



>BY **NELSON FONTAINHAS**,
DELOITTE PARTNER AND
CONSULTING OPERATE LEADER



The reputation as a tech savvy and attractive country to live, which combined with the competitiveness of human resources and social stability, contributed to Portugal's attractiveness for service centres. Lisbon, with events such as the Web Summit and a focus on the *start-ups* community, is recognized today as a "Tech hub" and often named by analysts as one of the most attractive cities to invest and work in the technological landscape.

With the increasing digitalization, physical distances become less important in new business models, giving greater relevance to the services sector. In this context, Portugal should continue to invest in capacity building as a privileged location for service centres that create value for the country through the (i) creation of qualified employment, (ii) strengthening of the population's skills, (iii) generation of business opportunities for Portuguese companies and (iv) increasing of the country's investment reputation.

Deloitte's Global Business Services & Outsourcing Survey 2021 reveals a set of trends to be aware of, with special emphasis on (a) growth of technology service centres and greater added value services (product engineering, *advanced analytics*, etc.); (b) *nearshoring* (with the effects of the pandemic on global value chains, 20 percent of companies intend to relocate services

"The reputation as a tech savvy and attractive country to live, which combined with the competitiveness of human resources and social stability, contributed to Portugal's attractiveness for service centres."

once again to closer geographies); (c) *outsourcing* (in 2021, two-thirds of the companies claim to work on integrated *outsourcing* models in the structures of their centres), and (d) *remote work* (many companies already consider recruitment regardless of the employee's location).

These are indicators of market trends that may be of greatest relevance to the sector, and that allow us to identify a set of challenges for Portugal to address to increase its competitiveness.

First, the talent agenda, as it is necessary to strengthen the adequacy of education curricula to the labour market, including training and reskilling paths to better adapt the workforce to the new qualified jobs.

Contextual factors should also be considered, namely the reduction of bureaucracy to attract more investment and foreign workers.

The ecosystem must also be thought of in a collaborative environment between investors and by strengthening the integration between the scientific and academic environment. And finally, sustainability.

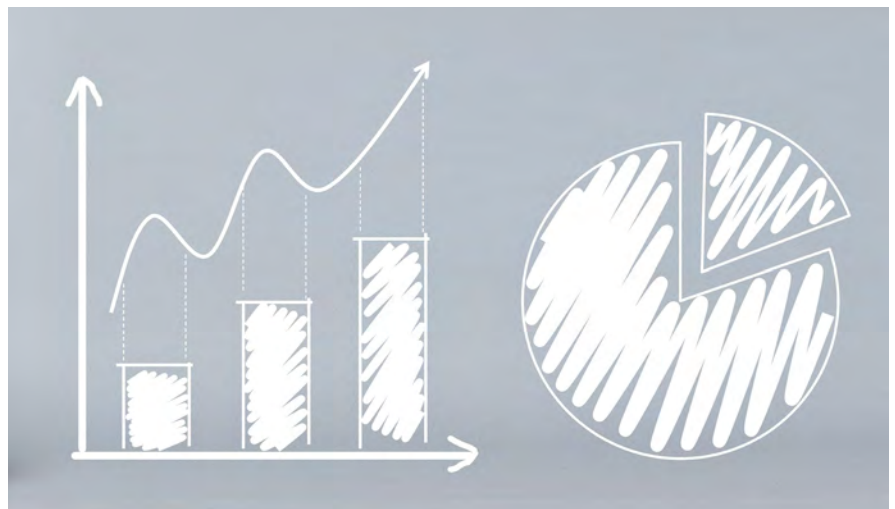
Portugal should take the opportunity to strengthen territorial cohesion, investing in developing conditions and providing further training and education opportunities outside the large centres of Lisbon and Porto.

Despite competing with other countries with greater capacity in terms of incentives, it is possible to do more to attract these centres to Portugal.

It is necessary to understand which types of investment interest us the most and create an agenda for their promotion. At Deloitte we will continue to support Portuguese institutions and our clients throughout their investment journey in order to contribute to the country's development.

In the same sense, we hope to continue to invest in Portugal as a location of competence centres to serve our worldwide network. ●

www2.deloitte.com/global/en.html





JOCHEN KIRSCHBAUM

COO of Critical TechWorks

INVESTMENT IN TECHNOLOGY EDUCATION IS AN ASSET FOR PORTUGAL

The investment that Portugal has been making in technology education was one of the factors that the German group BMW took into account in its most recent investment in our country – the creation, in 2018, of Critical TechWorks, in partnership with the Portuguese company Critical Software.

In an interview, Critical TechWorks COO Jochen Kirschbaum tells us about the company's activity and the potential for success that has been confirmed in the last two years, with the creation of new products for the BMW group.

The company intends to hire an additional 400 employees by the end of 2021 for the development of new solutions and technologies.

Critical TechWorks is a company formed in 2018 as a result of a partnership between BMW Group and the Portuguese Critical Software. Can you describe the Critical TechWorks' activity in Portugal?

