

Portugal

# INVESTMENT ADVISORY FIRM OF THE YEAR

## MFG Consultants

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MFG Consultants are investment specialists that offer fully personalised advisory services, with a determination to provide clients with the best possible chance for success. The Cascais-based advisory firm has been offering global investors a gateway to Portugal's finest and most lucrative investment opportunities since 2010, with a diverse portfolio spanning real estate, private equity funds, strategic investment consulting and even residency solutions. MFG Consultants are dedicated to providing clients with investment options of only the highest quality, carefully hand-picked and supported by thorough research, market analysis and first-class guidance. The hallmark of MFG Consultants lies in its unique, agile structure that aligns their interests with those of their clients, fostering a positive relationship built on transparency, integrity and best industry practise. With more than 10 years of experience, their team are able to anticipate market trends and provide cutting-edge solutions - all in accordance with their client's needs.

Portugal's Golden Visa programme, renowned as Europe's most successful residency-by-investment initiative, is another area where MFG Consultants can help. The consultancy lies at the forefront of guiding clients through its complexities, advising clients on the current capital transfer and business options available. Although residency via property investment is no longer an eligible pathway for the Golden Visa programme, the team at MFG Consultants have helped clients to explore alternative routes for investment. Under the advisory firm's guidance, clients will remain informed and adaptable - so they can continue to benefit from Portugal's many attractive residency options.

The judging panel was particularly impressed by the expertise in due diligence that MFG Consultants have showcased. Clients can depend upon their experts to stay ahead of market trends and regulatory changes, thereby affording each of them with maximised returns and minimised risks. They also excel in on identifying opportunities with strong growth potential, sustainable business models and experienced management teams. With deep industry knowledge, MFG Consultants are industry leaders in spotting high-value opportunities early, ensuring that their clients are always poised for success.



**MFG Consultants provide expert investment advice, ensuring that their clients are always in the best position for success.**



João Cunha, Founder



# EXPLORING INVESTMENT-BASED VISA OPPORTUNITIES IN SUNNY PORTUGAL



An interview with

**JOÃO CUNHA,**  
FOUNDER OF MFG CONSULTANTS

Portugal has an exceptional quality of life – boasting strong education and healthcare sectors, an affordable cost of living, and a favourable climate with year-round sunshine. Fortunately for overseas investors, the country also has favourable policies when it comes to investment-based visas too.

Although there are a variety of options available to prospective investors, it can still be rather challenging knowing which options provide the best opportunities to match their specific needs, what investments do and do not qualify, and ensuring the paperwork is in order. This is where the expert team at MFG Consultants can help. We spoke with founder João Cunha to find out more about how the Cascais-based advisory firm has been helping investors based around the world to explore the region's best investment opportunities.

## What details can you give us about your specialised advisory services?

We specialise in offering personalised advisory services that align with the unique needs of each client. Our portfolio spans across real estate investments, private equity ventures, and strategic investment consulting. With a deep understanding of the Portuguese market, we guide our clients through every step, from identifying high-potential investment opportunities to navigating complex legal and financial frameworks. What truly sets us apart is our tailored approach. Whether you're a first-time investor or an experienced portfolio manager, we ensure every recommendation is grounded in thorough research and aligned with your long-term financial goals. Our more than 10 years of experience enable us to anticipate market trends and provide cutting-edge solutions that optimise returns.

## How can you help clients find their ideal property in Portugal?

Finding the ideal property in Portugal can be daunting, but MFG Consultants makes this process seamless. We leverage



our extensive market knowledge and local network to offer exclusive access to properties that align with your investment goals. Whether you're looking for a residential, commercial, or holiday home, we handle everything – from property sourcing and due diligence to legal compliance and contract negotiation. Our team works closely with each client to understand their unique preferences, ensuring a match that exceeds expectations. With our proven track record and a deep understanding of Portugal's diverse regions, we don't just help you find

a property, we help you secure your future.

Although this option is no longer eligible for the Portuguese Golden Visa, we keep helping investors and/or people that wish to buy a property in Portugal by working directly with the top real estate agents in the market as well as qualified legal teams who assist our clients with all the inherent formalities depending on each case. This means that we help foreign people avoid buying overpriced properties and offer a true complete and competitive service to all our clients.



## What sets MFG Consultants apart from other investment consultants?

MFG Consultants stands head and shoulders above other investment firms because of our unwavering commitment to client success and our decade-long track record of excellence. Our personalised service is rooted in a deep understanding of the Portuguese market, and our team is composed of highly skilled professionals with years of local and international experience. We pride ourselves on transparency, integrity, and an ability to deliver results. Unlike many firms, we don't take a one-size-fits-all approach. Our advisory is customised for every client's unique circumstances.

By continuously staying ahead of market trends and regulatory changes, we offer innovative solutions that maximise returns and minimise risks, making us the go-to partner for investors in Portugal. We also go beyond the ordinary by offering the best commercial terms and unmatched communication with our clients. Unlike other firms, our team provides personalised, responsive support, ensuring all our clients are informed and empowered at every step.

