



International Conference on SMEs and the Urban Fabric

Policies Roundtable: Cities fostering SMEs and Entrepreneurs

Trento, 29 April 2022



Axel and Margaret
Ax:son Johnson Foundation



2nd largest city
in Portugal

3x elected European Best
Destination (2012, 2014, 2017)

Porto.

Main city in Northwestern Portugal, a
macro region with over 4.2M people

€73.7B Northwestern Portugal
nominal GDP (2020)

€29.9B Northwestern Portugal
nominal exports of goods (2021)



45.5K companies installed
in Porto

99,88% of the companies are
SMEs (PORDATA, 2020)

The Porto Ecosystem

9 unicorns have
offices in Porto

3rd fastest growing tech hub in
Europe (Atomico, 2018)

195K university students in the
Porto region (2020/21)



Porto policies to foster SMEs and entrepreneurs



ScaleUp Porto.



Created in 2015, it is a movement led by the City of Porto in an attempt to create the municipal strategies related to entrepreneurship and innovation and its further implementation. By bringing together the public sector, academia and companies, the aim is to define the most adequate approach and connect the different stakeholders in the city.



Shop In Porto

Created in 2019, it aims to give support to Porto's SMEs, showing locations of different street stores, discounts and special campaigns. Users can use an app and filter the options through different categories, adding value and promoting the SMEs in the city.





European Innovation Academy (EIA)

The largest academy of entrepreneurship and innovation in the world, EIA is a 3-week event targeted for university students. It is expected to be attended by approximately 500 students of 80 different nationalities from more than 120 universities. Over 100 mentors and speakers will also take part. Porto will host EIA until 2026, at least.



InvestPorto

Founded in 2015, it provides support to investments at Porto area, in all stages of the process. The main goals are to promote Porto as a competitive city, attract qualified investments and promote company reinvestment and growth. It has supported over 320 investment projects that add up to 1.3 billion euros, creating over 14 thousand jobs.



Invest Porto.



Empreende Jovem

A joint programme created by the Porto City Council and the Youth Foundation. It aims to promote among the young population the entrepreneurial culture and its spirit, through events held in high schools, professional schools and higher education institutions.

EMPREENDE
JOVEM



Porto. Economics Award

PRÉMIO
DE ECONOMIA
PORTO.

Created in 2021, the Porto. Economics Award builds bridges with the academia and business sector, to foster the generation of knowledge and the development of dissertations with the city's economy as central theme.



Creation of the Entrepreneurship Division



Following a realignment of the municipal government structure in early 2022, the Municipality of Porto, recognizing the importance of entrepreneurship for the economic landscape of the city, created a dedicated subdivision for this topic.



Key Success Factors





Talent
Training
Technology
Transportation
Transparency



Highlights



Highlights

3rd Best FDI strategy, mid-sized cities (fDi Intelligence, 2021)

6th EF English Proficiency Index (Education First, 2021)

1st Small City Index (Monocle, 2021)

9th Best City in the World (TimeOut, 2021)

1st Best Start-up Friendly City of Europe (WBAF, 2018)

6th City in the World “punching above their weight” for digital mentions (ING Media, 2019)







Grazie Mille