Critical TechWorks is a joint venture between BMW Group and Critical Software that develops software engineering solutions exclusively for BMW Group in diverse areas such as autonomous driving, mobility, on-board software, connected car technology, data analytics, electrification, production and logistics. Critical TechWorks is based on a bold vision of the future of the automotive industry and has already developed more than 54 projects and has others in the pipeline, such as autonomous driving, infotainment, personalized intelligent assistants, mobile applications for different brands and models from the Group, and solutions to support the electrification of cars.

Choosing the right location for your business is an important factor and can impact in the long-term performance of the company. Can you briefly describe the journey so far and which factors were determinant for the choice of Portugal as a location for this project?

Portugal was the region chosen to host Critical TechWorks' offices because one of the founding companies is Critical Software, a Portuguese technological company with a history of over 20 years in software development. In addition, it is also a country that stands out for its investment in technological education, with excellent engineering schools, and for the strategic investment from the governmental entities on the development of the country as a technological innovation centre at a European level. For these reasons, we saw a great potential for success, which has been confirmed over the last two and a half years.

Attracting and retaining the right talent is key to success. How would you describe the Portuguese talent and how do you manage this challenges in your organization?

Portugal has been investing in educating professionals in technological areas to which we are related, so we can say that there is plenty of interesting Portuguese talent to take on the projects we are developing at Critical TechWorks. However, this is a highly competitive market, with several players recruiting the same profiles. This pushes us to promote our specific characteristics, such as the fact that we have a non-hierarchical structure, based on the responsibility, autonomy, and evolution of each employee, and also what do we have to offer them that really makes the difference in their lives, namely, disruptive projects, impact on the future of technology, work recognition, opportunity to grow within the company and support and investment in their training.

Do you have foreign employees in your offices in Portugal? How can you best describe their integration in the company and their experience of living in Portugal?

Yes, about 10 per cent of Critical TechWorks' employees are foreigners. However, their nationality has no impact on their integration in the company and in the projects under development since the official language of the company is English. Besides promoting a multicultural environment, that we believe brings a lot of added value to the products we deliver to

our customers and to the company spirit itself, Critical TechWorks is, by nature, a company with international influence, since we work very closely with BMW's teams in Germany.

Despite the different nationalities, we believe that people should be an active part of building the company and that this needs some physical presence, so all Critical TechWorks employees are working in Lisbon and Porto, where we have our offices. Foreign employees like the country, for its quality of life, climate, and safety.

Critical TechWorks has recently announced the goal of hiring 400 additional employees by the end of 2021, reaching 1400 people. Which areas of innovation and research will be developed by your team?

Critical TechWorks intends to recruit 400 employees in the year 2021 to integrate several disruptive projects, such as the development of functionalities for BMW and MINI applications, as well as the development of technology for electric cars, for autonomous driving, or the database for the European project GAIA-X.

According to some studies, COVID-19 is having impact on performance and efficiency of different organizations. How do you measure the coronavirus pandemic impacts in the way you do business, in your staff or in the workplace?

The pandemic was something new for all of us, but we believe we made some decisions that were beneficial in getting through this phase. Firstly, we

made sure from the beginning that all the decisions we made were clear and transparent, so this, combined with the trust we have in the team, based on our non-hierarchical working model, made everything much easier.

Another important factor to consider is that our employees develop software, work that fortunately can be carried out anywhere in the world, so the issue of doing remote work did not hinder the work we were developing.

Additionally, because we had dedicated workers and the support the company gave to employees, there was no major impact on productivity or on their wellbeing. We tried to overcome the challenges generated by remote working by providing the material that employees found important to ensure their comfort and quality of work.

Among other negative aspects of the pandemic, we regret the postponement of the inauguration of our Porto office and the inability to receive new employees in person. However, due to team spirit and internal initiatives, we had no problems integrating the new elements.

What are the largest challenges and obstacles Critical TechWorks is facing in Portugal? If applicable, would you like to suggest any recommendations for any of the obstacles and challenges mentioned?

The main challenges Critical TechWorks faces in Portugal are related to recruitment, due to the competitiveness in the market and the type of profiles we are looking for. However, we have been able to overcome these challenges by the unique offer we have and we have been able to achieve our hiring goals to meet the company's demands.

Assuming that your staff is currently mostly working remotely, how do you envisage the future of flex-

“Portugal is a country that stands out for its investment in technological education, with excellent engineering schools, and for the strategic investment from the governmental entities on the development of the country as a technological innovation centre at a European level.”

ible work in your organization?

Critical TechWorks now gives employees flexibility in whether they want to attend the office. For that, we have developed an internal application in which employees can register their presence and secure their place. However, in the future, we intend to adopt a hybrid model, because we believe that our work cannot be totally remote, especially because we need to test the technology developed and also because we believe that the contact and sharing of knowledge and experiences in a social environment is different and relevant for the team spirit itself.

The country's start-up scene rises, and some cities are now emerging as hubs of entrepreneurial innovation. Do you think this ecosystem may somehow contribute to Critical TechWorks' activities in Portugal?

Yes, I think it's quite positive that Critical TechWorks is framed in the Portuguese innovation ecosystem. We have been focusing on product development and product delivery times, but in the future we will start looking at the ecosystem and trying to partner with small players in the market, providing them unique opportunities, such as having access to cutting-edge technologies, infrastructure support and mentoring, or developing projects together.