## What makes Portugal such an attractive investment destination?

Portugal's charm goes beyond its sunny climate and beautiful landscape. It's a hotspot for savvy investors looking for stability and growth. The country boasts a robust property market, attractive tax incentives for foreign investors, and a strategic location at the crossroads of Europe and the Americas. Whether you're investing in real estate or private equity, Portugal offers a secure, transparent business environment backed by a strong legal framework. In recent years, the country has also seen significant growth in sectors like tech, tourism, and renewable energy, further enhancing its appeal. At MFG Consultants, we help clients capitalise on Portugal's dynamic potential by offering unmatched expertise and strategic insight into this flourishing market.

## When researching private equity investments for your clients, what attributes do you look for?

We take a rigorous approach when researching private equity investments for our clients. Our focus is on identifying

opportunities with strong growth potential, sustainable business models, and experienced management teams. We look for investments in industries that demonstrate resilience, such as real estate, renewable energy, and technology. Market trends, risk factors, and long-term profitability are key metrics in our evaluation process. Our deep industry knowledge enables us to spot high-value opportunities early, ensuring that our clients invest in businesses poised for success. Each investment is thoroughly vetted to ensure it aligns with our clients' financial objectives while mitigating risk.

## What advice would you offer to first-time investors and how can you help them to succeed?

We offer a comprehensive, step-by-step approach to demystify the process. We believe that successful investing begins with education, so we take the time to explain the different types of investments, risks involved, potential returns and we also involve the fund managers in this process. We provide ongoing support, ensuring that even the most inexperienced investor feels confident in their decisions.



We make it easy for clients new to investment to navigate the Portuguese Golden Visa programme by carefully selecting the best funds. The funds are only promoted to our clients after our own internal due diligence. Our diverse portfolio offers something for every investor, ranging from innovative tech funds, sports and lifestyle investments, and even unique niches like classic cars, alongside more traditional options such as real estate and private equity.

We tailor our recommendations based on your financial goals and risk tolerance, ensuring compliance with the Golden Visa requirements while optimising your investment strategy. We would however advise diversifying across these themes to balance potential returns while securing your path to residency. At MFG Consultants, we combine expertise with unique opportunities to help you succeed.

**2023 saw drastic changes to the “Golden Visa” programme. How have MFG Consultants helped clients navigate these changes?**

The changes to Portugal’s “Golden Visa” programme in 2023 created uncertainty for many investors, but MFG Consultants has been at the forefront of guiding clients through these complexities. Our in-depth knowledge of the evolving regulations allows us to provide clear, timely advice on how to adjust strategies for residency and property investment. We’ve helped clients navigate the transition by exploring alternative routes for investment, such as real estate outside of high-density areas or other qualifying investment types. MFG Consultants ensures that clients remain informed and adaptable, so they can continue to benefit from Portugal’s attractive residency options while securing sound investments.



**How do you help clients mitigate potential risks in their investments?**

Mitigating risk is a cornerstone of MFG Consultants’ advisory services. We take a proactive approach to risk management, conducting thorough due diligence on all investment opportunities to ensure they meet our rigorous standards. By diversifying investment portfolios and staying ahead of market trends, we help clients minimise exposure to volatility. We also offer personalised risk assessments and ongoing monitoring to adjust strategies as needed, safeguarding our clients’ investments in the face of changing market conditions. Our experienced team provides the expertise and tools necessary to make informed decisions that protect assets while still achieving high returns. We also make sure that there’s a channel built between the client and the fund manager/advisor. We make sure to promote top transparency, so decisions are made with a complete peace of mind.

**Do you have any exciting new partnerships or upcoming investment products eligible with the Golden Visa?**

Yes, we are always looking to innovate and expand our service offerings. We’re excited

to announce that we are currently in talks with several high-profile developers and investment partners to bring exclusive property developments to the Portuguese market. These partnerships will allow us to offer our clients access to prime real estate and investment opportunities before they are available to the public.

In addition, we are expanding our advisory services into new sectors, including sustainable energy projects, which align with Portugal’s growing green economy. The same for fund managers. For example, at this point we have more than 20 funds eligible for the Portuguese Golden Visa available at our portfolio. When you mix the best products with a 360° service you have a winning formula. Stay tuned. There’s much more to come from MFG Consultants.

**Do you have anything else to add?**

We believe that our clients’ success is our success. With more than a decade of experience, a dedicated team of experts, and a commitment to excellence, we’re uniquely positioned to help our clients achieve their financial goals in Portugal’s thriving market. Whether you’re a seasoned investor or just starting, MFG Consultants is your trusted partner every step of the way.

Our personalised, client-centric approach is what sets us apart. We’re here to ensure that every investment decision you make is informed, strategic, and tailored to your needs. Our track record demonstrates excellence and innovation in helping international clients secure premium investment opportunities in Portugal. By offering tailored advice and a customer-centric approach, we ensure each client’s needs and goals are met with the highest degree of professionalism. At MFG Consultants, we don’t just meet expectations, we exceed them.



To explore MFG Consultants’ range of investment services and opportunities, visit [www.mfg-consultants.com](http://www.mfg-consultants.com) or contact their Cascais office directly on **+351 916 008 844**.





# HALL OF FAME

*Multi Award Winner*

This is to certify that

**MFG Consultants**

has been awarded

**Investment Advisory  
Firm of the Year**

in the Corporate LiveWire  
Global Awards 2024/25

James Drakeford  
Editor in Chief



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