

HOW U.S. COMPANIES CAN EXPAND USING COWORKING SPACES IN LISBON

A practical guide to entering new markets with flexibility, cost efficiency, and global reach

AVILASPACE

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Introduction: A Smart European Entry Point for US Companies

As US companies seek to expand internationally, Europe remains a top priority—but entering the market can be complex, costly, and time-consuming.

Lisbon has emerged as a highly attractive European gateway, offering a **business-friendly environment, access to talent, and operational efficiency**.

Rather than committing to traditional office structures, many US organisations are adopting **coworking spaces** as a **flexible, low-risk expansion strategy**.

Hybrid work is no longer optional—it is a **core global business model** that allows companies to scale faster, reduce costs, and support distributed teams.

This guide explores how US companies can leverage coworking spaces in Lisbon to test markets, attract talent, and scale operations with minimal risk.

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Why Coworking Is the Ideal Entry Strategy

Expanding into Europe traditionally involves:

- Signing long-term leases
- Setting up legal entities
- Hiring administrative staff
- Managing infrastructure

Coworking spaces **remove these barriers.**

Key advantages:

- Fully equipped offices (ready from day one)
- Flexible contracts (monthly or scalable)
- Minimal setup time
- No capital expenditure

US companies can launch operations in **days instead of months.**



03

Why Lisbon? A Strategic Hub for US Expansion



Cost Advantage

Compared to major US cities, Lisbon offers significantly lower office, labor, and operational costs. This cost efficiency allows companies to extend their runway, optimize resources, and maximize return on investment while maintaining high-quality operations.



Economic Growth

Portugal benefits from a stable economy, growing foreign investment, and a dynamic business environment. Lisbon has become one of Europe's leading technology and innovation hubs, attracting international companies and entrepreneurs.



Time Zone Advantage

Lisbon's strategic time zone enables efficient collaboration across Europe and the US, supporting global operations, customer service coverage, and distributed teams.

03

Why Lisbon? A Strategic Fit for French Businesses



Skilled Talent

Lisbon provides access to skilled international talent, combining strong English proficiency, competitive salaries, and expertise across technology, support, and shared services.



Innovation Ecosystem

With a thriving startup scene, global tech events, and growing international investment, Lisbon offers a strong environment for innovation, partnerships, and business growth.



Strategic Location

Lisbon offers seamless access to the EU single market, regulatory stability, and proximity to major European business hubs, providing US companies with a strategic gateway to Europe.

04

Four Coworking Models for French Companies Abroad



1. Flex Office

A permanent, dedicated workspace within a coworking environment.



2. Satellite Office

A regional hub that connects to your US headquarters.



3. Pop-up Office

A temporary workspace for project-based needs.



4. Full Cowork

A shared, agile workspace where your team works alongside other professionals.

Each model can be customised to your team size, budget, and expansion timeline.

04.1



Flex Office – Your Permanent Base in Lisbon

A dedicated, permanent workspace within a coworking environment — designed for teams that need consistency and structure.

Ideal for:

Stablishing a permanent European presence

Companies needing a stable daily workspace

Key benefits:

Full-time access to a private office

Professional address and infrastructure

Easy for companies to expand teams

A perfect solution for US companies building a **long-term EU footprint.**





Satellite Office – Extend Your US Headquarters

A European hub connected to your US operations — designed for companies needing proximity to European markets.

Ideal for:

Supporting remote teams in Portugal

Companies needing closer access to clients or partners

Key benefits:

Reduced traveling between US and Europe

Stronger local presence

Faster access to Iberian and European markets

Build a regional hub that enables efficient **cross-Atlantic operations**.





Pop-up Office – Test the Market

A temporary workspace for short-term projects or market exploration — designed for companies testing Lisbon before committing long-term.

Ideal for:

Business development missions in Portugal

Project-based teams with defined timelines

Market validation before full expansion

Key benefits:

Pay only for the time you need

Immediate setup with no long-term contracts

Full infrastructure from day one

Explore the European market with **zero long-term commitment** — pay only for what you use.



04.4



Full Cowork – Agile and Collaborative

A shared, agile workspace where your team works alongside other professionals — designed for companies that value flexibility and collaboration.

Ideal for:

Small teams or solo entrepreneurs

Remote-first organisations seeking a local base

Key benefits:

Lower overhead costs than a private office

Built-in networking and collaboration opportunities

Flexible workstations that scale with your needs

A dynamic workspace for **innovation-driven US teams** seeking **agility and collaboration**.





Key Benefits for US Companies

Cost Reduction

Eliminate long-term lease commitments and upfront investments while maintaining flexibility in changing market conditions.

Employee Satisfaction

Modern coworking environments with amenities, community events, and prime locations boost team morale and retention.

Talent Strategy

Hire locally, reduce relocation costs, and build international teams to strengthen global workforce capabilities.

Swift Entry

Launch operations in weeks, not months, by avoiding real estate negotiations and complex setup processes.

Technology-Ready Infrastructure

Access fully equipped workspaces with internet, meeting rooms, and collaboration areas, without setup or management burdens.



06

How to Set Up Your Lisbon Operation



Step 1: Assess Your Objectives

Define what success looks like for your Lisbon expansion. Are you testing a new market, building a remote team, or establishing a client-facing presence? Your goals will determine the right workspace model.



Step 2: Choose the Right Model

Match your objectives to one of the four coworking models. Consider team size, duration of stay, budget constraints, and the level of privacy and branding you require.



Step 3: Start Small and Scale Fast

Begin with a flexible arrangement that allows you to grow. Test your setup, gather insights, and expand as you validate demand and build your local team.

Why Avila Spaces?

Award-Winning Environment

Recognised as the Best Coworking Space in the World (2023), Avila Spaces offers premium workspaces, state-of-the-art facilities, and a professional environment designed to help businesses thrive from day one.

Strategic Location & Flexibility

Located in Lisbon's prime business districts, Avila Spaces provides flexible workspace solutions tailored to the needs of international companies, whether they are launching a new operation or scaling an existing team.

End-to-End Expansion Support

Recognized globally, Avila Spaces provides a turnkey solution for US companies entering Europe. More than just providing office space, it acts as a local partner for growth.





Ready to Get Started?

For US companies, Lisbon is more than a cost-effective location—it is a **strategic gateway to international growth**. With Avila Spaces—recognised as the Best Coworking Space in the World (2023)—companies gain access to **premium, state-of-the-art facilities** designed to **help businesses thrive** from day one.

Located in **Lisbon's prime business districts**, Avila Spaces provides **flexible workspace solutions** and end-to-end expansion support—from company setup to scaling local teams—allowing US businesses to enter the Europe market faster, with minimal risk, and grow at their own pace.

The question is no longer "Why Lisbon?"
but "When do we start?"

CONTACT US

Want to learn more
about how your company
can set up an office in a
coworking space?



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