Critical TechWorks is exclusively dedicated to developing the next generation of software systems for BMW's future driving machines (from your website). How do you envision the future of mobility, especially in large urban areas?

Talking about the future of mobility is risky since trends change frequently and at a very fast pace. For example, before, one could argue

that the future would be carsharing or the decrease of consumers who would buy their own car, due to the overcrowding of cities, but the pandemic changed this drastically due to the transmissibility of the virus. Furthermore, mobility differs from city to city and from country to country, so it is complicated to state a global scenario, when it depends on the people, environment and concerns of each region. However, there are some common denominators that I believe will be present in cities and that Critical TechWorks has been working on: the transition to electric cars, an integrated and safe mobility offer, cars with higher degrees of autonomy and that reduce the margin for human error, software that identifies and responds to driver and passenger needs. ●

www.criticaltechworks.com



SINES 4.0[©]

A NEW SUSTAINABLE MEGACENTRE FOR GLOBAL DATA IN PORTUGAL

American-European investors place Portugal on the map of international data metacentres. The project, which could amount to 3.5 billion Euro, will be located in Sines and will create up to 1 200 new highly qualified direct jobs.

A start campus, company owned by the US-based Davidson Kempner Capital Management LP (Davidson Kempner) and the UK-based Pioneer Point Partners, announced the development of a Hyperscale Data Centre campus, with a capacity of up to 450MW, which will be located in Sines, in a project with a final investment volume that could reach 3.5 billion Euro.

This investment should create up to 1 200 highly qualified direct jobs and may generate 8 000 indirect jobs by 2025. Sines 4.0[©] will be one of the largest data centre campus projects in Europe and will address the growing demand of large international technology companies that provide services such as streaming, social media, eCommerce, gaming, online education, videoconferencing, cloud computing and other data processing and business applications.

The mega data centres will be the state-of-the-art core infrastructure at the heart of the Sines 4.0[©] project. It will combine the needs of the new age of digital transition with the unique geo-

graphical position of Portugal and Sines, whilst also significantly contributing to Portugal's energy transition. start campus aims for Sines 4.0[©] to have a net zero carbon footprint while ensuring globally competitive energy prices, security, stability, and data safety compliance.

The project envisages the construction of 5 modern buildings of 90 MW each with the capacity to deliver up to 450 MW of power to the computer servers.

Sines 4.0[©] will be located on land adjacent to the recently decommissioned Coal Power Plant in Sines and will benefit from all the strategic advantages of this location, such as seawater cooling systems, high-voltage power grid access, data connectivity via high-capacity international fibre optic cables to North America, Africa and Latin America as well as the potential use of 100 percent green and environmentally sustainable energy, creating highly efficient PUE (Power Usage Effectiveness) and water consumption ratios.

Sines 4.0[©] was classified by the Portuguese Government as a Project of National Interest (PIN) in March 2021,

thus benefiting from material advantages that this special status provides in accelerating and implementing planning and construction. Sines 4.0[©] will contribute to Portugal's revival as a key player in the international data and connectivity scene and to building the next stage of the country's 150-year history as a European landing point for global telecommunications.

The project leverages the strategic geographic position of Sines and Portugal at the edge of Europe with the help the new submarine cables now coming into operation, under construction or under development, among which are included EllaLink (connecting Portugal to Madeira and South America), and Equiano and 2Africa (connecting the entire African continent to Europe via Portugal).

The construction of Sines 4.0[©] is expected to start by next year, with the first building scheduled to open in late 2023. During construction the workforce should peak at up to 2 700 people. ●



AMGEN OPENS CAPABILITY CENTER IN LISBON

Amgen, world-leading biotechnology company, will expand its presence in Portugal through the opening of a new global centre in Lisbon to support its business activities, called *Amgen Capability Center Portugal*. The project, which has been monitored for some months by AICEP, foresees the creation of around 300 highly qualified work positions over the next two years. The new centre will group together core competencies for Amgen's ability to adapt to a constantly evolving environment, including general and administrative, regulatory affairs and commercial roles.

"Our vision is to foster Amgen's growth, while building a diverse team, focused on critical capabilities for all roles, in an efficient and scalable way", states Daniel Campanha, Executive Director and Site Head of Amgen Capability Center Portugal, in a recently released statement.

According to the representative, *"Lisbon was a consensual choice to install this Capability Center, mainly due to the availability of qualified local talent, attractiveness to international talent, a favourable culture and an adequate cost profile."*

On his part, Eurico Brilhante Dias, Portuguese Secretary of State for Internationalization, considers that Amgen's Capability Center in Portugal, which

will support the activities of the company in several other markets, *"reaffirms our competitiveness, our highly qualified team, solid infrastructure and our strategic location"*.

"Portugal is an economic centre with a favourable business environment and an attractive culture and climate". Diogo Serras Lopes, Portuguese Secretary of State for Health, adds that *"We are proud to welcome a company like Amgen, with a strong history of innovation, aligned with our strategy of reaffirming the country as an important player for quality and innovation in health"*.

Amgen is one of the world's leading independent biotechnology companies, operating in approximately 100

countries, with more than 20 000 employees. Amgen focuses on seven therapeutic areas: oncology, haematology, cardiovascular diseases, inflammation, bone health, nephrology, and neuroscience. Its drugs treat serious diseases for which the number of effective treatment options is limited.

