

14TH INTERNATIONAL PRODUCT DEVELOPMENT MANAGEMENT  
CONFERENCE

PORTO, PORTUGAL – JUNE 10-12, 2007

## SOCIAL PROGRAMME AND OTHER USEFUL INFO

### 1 - WELCOME RECEPTION (*Courtesy of the Porto Mayor*)

Venue: 10th June 2007 at 17h30 at Palace Bonjoia

The Palace was designed by the Italian Architect Niccolo Nazoni, author of two ex-libris of Porto – Clerigos Tower and Freixo Palace, and built in 1759 in a estate dating from the 14<sup>th</sup> century



Transportation will be arranged from Faculdade de Engenharia to the Palace. Bus will leave at 17h00.

After the Welcome Reception an “Oporto Sightseeing Tour – *The 8 bridges and river mouth cruise* “ will be organized. Transportation to the boat terminal will be provided. The cruise has a duration of one hour.

**Please note that the registration can be done on Sunday the 10<sup>th</sup> of June 2007 at Conference Venue from 15h00 till 17h00**

## 2 – CONFERENCE DINNER

Venue : 11th June 2007 at Landim Monastery



*The origins of the Monastery date back to XIIIth century*

### 3- HOW TO GET TO PORTO

Porto is served by an International Airport with direct links to several European capitals, through flagship carriers such as Lufthansa, TAP, IBERIA, Brussels Airlines, Airfrance, Luxair, etc.

Intercontinental flights are normally operated through Lisbon Airport, with connecting flights to Porto both by TAP and PORTUGALIA and SATA.

Many *low cost* airlines operate flights to several cities in Europe (Ryan Air, Air Berlin, Hapag Loyd, Transavia, Clickair, Aigle Azur)

From the airport to the city the means of transport are either by taxi (typical cost to the city center 18-20 euro, variable with hotel location ) or by Metro ( Line E; site <http://www.metroporto.pt/> ); see map below



**NOTE :** When using the Metro please note that if you have to change lines you have to validate the ticket each time; each user needs to buy a card called **ANDANTE** ,which you can charge with one or more journeys, cost depending on the number of zones

### 3- HOW TO GET TO CONFERENCE VENUE

**Venue: FACULDADE DE ENGENHARIA  
RUA DR ROBERTO FRIAS  
PORTO ( near Hospital S.João )**

**Tel for help (if needed): Julia – 351 225081491  
In emergency can call mobile AAFernandes (Conference  
Chairman) : 351 917531606**

To get to the conference Venue from the Hotels, taxis can be used (cost should be around 5-7 euros) or use METRO –Yellow line – leaving at **Station IPO** (ask at the Hotel the nearest station)

### 4- SHOPPING AND ENTERTAINMENT

Main shopping area in Porto is Santa Catarina Street, Clérigos Street and Cedofeita. However nowadays, like in most other cities, shopping is more popular in Shopping Centers: NorteShopping, Arrabida Shopping, Dolce Vita and Via Catarina and others

There are several museums in Porto ; special mention to Serralves Museum of Modern Art designed by Sisa Vieira, most well known Portuguese architect, winner of the Pritzker Prize (the most coveted international award in the world of architecture), located in a park of great beauty.



For music lovers it is recommend a visit to the modern and now world renowned Concert Hall ,designed by the dutch architect Rem Koolhaas (winner of the Pritzker Prize as well)



Last but not the least you can visit the Porto Wine Cellars ([http://www.cavesvinhodoporto.com/intro\\_en.htm](http://www.cavesvinhodoporto.com/intro_en.htm)) opened everyday (*except during conference hours...*) in the riverside, where you can find also great nightlife activity during summertime.... and also the seaside for a swim in the Atlantic sea (recommended only in beaches outside Porto if you dare to venture into 15 °C water....)

