

Driving Global Excellence: Launching the Next Edition of WTC Lisboa International Academy by ELITE

- **Two successful ELITE cohorts since July 2023**
- **Seventeen companies have already joined ELITE in Portugal to accelerate their sustainable growth and access private and public capital markets.**
- **Companies in the first edition of the WTC Lisboa International Academy by ELITE include Allprocare, C-More, Code For All, FCamara, Grupo Petrotec, Grupo Primor, MCA, Sogenave, Onyria, and Xplor.**

Lisbon – 22 May 2024 – ELITE, Euronext pan-European network of private SMEs today announced the launch of the second edition of the World Trade Center Lisboa International Academy by ELITE. ELITE is Euronext's ecosystem that supports small and medium-sized private companies in their long-term sustainable growth by connecting them to intellectual, relational, and funding capital.

This new edition is launched today alongside our main partner, World Trade Center Lisboa, a prominent and comprehensive business platform that is part of the global WTC organisation, which has been in existence for over 50 years and spans more than 330 cities in 88 countries. We are also supported by other trusted partners: BBVA and the Family Businesses Association.

Focusing on internationalisation and trade, the Academy's training sessions will be delivered by experts from Nova School of Business and Economics (Nova SBE), ranked as the best Business School in Portugal and 21st in Europe.

International trade statistics from last year show that Portugal exported almost 50% of its GDP, surpassing this threshold in 2022. To maintain this competitiveness, Portuguese companies need access to the best practices in internationalisation, which is precisely what the World Trade Center Lisboa and ELITE – Euronext Group aim to provide in the second edition of the "WTC Lisboa International Academy by ELITE" 2024.

The mission of this Academy, designed for Portuguese C-level executives, managers, and top entrepreneurs, is to support their export growth with international matchmaking opportunities through over 320 WTC hubs in 93 countries and the ELITE – Euronext Group ecosystem of more than 2,000 companies and over 200 partners and investors across Europe, with a focus on Italy, France, Portugal, and the Netherlands.

In addition to education and networking opportunities, the Academy also supports Portuguese businesses in diversifying their financing tools and accessing private and public capital markets.

The first cohort of businesses that joined the WTC Lisboa International Academy by ELITE since July 2023 includes Allprocare, C-More, Code For All, FCamara, Grupo Petrotec, Grupo Primor, MCA, Sogenave, Onyria, and Xplor.



Marta Testi, CEO of ELITE-Euronext Group, said: "We are thrilled to announce the second edition of the WTC Lisboa International Academy by ELITE, dedicated to empowering Portuguese companies to achieve unparalleled growth through internationalisation and sustainable practices. Together with World Trade Center Lisboa and our trusted partners: AEF - Associação das Empresas Familiares, BBVA, and Capgemini, we continue our mission. Almost a year ago, ELITE expanded to Portugal as part of the Euronext Strategic Plan 'Growth for Impact 2024,' and this second edition marks a new milestone in supporting Portuguese private companies in their long-term sustainable growth. ELITE includes over 2,000 businesses across Europe. Join us on this transformative journey and unlock global opportunities for your business."

Luciano Montenegro Menezes, CEO of the World Trade Center Lisboa, said: "This second edition of the WTC Lisboa International Academy by ELITE demonstrates the keen interest of companies in expanding internationally. We are highly enthusiastic about promoting business opportunities once again and supporting Portuguese companies going abroad. We will connect with 320 World Trade Centers in 93 countries, comprising a formidable network of 700,000 companies worldwide."

Luís Castro e Almeida, CEO of BBVA Portugal, said: "We are delighted to once again support and participate in the second edition of the 'WTC Lisboa International Academy by ELITE,' aimed at assisting companies in expanding internationally and exporting their businesses beyond Portugal. Our objective is clear: to facilitate growth. In Portugal, this growth is predominantly achievable through internationalisation, either by exporting or establishing operations overseas. Our expertise in this area has been enhanced over time, positioning us to offer valuable assistance to Portuguese companies seeking to expand beyond Portugal's borders. The WTC Lisboa International Academy by ELITE aligns with BBVA's purpose of supporting private companies in financing their internationalisation and growth, shaping our responsible banking model which aspires to achieve a more inclusive and sustainable society."

