INVEST
Região
Beiras e
Serra da Estrela

INVESTOR'S GUIDE



AGRI-FOOD SECTOR

Regional Partners for Innovation and Investment

CIMRBSE – Intermunicipal Community of Beiras and Serra da Estrela Region

The CIMRBSE – Intermunicipal Community of Beiras and Serra da Estrela Region is a public intermunicipal organisation that brings together 15 municipalities in Central Portugal. Its mission is to promote integrated regional development, strengthen territorial cohesion and improve quality of life across the region. By fostering collaboration between municipalities, businesses and institutions, CIMRBSE supports economic growth, innovation, sustainability and international investment. The region combines strategic location, natural resources, industrial capacity and high quality of life, positioning itself as an attractive destination for business, tourism and international partnerships.

NERGA – Business Association of the Guarda Region

Founded in 1984 by a group of entrepreneurs from the Guarda District, with the support of the Portuguese Industrial Association, the NERGA – Business Association of the Guarda Region plays a key role in fostering regional economic development. Representing companies from all sectors of activity, NERGA promotes competitiveness, innovation, entrepreneurship, internationalisation and business cooperation. Through its close relationship with local companies and institutions, NERGA acts as a strategic partner for regional growth, investment attraction and talent development, contributing to a dynamic and sustainable business ecosystem in Central Portugal.

Infrastructure & Connectivity



Coworking Spaces

Business Incubators

Industrial Parks

Higher Education Institution

Motorway Connections

A25

A23

IP2

Regional Scale

+210,000 inhabitants (2021 Census)

Distances:

- Oporto 160km (1h40)
- Madrid 330km (3h)
- Lisbon 240km (2h30)

Free tolls on A23 and A25 motorways.

Data as of 2026

DOP Serra da Estrela cheese, DOC wines, award-winning olive oils, and meat from indigenous breeds

Certified products with scalability. Ready for your market.

~500–600M€ annual turn-over in agri-food products	+500 certified producers (DOP, IGP & BIO in the region)	~100-140M€ annual exports

Internationally recognized certifications that guarantee origin, quality, and trust in the market.

See why this region brings together scale, certification, and real conditions to buy or invest.



Why Invest / Buy Here?

Agri-food with certification, installed capacity and market vision

Internationally certified products

Serra da Estrela DOP Cheese: ~60 certified producers

DOC Wines: ~60 producers

Award-winning olive oils: 45 oil mills | 10+ national/international distinctions

Native breed meat: Bordaleira sheep, Churra Mondegueira Sheep, Jarmelista cattle

Sustainable production: organic, biodynamic and circular agriculture in development in the region

Accumulated experience that contributes to reducing entry risk and increasing operational predictability.

Complete and operational agri-food value chain

Primary production: ~800–1,200 agricultural holdings | +187,222 cultivated hectares

Processing: ~1,293 units (dairies, olive mills, wineries) | capacity 11,200–17,000 tonnes/year

Internal logistics: Free direct access via A25/A23 | proximity to the Spanish border

Cold storage and logistics facilities

Tradition combined with applied innovation

Accumulated experience: cheese, meat and other traditional agri-food products

Product innovation: non-food applications (e.g. cosmetics) and certified organic products

Process innovation: circular systems, by-product valorisation, bio certification, collaboration with regional higher education institutions



Efficient access to Iberian and European/international markets

Spanish border connection

Madrid: 3h (access to the Iberian market)

Oporto: 1h45 (seaport for export)

Export experience: Active markets in 25+ countries

Competitive cost structure for production and processing

Workforce: available, skilled, and rooted in strong intergenerational know-how

Energy: growing focus on renewable energy and operational efficiency

Taxation: municipal incentives and support for agro-industrial investment

Regional track record of success

Certified production: activity based on certified and recognized origin products

Export orientation: presence in export chains and international supply networks

Processing and value creation: installed capacity for agri-food processing and added-value generation

Market compliance: regional experience in meeting quality, safety, and market requirements

Discover available products and concrete investment opportunities



Anchor Products and Opportunities

Products with commercial maturity and active certification

Cheese

Certification: ~60 certified producers

- Serra da Estrela DOP Cheese
- Requeijão DOP
- Traditional cheeses (including lactose-free options)

Wines

Certified production base: ~60 certified producers

- DOC Wines
- Organic wines
- Sparkling wines

Olive Oil

Recognised quality: Regional production with distinctions

- Extra virgin olive oil
- Nationally/internationally recognised olive oils

Meat

Territorial concentration: native breeds with regional identity

- Bordaleira and Churra Mondegueira sheep meat
- Jarmelista cattle meat
- Traditional cured meats

Honey

Certification: DOP production

- Multiflora DOP Honey
- Incense DOP Honey

Fruit and Fresh Produce

Territorial specialisation: recognised production hubs

- Cherry, peach, apple
- Chestnut
- Almond
- Skirret / Parsnip



Investment Opportunities

Industrial valorisation of agri-food production

Opportunity: Installation of secondary processing units (processed, frozen, freeze-dried, ready-to-eat).

Current situation: High proportion of sales at primary stage (raw material), with lower added value.

Market context: Growing demand for premium processed food in European markets (~6.5%–10%/year in exports).

