

# BUSINESS ABROAD 2026

## REGULATIONS

### PREAMBLE

Business Abroad is a flagship initiative of Startup Portugal, created to support Portuguese startups in their internationalization process. This program aims to position Portugal as one of the leading hubs for innovation and entrepreneurship, connecting startups to global opportunities and facilitating their participation in major international technology conferences and events.

Adapted to each mission, Portugal will be officially represented at various events by a delegation composed of a number of startups and other entities (incubators, investors, communities, among others), which varies depending on each event. Participation conditions and planned activities are also specific to each event, which in most cases include a national representation stand and a stand for each startup (not applicable to all events).

This preliminary procedure aims to identify national startups that will have the opportunity to present their solutions to attendees of the following international technology conferences:

- Qatar – Web Summit Qatar | Doha: February 1–4
- Spain – 4YFN (Four Years From Now) | Barcelona: March 2–5
- Canada – Web Summit Vancouver | Vancouver: May 11–14
- Spain – South Summit | Madrid: June 3–5
- Brazil – Web Summit Rio | Rio de Janeiro: June 8–11
- France – VivaTech | Paris: June 17–20
- Brazil – Startup Summit | Florianópolis: August 26–28

Through a set of international technology conferences, the best startups are selected to represent Portugal as part of a delegation in an international context, positioning the country in innovation and startup practices while supporting the growth of their businesses.

By participating in Business Abroad, depending on each event's specifics, startups benefit from:

- **Global exposure:** Present their solutions to international audiences, investors, and potential partners.
- **Networking opportunities:** Engage with key players in the global tech ecosystem, including business leaders, investors, and stakeholders.
- **Market knowledge:** Explore new markets, understand global trends, and refine international expansion strategies.

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With this initiative, Startup Portugal is committed to empowering startups to scale globally, increasing the visibility of Portugal's vibrant startup ecosystem and driving economic growth through innovation.

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## **CHAPTER 1 – GENERAL PROVISIONS**

### **Article 1 – Objective**

These Regulations establish the selection procedures and participation conditions for startups in the Business Abroad 2026 initiative.

### **Article 2 – Objective**

1. The Business Abroad initiative aims to support the expansion efforts of Portuguese tech-based startups that have already developed a differentiated product or service and intend to enter broader markets.
2. This initiative targets startups from any sector, provided they have developed an MVP (Minimum Viable Product), are generating sales, or have completed at least one funding round.

### **Article 3 – Promoters**

The entities promoting the Business Abroad initiative are:

1. **Agência para o Investimento e Comércio Externo de Portugal,**
  2. **E.P.E.** hereinafter Aicep Portugal Global, headquartered at Rua Júlio Dinis, 748 – 9th Floor Right, 4050-012 Porto;
  3. **Startup Portugal** – Associação Portuguesa para a Promoção do
  4. Empreendedorismo (SPAPPE), headquartered at Rua de Salazar, 842, 4100-442 Porto;
  5. As well as the entities of the various conferences:
    - a. Web Summit Qatar
    - b. 4YFN – Four Years From Now
    - c. Web Summit Vancouver
    - d. Web Summit Rio
    - e. South Summit
    - f. Viva Technology
    - g. Startup Summit
    - h. Or others that may join the program.
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## **CHAPTER 2 – PROGRAM**

### **Article 4 – Jury**

1. The Business Abroad Jury will always consist of two permanent members:
  - a. A representative from Startup Portugal (Chair of the Jury);
  - b. A second member is designated as follows.
2. For Web Summit Qatar, Vancouver, and Rio editions, the second member will be a representative of the respective conference, responsible for final validation of the selected startup and may confirm or reject participation.
3. In the editions related to the Viva Technology and South Summit conferences, the second member of the Jury will be a representative of AICEP – Agência para o Investimento e Comércio Externo de Portugal, E.P.E.
4. In the conferences referred to in the previous paragraph, a third member of the Jury may also be appointed, representing the conference organizing entity or another relevant market partner.
5. In the cases referred to in the previous paragraph, decisions are made by a majority of the votes of the members present, with the Chair holding a casting vote.
6. The Jury always deliberates with full independence and sovereign authority.
7. Each entity that is part of the Jury may appoint an alternate member, who will replace the corresponding regular member in case of absence or impediment.
8. Jury members may not apply to the Business Abroad initiative. If any Jury member has a direct or indirect interest in a candidate project, they must declare the conflict and abstain from evaluating or voting.
9. The Jury may consult recognized experts during the evaluation process.

