

HOW FRENCH COMPANIES CAN EXPAND USING COWORKING SPACES IN LISBON

A practical guide to entering new markets with flexibility, cost efficiency, and strategic advantage

AVILASPACE

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01

Introduction: A Smarter Way for French Companies to Expand

In today's competitive European landscape, French companies are increasingly looking beyond domestic borders to sustain growth, access talent, and remain agile.

Lisbon has quickly become a preferred destination—not just for startups and digital nomads, but for **established French SMEs and corporations** seeking a strategic presence abroad.

Rather than committing to traditional, high-cost office setups, many organisations are turning to **coworking spaces as a flexible, low-risk entry strategy**.

Hybrid work is no longer temporary—it is a **long-term operational model** that enables companies to reduce costs, enhance productivity, and offer employees greater flexibility.

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

02

From France to Lisbon: The Evolution of Workspace Strategy

Coworking has evolved from a freelancer-focused solution into a **strategic business infrastructure** used by companies of all sizes.

Today, it supports:

- International expansion
- Satellite offices
- Hybrid teams
- Innovation hubs

For French companies facing:

- High real estate costs in cities like Paris
- Talent shortages in specific sectors
- Pressure to optimise operational efficiency

Lisbon coworking offers a **modern alternative aligned with global business trends**.



03

Why Lisbon? A Strategic Fit for French Businesses



Cost Optimisation

Lisbon offers operational costs that are typically 40–60% lower than those of Paris, including office space, salaries, and day-to-day business expenses. This enables French companies to maximize their expansion budgets while maintaining access to high-quality infrastructure and business services.



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.



Cultural Alignment

Portugal shares strong cultural ties with France. Similar business practices, work-life balance values, and a shared European perspective help facilitate effective collaboration.

03

Why Lisbon? A Strategic Fit for French Businesses



Skilled Talent

Lisbon provides access to a highly educated and international workforce. Professionals commonly speak Portuguese, English, French, and Spanish, making it easier to build teams that can support multiple markets.



Quality of Life

Lisbon's attractive lifestyle, safety, climate, and affordability help companies attract and retain top talent. The city continues to draw skilled professionals from across Europe and beyond.



Strategic Location

Positioned between Europe, Africa, and the Americas, Lisbon offers excellent connectivity and serves as an ideal base for international expansion into multiple regions.

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 Paris 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:

Teams relocating key functions to Lisbon

Companies needing a stable daily workspace

Key benefits:

Full-time access to a private office

Professional address and infrastructure

Seamless integration with local talent

A **stable base** for teams that need daily structure —
without the cost of a standalone office.





Satellite Office – Extend Your French Headquarters

A regional hub in Lisbon that extends your Paris headquarters — designed for companies needing proximity to southern European markets.

Ideal for:

Supporting remote teams in Portugal

Companies needing closer access to clients or partners

Key benefits:

Reduced travel costs between France and Portugal

Increased local team cohesion and presence

Faster access to Iberian and Atlantic markets

A **regional hub** that connects your Paris HQ to Lisbon — with **minimal risk** and **maximum flexibility**.





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

Test the Lisbon 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 French teams** seeking **agility and collaboration**.





Key Benefits for French Companies

Cost Reduction

Eliminate long-term lease commitments and reduce overhead by up to 60% compared to traditional office setups in Paris.

Employee Satisfaction

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

Productivity and Creativity

Dynamic, well-designed spaces with diverse professionals foster innovation and cross-pollination of ideas.

Prime Locations

Access prestigious business addresses in central Lisbon without the premium price tag of a private lease.

Technology-Ready Infrastructure

High-speed internet, meeting rooms, video conferencing, and IT support included from day one.



06

How French Companies Can Transition



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

Begin with a flexible arrangement that allows you to grow. Most French companies start with 2-5 desks and expand as they validate demand and build their local team.

07

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

More than just office space, Avila Spaces acts as a local partner for growth, offering dedicated support for company setup and helping French businesses establish a successful presence in Portugal.





Ready to Get Started?

Lisbon offers French companies a unique combination of **cost efficiency, cultural alignment, and strategic positioning**. 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 French businesses to enter the Portuguese market 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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