The company has a subsidiary in Portugal since 1993 and currently has 40 employees. Recently Amgen Portugal reached the 7th place in the category of less than 100 employees in the "Ranking Best Workplaces™ 2021" and received the special award for "Organizational Social Responsibility and Sustainability". ●

www.amgen.com

CI&T ADVANTAGES AND CHALLENGES OF INVESTING IN PORTUGAL

CI&T is the digital solutions partner of some of the world's largest companies, helping them drive growth and continuous innovation in their businesses, people and technologies. With 25 years of history, we have vast experience in offering complex end-to-end solutions for the digital corporate context. We develop operations around the world and work with clients such as Google, Nestlé, Johnson & Johnson and Motorola, among many others.



>BY **FERNANDO HENRIQUES DA SILVA**, BUSINESS DIRECTOR FOR EMEA, CI&T

We arrived in Portugal at the beginning of 2020, as we consider it to be a country with an attractive technological market and experiencing a period of expansion. Being here allows us to access a rich pool of talent and a set of highly functional technological infrastructures, in addition to guaranteeing us a strategic geographic positioning. Our objective is to create a state-of-the-art technology hub to support our customers in the EMEA region (Europe, Middle East, and Africa), and Portugal has proved to be the right place to do so.

Thus, the presence in this country allows us to consolidate our work in Eu-

rope, ensure closer support to customers in the region and create a centre of work and to attract talent for the entire continent. Portugal represents, for us, a wide range of opportunities and advantages, but also, some challenges, of course.

One of the great benefits is the fact that it is a country with a vibrant technological environment, with many universities and *start-ups*, which allows us to attract new talents and respond effectively to customer needs.

“One of the great benefits is the fact that it is a country with a vibrant technological environment, with many universities and *start-ups*, which allows us to attract new talents and respond effectively to customer needs.”



Likewise, it can act as a *nearshoring* centre for our EMEA operations. The creation of a development centre in Portugal and an office in the United Kingdom allows us to accommodate all time zones in the world (in combination with the structures we already have in Asia, Pacific, and Brazil) and to reconcile operations.

With this great opportunity to found the European *tech hub* we are adopting a long-term vision and strategy to ensure solid and sustainable results. We intend to connect universities, the market and Portuguese society, to hire national talent from different backgrounds and attract professionals from all over Europe to work here.

Naturally, we are facing the challenge of being a new company in the country, which translates into overcoming the barrier of being recognized as a pleasant place to work; sometimes it is hard to attract people in a whole new context.

In a country with many start-ups, our main challenge is to position our corporate culture, plans and objectives in the Portuguese market and take a place among the best companies to work for. Ensuring good working conditions, consolidating our values and culture, attracting investment and attracting new talents are among the main goals for the expansion of our business in Portugal.

We want this *hub* to be a true development centre for the entire EMEA region and, beyond that, to play an important role globally. ●

<https://ciandt.com/uk/en-gb>

HCL TECHNOLOGIES

PORTUGAL IS AN ENCOURAGING AND RELIABLE DESTINATION TO INVEST IN

HCL has been present in Portugal with its Europe Global Delivery Centre since 2019. Lisbon was the city chosen by the Indian company to invest in the creation of an epicentre of corporate activity in this sector with more than 50 service centres, giving rise to an ecosystem favourable to investment.



With operations in Europe since 1999, HCL provides a range of integrated services: IT services, infrastructure management, engineering and R&D, as well as commercial services for customers on the European continent. In Lisbon, HCL implemented strategies for targeted rapid expansion on the growth of its number of employees. Lisbon proved to be a strategic point for HCL to establish its Europe Global Delivery Centre (GDC), whose assets are widely recognised for its technical knowledge, extensive customer service expertise, digital transformation, and multiple language skills.

HCL has expanded its presence in Lisbon through the creation of a global digital shared services centre, with more than 400 employees from 31 different nationalities today. From this centre, HCL provides services in areas as diverse as *Sales & Solution Support, Transition & Service Delivery Management, pre and post Market Sales & Services Management, Automated Product Support, and Data Analytics Services*. These services are provided in their entirety, through the develop-

ment of state-of-the-art digital technologies, of processes consultancy, investment in the automation of robotics processes, artificial intelligence and development of data analysis, which, in turn, offer significant benefits to its customers and *stakeholders*. HCL provides services in 15 different languages across different lines of business, offering not only technical skills, but also management skills.

In addition to a favourable business environment, a good IT structure and well-developed infrastructure, the company also values the skills of Portuguese human resources, especially in areas related to technology. Factors which make Lisbon an attractive destination for the establishment of services at a global level. Committed to socioeconomic growth in the region, HCL offers technology-based solutions for consumers and companies looking for a strategic and reliable partner. To ensure that its talents stand out, the company invests heavily in the personal staff and professional development of its employees, building and devel-

“Lisbon proved to be a strategic point for HCL to establish its Europe Global Delivery Centre (GDC), whose assets are widely recognised for its technical knowledge, extensive customer service expertise, digital transformation, and multiple language skills.”

oping the skills necessary for this new technological era.

