



**CHRISTA**  
Interreg Europe



European Union  
European Regional  
Development Fund

# Industrial Tourism Route in Porto and Ave

## AN INDUSTRIAL REGION IN THE CRADDE OF PORTUGAL

**Gabriel Pontes – José Manuel Lopes-Cordeiro – Paulo Costa-Pinto**



**Partner 10 - COMUNIDADE INTERMUNICIPAL DO AVE**

**Invited Stake Holder - UNIVERSIDADE DE MINHO**

Boras - 15th March, 2017

# INTRODUCTION

GABRIEL PONTES | CEO – CIM-AVE



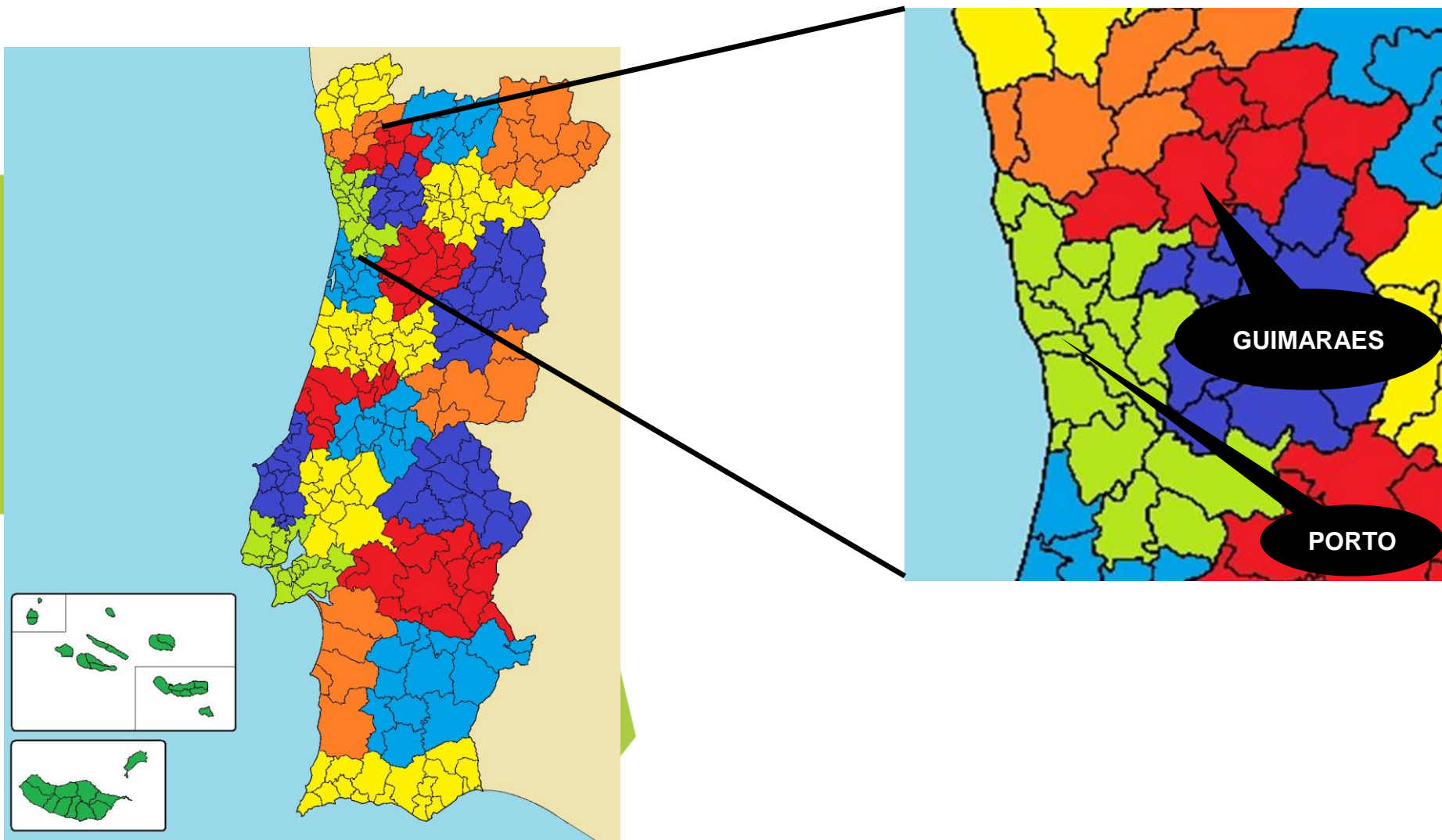
PHOTOART - FILIPE DUJARDIN

GUIMARAES - EUROPEAN CULTURAL CAPITAL- 2012



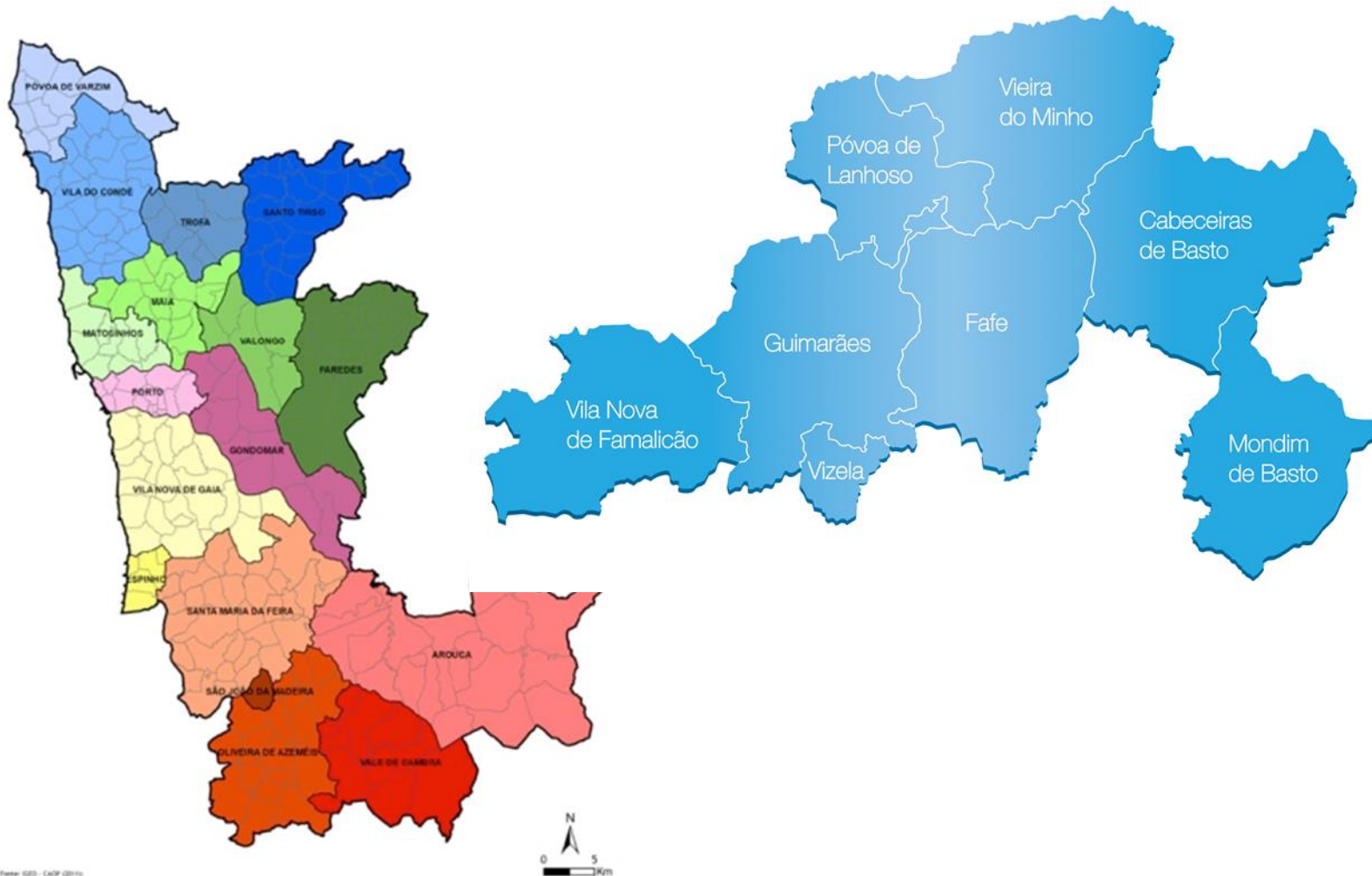


**THE CASTLE IS IN FACT LIKE THIS! AS YOU MAY KNOW! 😊**



**25 MUNICIPALITIES AROUND GUIMARÃES AND PORTO**  
**3.2 MILLION PEOPLE**

**ENCOURAGING A REGIONAL ALLIANCE TO PROMOTE INDUSTRIAL HERITAGE**  
**AIMING TO CAPITALIZE CHRISTA IN NEW REGIONAL ROUTES**



Fonte: IGD - INEP (2011)