José Germano de Sousa, Chairman of the Portuguese Family Businesses Association, said:

"It is with great enthusiasm and high expectations that the Association of Family Businesses welcomes the start of the second edition of the International Academy by ELITE, as it represents another excellent opportunity for Family Businesses to grow and consolidate their internationalization."

About BBVA

BBVA has been present in Portugal since 1991 and is leading the transformation of banking worldwide, united in pursuing our goal of bringing the age of opportunity to everyone. Firmly focused on the future, our ongoing digital transformation is already producing disruptive innovations that power our vision of banking.

About Portuguese Family Businesses Association

Portuguese Family Businesses Association is a private, non-profit association founded in 1998, with a national scope and covering all sectors of activity. The Association exists to help Portuguese family businesses improve their management, expand their knowledge, and prepare for the only certainty today – change.

About World Trade Center Lisboa

The World Trade Center Lisboa (WTC Lisboa) is a modern development inaugurated in 2022, located in the Carnaxide area within the Lisbon metropolitan area. This business complex, with 70,000 square meters of built area, includes office spaces, commercial areas, and leisure zones. It aligns with the global concept of the 320 World Trade Centers worldwide in 93 countries, which aim to provide a high-quality international business environment.

Since its creation in the 1960s in the USA, the WTC has focused on real estate, international trade, and the Business Club. It currently has an ecosystem involving more than 700,000 companies worldwide.

In Portugal, the WTC Lisboa Business Club stands as an exclusive space within the WTC, meticulously designed to foster networking and business development. In addition to orchestrating international business missions, it currently boasts 7 committees – International Trade, Real Estate, Tourism & Entertainment, Innovation & Start-



ups, Smart Cities, Investments & Financial Markets, ESG – which convene monthly and have already welcomed around 2,000 esteemed C-level executives and entrepreneurs in its 2 years of existence.

With the aim of supporting the internationalization of Portuguese companies, WTC Lisboa has partnered with the Elite group from Euronext and NOVA SBE Executive Education to create, with the support of BBVA and AEF, the business training program "WTC Lisboa International Academy by ELITE," which just launched its 2nd edition set to begin in the 3rd quarter of 2024.

About ELITE

ELITE, launched in 2012 by Borsa Italiana and now part of Euronext Group, is the European network of private SMEs which accelerates the process to access private and public capital markets. ELITE's mission is to support companies by connecting them to capital, skills and network to drive their sustainable growth in the long-term. Based on a unique offer of services and solutions, ELITE combines a calendar of workshops and coaching sessions, supporting entrepreneurs and executives upskilling and empowering their strategic plan and business opportunities. ELITE Companies' management teams are also guided on how to fast-track their development and how to access the most suitable funding options for their needs, whether the Basket Bonds®, institutional investors, private equity, venture capital or equity markets. With over 2000 companies and 200 partners admitted since the launch, about €20billion have been raised by ELITE businesses through 1200+ corporate transactions, highlighting how dynamic SMEs are once they are provided with an efficient access to private and public markets. For more info please visit: elite-network.com and follow us on [LinkedIn](#) using the hashtag #weareELITE

About Euronext

Euronext is the leading pan-European market infrastructure, connecting European economies to global capital markets, to accelerate innovation and sustainable growth. It operates regulated exchanges in Belgium, France, Ireland, Italy, the Netherlands, Norway and Portugal. With nearly 1,900 listed issuers and around €7.1 trillion in market capitalisation as of end of March 2024, it has an unmatched blue-chip franchise and a strong diverse domestic and international client base. Euronext operates regulated and transparent equity and derivatives markets, one of Europe's leading electronic fixed income trading markets and is the largest centre for debt and funds listings in the world. Its total product offering includes Equities, FX, Exchange Traded Funds, Warrants & Certificates, Bonds, Derivatives, Commodities and Indices. The Group provides a multi-asset clearing house through Euronext Clearing, and custody and settlement services through Euronext Securities central securities depositories in Denmark, Italy, Norway and Portugal. Euronext also leverages its expertise in running markets by providing technology and managed services to third parties. In addition to its main regulated market, it also operates a number of junior markets, simplifying access to listing for SMEs. For the latest news, go to euronext.com or follow us on Twitter (twitter.com/euronext) and LinkedIn (<https://www.linkedin.com/company/euronext>)