“The development of state-of-the-art modern technologies and innovations require specializations in the respective fields. The main Portuguese universities have a central role to play here in providing high quality education and training, while facilitating pathways to retraining and for vocational training. The industry’s ecosystem should increase its support in this regard and create synergies that convey knowledge of the sector and the display of the country’s talent in the early years when they acquire knowledge in order to prepare them well for the future and for employability”, says Subrat Chakravarty, executive vice president and head human resources for Europe and Africa at HCL Technologies.

“HCL, as a global leader in the industry, is immensely proud to be one of Portugal’s strategic partners,” they conclude. ●

www.hcltech.com



HITACHI VANTARA PORTUGAL IS A STRATEGIC COUNTRY FOR TECHNOLOGY CONSULTANCY

Hitachi Vantara has been present in Portugal since 2006, currently employing 280 people, divided into two offices in the Lisbon area (Taguspark and Amoreiras) and another in Porto. Talent, cultural versatility, and strategic geographic positioning are some of the attractive factors that weighed in the decision to invest in Portugal.

Hitachi Vantara, fully owned by Hitachi Ltd. (TSE: 6501), is one of the largest technology consultancy firms in the world, developing projects on a global scale on all continents. More than 80 per cent of Fortune 100 companies are Hitachi Vantara customers.

In Portugal since 2006, the company began by developing solutions for the financial sector and in 2011, it diversified into industries such as retail, hospitality, energy, and transportation. The local team is also involved in projects around the world, which represent about 80 percent of the business. The company has two Innovation Centres in Portugal dedicated to specific areas, namely Smart Spaces & Video Intelligence and the Mobility Accelerator, which develops technological solutions for the European railway sector.

Another of the most impactful projects being developed by the Portuguese team is Optimise Prime, started in 2020, about the impact on the energy infrastructure of the United Kingdom if all commercial vehicles went electric. This project is still ongoing and, from the Hitachi Vantara platform, it is possible to collect information about the needs of these vehicles and use it to better plan the electricity grid.

In 2018, the Portuguese branch was chosen to be the headquarters of the technological company's Centre of Excellence for Video Intelligence. In 2020, Hitachi Vantara invested in a new Innovation Centre in Portugal, this time focused on rail mobility.

Also in 2020, Portugal's Delivery Centre was formally integrated into the

company's Global Delivery Network, along with the Vietnam Delivery Centre and India Delivery Centre, with the main focus on exploring the value potential of innovation, developing digital solutions and helping scale digital transformation processes.

According to Margarida Marques, vice president of Hitachi Vantara at European level, "*Portugal is a strategic country for Hitachi Vantara for several reasons, including engineering capacity, evidenced by the growth of the technological centre at national level and the growing scarcity of talent*".

Additionally, Margarida Marques emphasizes: "*Portugal has greater cultural versatility, adapting and interacting more easily with different cultures, a very important factor in the relationship with other countries and teams with which we develop projects*".

"Portugal is a strategic country for Hitachi Vantara for several reasons, including engineering capacity, evidenced by the growth of the technological centre at national level and the growing scarcity of talent".

"Also, the propensity for innovation is natural in Portugal, where seizing new challenges is part of its culture and history. Finally, the geographic positioning and its time zone (GMT) give us greater capacity to interact with customers on the American continent and on the Asian continent with ease", concludes Margarida Marques. ●

ITSECTOR

FRENCH GROUP INVESTS IN PORTUGUESE SOFTWARE COMPANY

Earlier this year, we announced the acquisition by the French group ALTEN. The group, a world leader in Technology Consulting and Engineering, thus became the new sole shareholder of ITSector, a software company specialised in digital transformation for financial institutions.



>BY **RENATO OLIVEIRA**,
CEO OF ITSECTOR

This new cycle began after the Board of Directors and our shareholders analysed the go-to-market models, through a benchmarking process, which have proven themselves in the provision of competency-based services. After a long process of evaluation and discussion, we identified a strong partner with scale in Europe and other continents: ALTEN.

Maintaining our brand and headquarters in Portugal, the entire executive team in place and continuing to rely on all our employees – around 600 across six development centres –, this partnership opened the door to a wide range of opportunities and potential synergies. These include business expansion and the growth of ITSector's knowledge regarding the financial sector's digital transformation in the markets where ALTEN operates, as well as attracting talent in the group's various geographies – more than 30.



As for the ALTEN Group, this strategic acquisition reinforces its presence in the field of Information Technologies, further increasing skills and expertise in the financial sector.

The inclusion of ITSector in a group with the size of ALTEN – which is listed on the Paris stock exchange and which reached a turnover of 2.6 billion euros in 2019 – reinforces the sustainability of the accelerated growth model that has characterized us in recent years: in 2020, our turnover increased by 20 percent. Gradually, we anticipate to create and develop a virtuous articulation with ALTEN, reinforcing domestic capabilities in Portugal and anticipa-

ting a natural evolution of ITSector to a true European competence centre, serving international clients on different continents. ●

www.itsector.pt

“As for the ALTEN Group, this strategic acquisition reinforces its presence in the field of Information Technologies, further increasing skills and expertise in the financial sector.”