**PORTO METROPOLITAN AREA**  
**2,762,524 inhabitants in an area of**  
**2,040.31 km<sup>2</sup>**

**AVE INTERMUNICIPAL COMMUNITY**  
**425,411 inhabitants, in an area of**  
**1,451.31 km<sup>2</sup>.**







## WHY CIM –AVE WANTS TO TALK ABOUT PORTO AND AVE AND NOT JUST AVE?

1. Identity - The two sub-regions have a common industrial history.
2. Genuinity - Some of the municipalities of the Ave Valley are part of Porto Metropolitan Area – makes it difficult to run an industrial route based in a genuine product without both regions.
3. Utility - Porto international visibility is a doorway to the region.
4. Sustainability - 3 Million tourists to the north of Portugal in 2016.
5. Facilities - one common Airport and one Cruises terminal for both sub regions.
6. Industrial Tourism is a way of showing to our visitors that we have an old and resilient industrious spirit, alive today in active units.

# A COMMON HERITAGE

PROF. JOSÉ MANUEL LOPES CORDEIRO - UNIVERSITY OF MINHO





River Ave is the first river, (with its affluent Vizela) to the north of Porto, large enough to be enclosed and be industrially profited during both winter and summer.

It begun being enclosed, as far as we know, in the early 13th century and it worked as a main force for flour supplying to the region for centuries.

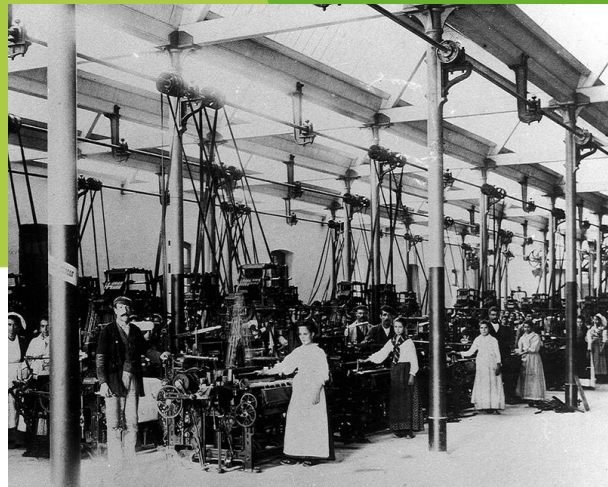


During the 19th century it begun developing a modern use, by changing from flour mills to factories, small and large, and in the early xx century to hydro electrical power plants directly connected with factories.





Such a tradition developed Portugal's most dynamic industrial tradition, going from textile to cutlery, leather to shoes, paper mills to fish preserves and from clock making to technical lenses.



The region south of Porto suffered a similar process due to the same proximity to this main port and financial center of the region. Even if it has peculiarities, as the presence of the hat industry or the plastics and casting industries, it has basically the same roots of the Ave valley, with some activities even moving from one sub-region to the other.





Even though Porto had its own industrial tradition it became essentially a financial and commercial center where almost all the large factories, mainly from the Ave Valley, had commercial, administrative offices and some of other facilities resulting of the new industrial life.



In the Ave Valley there is a large number of units with historical and technical interest, several musealized units and an attempt to create an Heritage route.



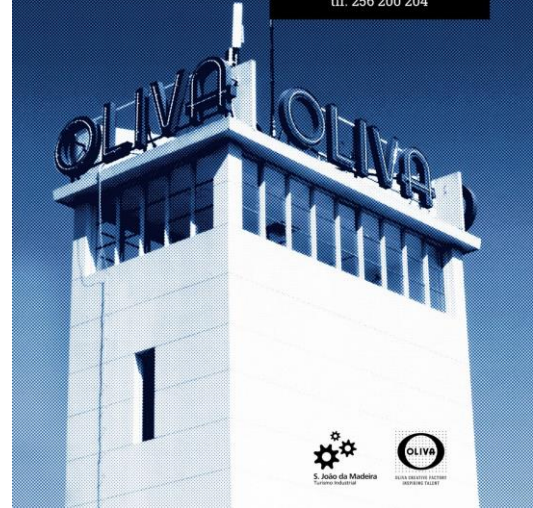


In the Porto area there are also a lot of industrial units with historical and technical interest some of them already included in a tourism project and deserving a visit.

## Turismo Industrial Visitas à Torre da Oliva

Circuito do Ferro

» mediante marcação «  
tlf. 256 200 204



## Photographic and vídeo credits:

Wikiloc

Blog do Minho

portugalfotografiaaerea.blogspot.com

Commons.Wikimedia.

Castle Factory - Filipe Dujardin | C.E..C –  
2012

Jornal do Ave

Guimaraesturismo.

CM-Vilanovadefamalicao

Dinheirovivo.

CNN



European Union  
European Regional  
Development Fund

# Thank you!



Comunidade  
Intermunicipal  
do Ave

Questions welcome



**CHRISTA Project**