Logistics, cold chain and storage

Opportunity: Installation of a logistics hub with refrigerated warehousing for consolidation and distribution.

Current situation: Need for logistics solutions tailored to the scale and diversity of regional production.

Market context: Cold chain logistics is a critical factor for competitiveness of quality agri-food in inland regions.

Certification, aggregation and collective valorisation

Opportunity: Aggregation, standardisation and collective market access projects (e.g. cooperatives, buying groups).

Current situation: Relevant certified base with room for expansion. Small producers without scale for individual certification.

Market context: DOP/BIO certification is an increasing requirement in premium and EU retail markets.

New product and application development

Opportunity: Applied R&D for the development of new products, ingredients and applications from regional agri-food production.

Current situation: Diverse raw materials with underutilised potential for new formats and applications.

Target markets: Global trends such as functional foods, natural cosmetics and the circular economy reinforce the valorisation potential of new agri-food applications.



Agri-food Benchmarking





Compared with other producing regions in Portugal and the EU, the Beiras and Serra da Estrela region presents a favourable combination of operational costs, certified production base and proximity to the Iberian and European markets.

Indicator	Beiras & Serra da Estrela	Lisbon / Oporto	EU Alternative
Agricultural land cost (€/ha)	10,000–25,000 €/ha	40 000 – 100 000€/ha	~15 000€ - 40 000€/ha
Labour cost (€/ month)	~920–1,100 €	~1200€ – 1800€	~1 200 € – 1 500€
Distance to ES border (km)	0 km	Oporto: 100- 120 km Lisbon: 250 km	N/A
Certified production base (DOP/IGP)	Diverse, structured & consolidated in cheese, wine & olive oil	Relevant but very fragmented in Oporto	Variable, generally associated with more concentrated models or higher costs
Organic production	15-25%	5-15%	10.5% (EU average)

Indicative values based on sectoral benchmarks and public information. Indicators vary depending on the type of activity, project size and specific operating conditions.

Industrial valorisation of agri-food production

Competitive operational conditions in the national and European context, with Land and labour costs below European alternatives and comparable to the main national producing regions.

Diversified and consolidated certified production base, Based on DOP and DOC for cheese, wine and olive oil, reducing the risk associated with dependence on a single sector.

Functional proximity to the Iberian market, with direct land connection to the Spanish border and integration into the main logistics corridors for intra-European export operations.

How to Buy / Invest Here

Dedicated support with a single point of contact.

Buyers / Importers

Direct purchase of agri-food products from the region.

1. Supplier identification

- Shortlist of producers by product category and commercial requirements
- Contact through the regional support team

2. Establishing commercial relationships

- Direct contact with producers
- Support with logistics coordination and certification requirements
- Formalisation of supply contracts

The region brings together a certified and organised production base, with capacity for supply through multiple producers.



Industrial Investors

Installation or expansion of processing and value-adding units.

1. Strategic project assessment

- Gathering of requirements and objectives
- Identification of opportunities along the value chain
- Contact with the regional support team

2. Investment preparation

- Support with project structuring
- Incentive simulation and financial framework
- Coordination with relevant partners

3. Implementation support

- Licensing support
- Access to infrastructure and suppliers
- Operational start-up support

Availability of raw materials, licensing support and access to labour contribute to mitigating the main investment risks.

Grants & Incentives

National and regional programmes

- **Portugal 2030 and PEPAC:** National support for productive investment, transformation and agri-food valorisation, organic production, animal welfare, risk management and sector rejuvenation.
- **IEFP:** Support for recruitment and talent attraction.
- **Local Action Groups:** Regional support for investment projects in agricultural holdings, processing and marketing of agricultural products, and improvement of environmental performance, contributing to the growth and competitiveness of SMEs in the territory.
- **Enhancement:** From 10% for projects located in inland territories.

Tax Benefits

- **Corporate R&D Tax Incentive System (SIFIDE):** Allows companies to deduct part of Research and Development (R&D) expenditure from corporate tax (IRC). The objective is to foster innovation and competitiveness, allowing recovery of up to 82.5% of the investment.
- **Reduced corporate income tax rate of 12.5%** on the first €50,000 of taxable income, for SMEs and Small Mid Caps located in inland regions.
- **120% uplift on expenses** related to net job creation for SMEs and Small Mid Caps in inland regions.
- **140% uplift on costs** incurred for organic certification of farms.

Municipal Incentives

- Reduction or exemption of IMI and IMT on property acquisition
- Reduction of IRS / IRC / VAT on property rehabilitation
- Exemption from municipal surtax (derrama)
- Urban regeneration funds (ARUs)
- Property rental portfolio
- Provision of land plots for company installation at symbolic prices
- Support for job creation

* Applicable grant and incentive instruments depend on the sector of activity, company size, nature of the investment, location, call schedule and regulatory framework. Personalised simulation available upon contact.



Objectively and confidentially assess the suitability of your agri-food project in the Beiras and Serra da Estrela Region with the support of the Invest + network.

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Região Beiras e Serra da Estrela
COMUNIDADE INTERMUNICIPAL

NERGA
ASSOCIAÇÃO EMPRESARIAL DA REGIÃO DA GUARDA

CENTRO 2030
PROGRAMA REGIONAL DO CENTRO

PORTUGAL 2030

Cofinanciado pela União Europeia