LOCKWOOD PUBLISHING STRATEGIC EXPANSION IN PORTUGAL

The video games company Lockwood Publishing has chosen Lisbon for the opening of a new studio in 2020. The opening of this studio is part of the expansion strategy of the British company with a view to increasing the demand of its players for new products.

Lockwood Publishing Lisboa operates as a studio for Lockwood Publishing UK, creator of the video game Avakin Life which has more than 1.5 million daily players around the world.

According to Ricardo Flores, Studio Head of Lockwood Lisboa, the opening of a studio in Portugal in 2020 is part of its growth strategy with a view to increasing the offer of content and experiences to players. The Lisbon studio focuses on events, namely concerts and musical events, which have had an average weekly audience over one million visits.

Lockwood Publishing Lisboa also develops the relationship with external partners, creating interactive experiences and exclusive spaces for brands and

“Choosing Portugal as a country to expand to was influenced by the high quality of teaching in the areas of art and programming for video games that is found in Portuguese universities and training courses.”

products within Avakin Life. In 2021, one of these partners was the brand “O Boticário,” which had more than 14 million visits and generated 1.6 million contact hours with the brand.

The studio in Lisbon also has a software development team dedicated to creating new minigames and interactive experiences for the game, as well as a *Quality Assurance* team that supports the content developed by the national studio. Lockwood Publishing Lisboa also integrates the “User Research” area, essential for understanding its players and market.

Choosing Portugal as a country to expand to was influenced by the high quality of teaching in the areas of art and programming for video games that is found in Portuguese universities and training courses, as Ricardo Flores states. The team started out with four members, in March 2020, and currently has 25 employees. The team is expected to grow to close to 40 members in the coming months, with a mix of local talent and remote employees.

The business’ start coincided with the beginning of the pandemic, and what could have been a difficulty proved to be an opportunity because the digitisation of State services never prevented the hiring and registration of new employees. Quality Internet access has also made it easier to move to a 100 percent remote regime. The company points out, however, some difficulties with regard to its investment in Portugal, in particular the high taxes on the income of senior employees.

“Despite the quality of teaching in Portugal, as mentioned above, there are still not many experienced and trained professionals in the country, so the hiring of some senior team members continues to be done abroad. However, the high taxation on these professionals has not made Portugal a competitive country in relation to others, so that, in the medium-long term, Portugal may run the risk of becoming a country which is unable to retain talent”, they conclude. ●

<https://lockwoodpublishing.com/>

PORTUGAL AND METYIS

AN EXPANDING PARTNERSHIP

Metyis is a dynamic and forward-thinking global firm with a strong focus on digital, data, e-commerce and technology services. Based in Amsterdam, Metyis has offices in 15 locations and more than 750 employees worldwide.

Metyis core business is to drive and deliver digital transformation for their clients. Because Metyis strives for long-lasting partnerships, the company works side by side with partners, equipping them with the knowledge and innovative tools to maximise their potential. Metyis main clients are global organisations from a wide range of industries across the globe, namely Carlsberg, Caixa Bank, Red Bull and many more.

Metyis is born in Portugal through the acquisition of Virtus, a start-up headquartered at UPTec (incubator of the University of Porto), in mid-2019. Despite being a small company with only four employees, Virtus caught Metyis attention when they carried out a project with one of its main clients: the Carlsberg group.

At first, Metyis sought to leverage the Virtus team to scale the project that was underway. As relations grew closer and the company recognised the

talent, innovation, and capabilities of the Portuguese staff, a strategic investment in this team and Portugal made sense.

Today, Metyis Portugal has more than 60 employees and continues to expand, having recently announced the construction of the Metyis Campus, in Gondomar. With an investment of about 10 million Euros for the first phase of the project, Metyis Digital Center will be ready to receive its first teams during the first trimester of 2022.

Metyis Campus will be a place for all employees to experience the vision of Metyis' way of work: in partnership, with multicultural teams and a mindset for innovation. Metyis wants to create a space where everyone feels comfortable, happy and inspired in work.

The project not only represents a physical investment, but also an investment in creating initiatives among the people who work at Metyis and among the community - something that the firm believes will translate into proportional growth of the team.

Metyis, like other international companies that have established digital competence centres in Portugal, has significantly increased the demand for talent. With this project, the company aims to create more than a thousand highly skilled jobs over the following years. The firm has been developing an employee value proposition with a differentiating formula of compensation, benefits, work practices and ac-



tivities, to be at the top of the list for young graduates looking for an enticing career challenge and innovative work environment.

Most of the Portuguese staff is in Porto, but the company also has teams in Lisbon and Faro with skills in software and hardware engineering, data & analytics and design. The investment in IT in Portugal is increasingly motivated by the quality of the talent coming out of Portuguese universities, by the excellent English proficiency and by the cultural proximity to western customers.

As Metyis is a company with eyes on the future and is operating in business areas that are constantly seeking innovation, Portugal can benefit from an impactful partnership that leverages national talent and contributes to the digital and economical sector development. ●

“Metyis Campus in Portugal will be a place for all employees to experience the vision of Metyis' way of work: in partnership, with multicultural teams and a mindset for innovation.”

