

Lisbon's presence grows at EXPO REAL

Seven city partners will be joining Invest Lisboa at EXPO REAL this year to promote a range of projects that are putting the Portuguese capital firmly on the map.

'For 2016, we'll be taking a 50 m2 stand – our biggest ever stand at EXPO REAL – and we're being partnered by a raft of companies,' confirms Rui Coelho, executive director of Invest Lisboa. These include Baía do Tejo (Lisbon South Bay), Bprime Real Estate Consultants, Castellhana Real Estate Agency, MLGTS Lawyers, BAS Lawyers, PLMJ Lawyers and Infante & Riu Real Estate Agency.

'In the last couple of years, Lisbon has been beating all-time records for foreign direct investment,' notes Coelho. 'We have many investors – all cities need more – but we are focusing on very specific projects so we want to meet the right matches for our projects at EXPO REAL.'

Wednesday October 5 will see Invest Lisboa host a special event promoting Lisbon City Council's new project to create 7,000 brand



Rui Coelho

new homes with affordable rents in Lisbon. The city council is providing the land for this programme as well as some buildings for refurbishment, explains Coelho. 'The long-term prospects for this project are excellent. Some

parts of it will need big and experienced players in the area of affordable rents, and since in Portugal we don't have many companies experienced in this kind of business, we will try to find them at EXPO REAL,' he adds.

'Another project we will be promoting is Lisbon South Bay, the brand adopted for the territories along the south bank of the Tagus River, including a big plot of land facing the centre of Lisbon for a real estate project with a marina and two large industrial parks,' says Coelho. 'Real estate investment consultants, lawyers, those responsible for the city council project and the state-owned Baía do Tejo will all be on hand to take questions and talk to potential investors.'

Hall B1 stand 032

Portugal and Spain – back in the spotlight

Portugal has been underlining its investment credentials in recent years with Lisbon rising up the rankings.

According to Emerging Trends in Real Estate 2016, a publication by PwC and the Urban Land Institute, Lisbon now qualifies as the 7th most attractive European city for investment, thanks to Portugal's renewed credibility. The capital is experiencing an exciting time of economic recovery, with its international popularity and transatlantic connections contributing to growth.

'Portugal has been going from strength to strength in the wake of the economic crisis,' confirms Rui Coelho of Invest Lisboa. 'Changes were made to the country's lease laws in 2012 which had an enormously positive impact. Added to the fact that Portugal's tourism industry was always strong and you have a very interesting situation at the moment.'

Portugal's neighbour, Spain, is also enjoying a particularly bright moment with Madrid representing one of Europe's most vibrant real estate markets.

Speaking in the wake of the country's recent general elections, Knight Frank's Spain MD, Humphrey White says: 'If Spain is capable of forming a stable government – which it looks



Villa Magna in Madrid was sold earlier this year for a reported €180 mln

like it will do – Madrid could be one of the most interesting capital cities in Europe.' He adds: 'Capital values and rents are still rising and have been doing so for eight consecutive quarters. That's sustainable growth, not a boom.'

'Investors no longer talk about the Iberian Peninsula as a single entity, as Portugal and Spain have very different dynamics,' says Oliver Fraser-Looen, director at Savills Global Retail Investment. 'Nevertheless, investors are looking at both countries with renewed interest, as

markets where value creation is still possible.' An Investment Locations Forum event will assess the potential of both countries on Tuesday October 4, as an illustrious panel discusses why Spain and Portugal are likely to remain on investor hit lists for some time to come.

Portugal and Spain as investment locations
Tuesday October 4, 12.00 - 12.50
Investment locations Forum
Hall A1 stand 040