### **Article 5 – Eligibility**

1. To be eligible to participate in and be selected for Business Abroad, startups must:
  - a. Be headquartered in Portugal and have high growth potential, focusing on innovative products or services.
  - b. Be legal entities officially recognized as a startup or scaleup under Law No. 21/2023 of May 25.
2. Exclude legal entities associated with the organizing entities and partners, as well as those whose shareholders are members or employees of these entities and partners.

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3. For selection purposes, priority will be given to startups that have not participated in previous editions of this initiative.

### **Article 6 – Types of Projects**

1. The projects to be presented must correspond to a new product or service, or a new application of an existing product or service.
2. There are no restrictions regarding the theme or sector of the project presentation.

### **Article 7 – Application Process**

1. Registration for the Business Abroad initiative is free of charge, and applications must be submitted through the official form available at <https://form.typeform.com/to/XZt4O976>.
2. The registration process consists of fully completing the form, including a video presentation of the project, with a maximum duration of three minutes, along with a project presentation document.
3. By submitting the application, candidates assume all responsibilities arising from their participation.
4. To complete the registration, candidates must declare that they accept the provisions of these Regulations and consent to the processing of personal data for the purpose of ensuring their participation and managing the event.

### **Article 8 – Application Deadline**

1. Applications must be submitted by **March 31, 2026 at 23:59**.
2. The deadline may be extended to include additional conferences if necessary.

### **Article 9 – Evaluation of Applications**

1. The projects will be evaluated by the Jury referred to in Article 4 of these Regulations.
2. The analysis of the projects will take into account the following evaluation criteria:
  - a. **20%** – Potential of the idea, degree of innovation, technical and economic feasibility;
  - b. **20%** – Unique characteristics of the product or service and competitive advantages;
  - c. **20%** – Market and internationalization potential:
    - i. Identification of the target audience and its size, market entry strategy and business scalability;

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- ii. Robustness of the project to respond to large market demand and to create value in Portugal;
      - d. **25%** – Sales and Investment:
        - i. Impact of sales on the development and expansion of the startup (the annual sales indicators provided by the startups in the application form will be valued);
        - ii. Impact of the investment already made on the development and expansion of the startup (the investment indicators already raised by the startup will be valued);
        - iii. Relevance of investors, clients and business partners;
      - e. **15%** – Clarity, conciseness and confidence in the presentation of the idea;
    3. The Jury's decisions are taken by majority and are final, with no possibility of appeal. If any selected startup does not confirm its participation within the requested deadline, the next highest-ranked startup will be selected. The Jury reserves the right not to award the stipulated prizes if it considers that the startups do not meet the announced criteria.
    4. The Jury also reserves the right to disqualify startups that do not comply with the eligibility criteria set out in Article 5 at any time during the initiative.

### **Article 10 – Benefits**

The highest-ranked startups will be invited to participate in the 2026 edition of each event and may enjoy the following benefits, which vary depending on the destination and the conditions of each conference:

1. Allocation of exhibition space for their startup, whenever applicable, during all days of the event, as previously defined by Startup Portugal.
2. Allocation of tickets or access credentials to the conference, with an average of 2 tickets per startup.
3. Activation of their participation on the various digital platforms of each event.
4. Participation in networking sessions, carried out with the support of program partners, including connections to local partners and investment opportunities.
5. Other benefits or prizes that may be awarded by Startup Portugal and AICEP.

### **Article 11 – Responsibilities of Awarded Applicants**

1. In the context of awarding prizes or benefits associated with participation in the final event, if any of the top-voted startups does not express interest in physically attending the final event, the next

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- highest-ranked startup will be selected, and will enjoy all the benefits available to the withdrawing startup.
2. The awarded prizes are intended exclusively for the development and execution of the submitted project.
  3. Awardees are obliged to communicate any relevant changes to the project and factors affecting its continuity.
  4. Awardees must also comply with the following obligations:
    - a. Be physically represented at the event, unless prevented by duly justified force majeure, and participate in the activations referred to in Article 10 of these Regulations on the days previously assigned and communicated via the email address provided in the application form.
    - b. Not provide false information.
    - c. Not violate any contract or third-party rights, including patents and other intellectual property rights or confidential information, in the scope of the project.
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## **CHAPTER 3 – FINAL PROVISIONS**

### **Article 12 – Confidentiality**

The promoting entities guarantee the confidentiality of applications and personal data, in accordance with Startup Portugal's Privacy Policy.

### **Article 13 – Amendments**

The organizers reserve the right to amend these Regulations at any time, with changes communicated through the official platforms where the Regulations are available.

### **Article 14 – Final Provisions**

1. Any omitted cases will be resolved by the Chair of the Jury.
2. Participation in the Business Abroad initiative implies full agreement with the terms and conditions set out in these Regulations.
3. For clarification of any questions or additional information, contact: [ba@startupportugal.com](mailto:ba@startupportugal.com).