<https://metyis.com/>

NFON PORTUGAL'S TALENT AND STRATEGIC LOCATION CAPTIVATE GERMAN COMPANY

NFON started operations in Portugal at the end of 2020, with the opening of an R&D Centre in Lisbon. Founded in 2007 and headquartered in Munich, the group is now present in 15 countries across Europe, with more than 40 000 companies as customers.



NFON is the only pan-European cloud PBX provider and aims to be the leading provider of voice-centric enterprise communications, offering an easy-to-use, independent, and reliable solution for advanced cloud communications. Other premium solutions and industries complete the company's portfolio.

Choosing Portugal as the base for the new nearshore centre was the result of a complex evaluation process, in which the country ended up prevailing.

Markus Krammer, Managing Director of NFON Lda., explains that "with a

high proportion of graduates in mathematics, computer science, natural sciences and technology, along with a very good and broad integration of the English language, Portugal offers, in addition to other advantages, a very large affinity of young professionals with international development projects. Thus, the availability of developers in the areas of front-end, back-end, PHP and code in general is high".

Markus Krammer, who moved from Bavaria to Lisbon with his family to embrace the challenge of leading NFON's Portuguese operation, adds

"Portugal is truly Europe's Tech Hub and provides a fantastic and extremely motivating opportunity to learn, grow and compete with the best of the best."

that "Portugal is truly Europe's Tech Hub and provides a fantastic and extremely motivating opportunity to learn, grow and compete with the best of the best. With highly qualified professionals and a buzzing tech scene, Lisbon is a very attractive place to establish an operation like ours".

The implementation of the nearshore centre is a key part of NFON's growth strategy for 2024 and represents an investment of around EUR 2 million per year between 2021 and 2024. The expanding team at the Lisbon R&D Centre contributes to the continuous improvement of portfolio products based on NFON's cloud. This includes, for example, its core Cloudya product, the cloud phone and communications system, and a range of premium solutions, with new features, better usability and greater functionality.

"So far, business operations in Portugal are supported by a team of eighteen highly talented, motivated and experienced engineers and developers, and we are very focused on expanding our talent up to thirty by the end of 2021", shares Markus Krammer.

For this, NFON is looking for the best cloud talents, more specifically, Front-end Engineers, Back-end Engineers, Quality Assurance Engineers and SIP Voice Engineers, who want to develop the communication potential from cloud and be part of major international development projects. ●

www.nfon.com/pt/



SPRINGER NATURE STRATEGIC INVESTMENT IN PORTUGAL

The international research publisher Springer Nature began establishing itself in Portugal in June 2020, with the opening of a new Information Technology (IT) hub in Lisbon, as part of a development strategy aimed at recruiting IT and digital specialists, such as software programmers, business analysts, data scientists, and IT project managers.

Springer Nature Portugal currently has around 30 employees, a number that is expected to reach close to 60 by the end of this year.

Springer Nature Group integrates some of the most well-known names in research publishing, including Nature, considered the most influential scientific journal in the world, as well as the wider Nature Portfolio of journals, Springer, BMC and Palgrave Macmillan. With approximately 10,000 employees spread over 50 countries, Springer Nature is a trusted source of knowledge,

publishing research that can serve as a steppingstone for new discoveries.

As it continues to play a leading role in shaping the future of publishing, Springer Nature is expanding its digital and technological capabilities. The company currently has around 450 IT specialists working in a network across different locations, such as

London, Berlin, Pune, New York, Madrid, Dordrecht and Heidelberg. These multidisciplinary teams are responsible for the development of digital products and services to meet the needs of users and the scientific community, thus supporting the company's strategic objectives.

“Initially focused on the development of technological products and services, Springer Nature Portugal is already in the process of recruiting a diverse group of qualified IT talent.”

Initially focused on the development of technological products and services, Springer Nature Portugal is already in the process of recruiting a diverse group of qualified IT talent, according to a company source.

Availability of qualified talent, competitive lease costs, English proficiency, the existence of a multicultural and diverse society, the favourable time zone and the number of international direct flights and connections are some of the key factors that led Springer Nature to choose Portugal over other locations which were considered in Western Europe.

For the company, Portugal presents advantages such as the availability and quality of specialized talent, an excellent work culture, the quality of life and living in the greater Lisbon area, the quality of technological universities and its curricula, as well as their determined and motivated employees. ●

www.springernature.com



TRIDONIC PORTUGAL INTELLIGENT SOFTWARE FOR LIGHTING DEVELOPED IN PORTUGAL

Tridonic has been present in Portugal since 2019 with a Global Software Competence Centre. The company is owned by Zumtobel, an international Austrian group in the field of lighting and a world leader in the production of innovative solutions and components in this sector.

Present in around 90 countries, the Group integrates other companies linked to the lighting industry and employs around 6 000 employees in total. In 2019, the Zumtobel Group decided to concentrate all its R&D activity on software in Portugal, which until then was spread over several units in different locations across the globe. Thus, Tridonic Portugal was born with the objective of developing *software* for the management and remote control of intelligent lighting.

On the team's horizon is also research in strategic areas such as *Smart Buildings* and *Smart Cities* – the city development model promoted by the European Union – in order to create integrated responses, combining energy, mobility and IoT solutions.

Over two years of activity, Tridonic Portugal, located in Vila Nova de Gaia, has doubled its team, increased its office space by 200 square meters, and

“On the team's horizon is also research in strategic areas such as Smart Buildings and Smart Cities – the city development model promoted by the European Union – in order to create integrated responses, combining energy, mobility and IoT solutions.”

currently has 50 employees, mostly electrical engineers and IT engineers, with a high level of technical know-how. For two consecutive times, it was included in the top 15 best companies to work for by the Great Place to Work, in 2020 and 2021.

João Granjo Lopes, Director of Tridonic Portugal, considers that these two years were crucial to consolidate a highly qualified team. “Our main objective is to be one of the main players in the research and development of software for the management and remote control of intelligent lighting. We want to define trends and impact the future of lighting, from Portugal”, he says. According to João Granjo Lopes, the great trend and the future of lighting is to transform any light fixture into a connected and intelligent node.

From custom solutions, which fulfil the effective needs of customers, intelligent lighting will allow, for example, to monitor air quality, noise level, obtain metrics related to the use of spaces, among many other benefits associated with practical uses and greater energy savings.

The first *software product* fully developed by the Tridonic Portugal team is already completed and ready to be launched in the market. As opposed to traditionally bulky and heavy-duty systems, the “Nanobox” – marketed as Zumtobel nBox – is an extremely compact, safe, and independent emergency lighting management system.

Easy to implement and maintained remotely, with low voltage and state-of-the-art communication technologies, the “Nanobox” has a discreet and functional *design* and is the product with smaller dimensions available in the market. This certified solution, which does not require expensive facilities or extensive wiring, is specially designed for small and medium-sized businesses and spaces such as schools, historic buildings, or clinics.

Soon, other projects will also be concluded, such as the Litecom system update for Dali 2, Scenecom S and Scenecom EVolution, among other IoT solutions, concludes the Director of Tridonic Portugal. ●

WEBHELP CONTINUES TO BET ON EXPANDING IN PORTUGAL

Webhelp is a French multinational, a Business Process Outsourcing (BPO) provider, which operates in 50 countries and has 75 000 employees spread across 170 offices. In Portugal since 2015, it is the European leader in its sector and aims to lead it globally. In the last 12 months, the Webhelp Group opened offices in six new countries and increased its size by hiring 15 000 new employees.



Webhelp will open two new offices in Portugal this year, in Lisbon and Braga, which will create 500 new jobs to join the 2 000 employees of 58 nationalities who already make up the staff of the company.

This strategy proves that Portugal is one of the best destinations in Europe for establishing multilingual contact centres.

The key factors that show why it's great to invest in Portugal are the ability to locally recruit people who speak and write other languages, at a native level, and the fact that Lisbon and Porto are poles of attraction for young workers from all over Europe due to their cosmopolitanism and lifestyle.

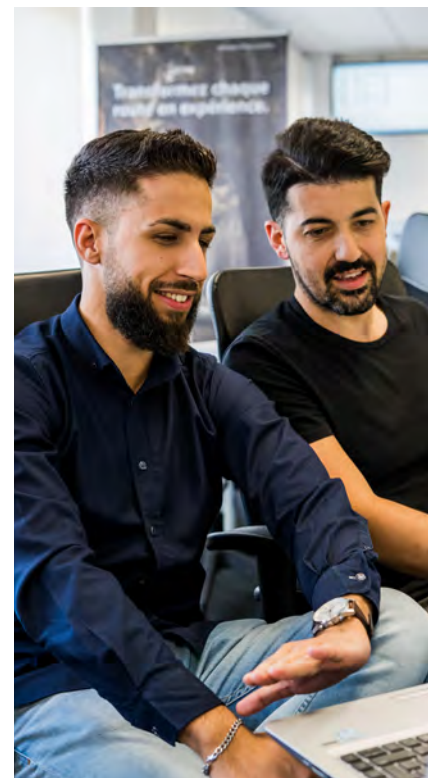
“Regarding how easy it is to install a company in Portugal, the country has the best telecommunications infrastructure, lower real estate costs and favourable labour legislation that allows for a good management of planned and unplanned workflows.”

Regarding how easy it is to install a company in Portugal, the country has the best telecommunications infrastructure, lower real estate costs and favourable labour legislation that allows for a good management of planned and unplanned workflows.

For the future, after the changes brought about by the pandemic, there is a huge opportunity to continue attracting people from all over the world due to the high quality of life and level of security nationwide. Webhelp takes advantage of this context with its strategy to support startups worldwide, through The Nest, which has supported some of the most well-known unicorns at a European level with specific programs for this market segment in Portugal, since 2019.

As the BPO sector is extremely competitive, Portugal's great challenge is to keep up with the exponential growth of the need for multilingual resources (due to the increase of e-commerce) in the areas of customer and technical support. ●

<https://webhelp.com/pt-pt/>



NEW JOB OPPORTUNITIES IN PORTUGAL

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INVEST IN PORTUGAL



SAFETY

Global Peace Index 2021

#4



POLITICAL & SOCIAL STABILITY

Political Stability and Absence
of Violence / Terrorism 2019

#7



OPERATIONAL RISK

Food security; Governance; Socio-economic
vulnerability; Population affected by Natural Disasters

VERY
LOW
RISK



INFRASTRUCTURE

Logistics Performance Index 2018

#23

