

# ciudad real



*Acquiring place BRANDing competences at work through continuing VET to increase the attractiveness of EUropean cities*

*Imola 3<sup>rd</sup> – 6<sup>th</sup> December 2018*

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“In a certain village of *La Mancha*, the name whereof I purposely omit...”

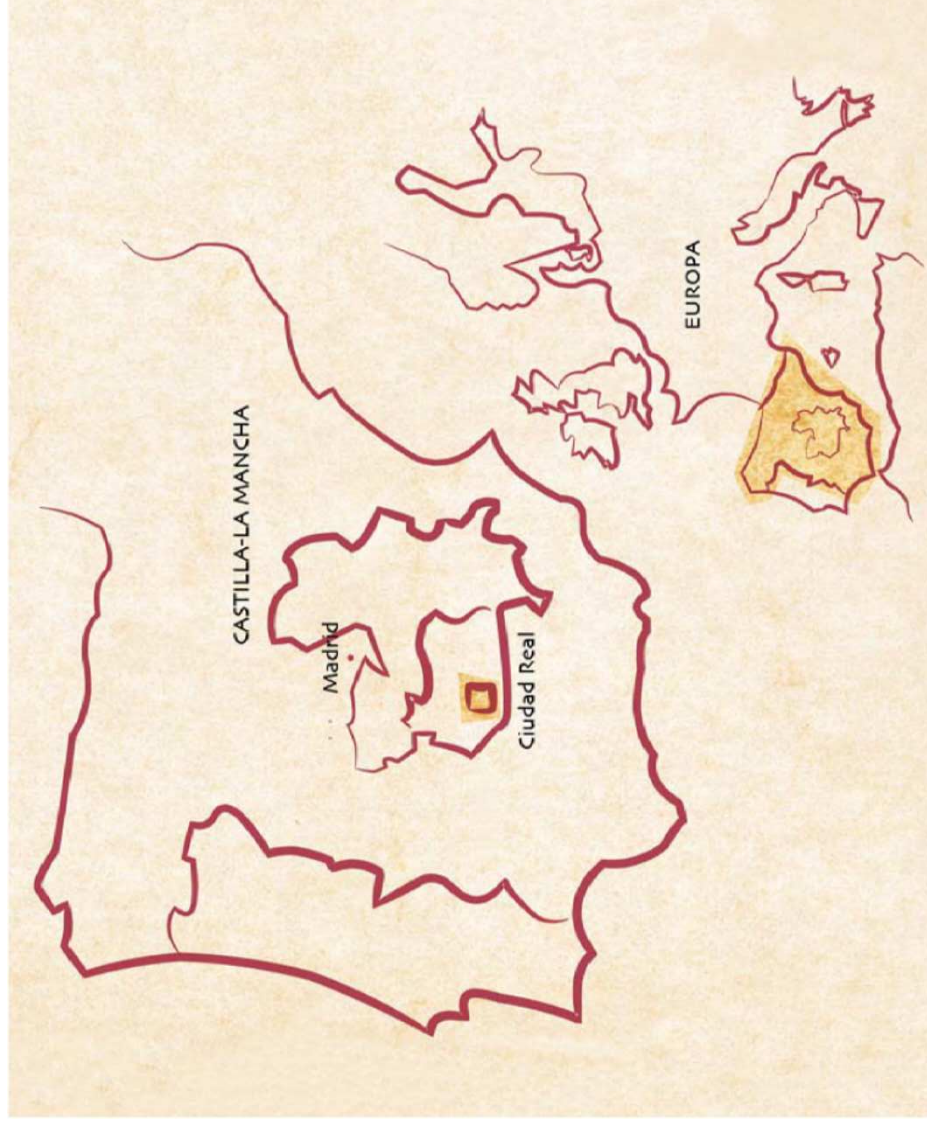
This was the beginning of the great world best seller *Miguel de Cervantes* book, “*Don Quijote de la Mancha*”



# where we are



Ciudad Real is located at the same distance between east and west of Spain, and same with north and south part. Nowadays we could say this city is the best located and transports development city of the middle size cities in Spain. Only 1 hour away from the main cities of Spain, depending on the transport we use.



# ciudad real



## SOME FIGURES

- Extension: 285 km<sup>2</sup>
- Population: 75.081 inhabitants
- University of Castilla-La Mancha: 11.000 students.
- Economie: : more than 3.813 companies (81% of the companies belong to the service sector).

Ciudad Real is the only one city in Spain which you can forget your problems, let the time escape, and finding yourself. The main city of La Mancha area, has one of the biggest treasures demanded nowadays, quality of life. Walking through the streets, seated watching their ancient buildings knowing the control of the time, it's a pleasure only offered by a short list of cities. Ciudad Real's citizens live in the streets, enjoying the weather and people, its hospitality and open-minded personality, makes visiting this city a great experience that nobody wants to reject.

# ciudad real



Ciudad Real it´s into the high speed train line (AVE) which drives from Madrid to several cities of Andalucía: Seville, Malaga, Cordoba, Cadiz, Granada, etc., each day, more than 40 trains stops at Ciudad Real, with this destinations and many others as Barcelona, Zaragoza, etc. Due to this train, Ciudad Real is only 49 minutes far from the city centre of Madrid, and no more than 2 hours from the Andalucía coast, a great privilege which no other city in Spain allows.

- CIUDAD REAL – MADRID 50 minutes.
- CIUDAD REAL – CORDOBA 60 minutes.
- CIUDAD REAL – SEVILLA 1 h.y 50 minutes.



## STRAIGHTS CONECTIONS FROM CIUDAD REAL

THROUGH HIG SPEED LINES

Mix HS Lines /  
conventional

Cordoba	Zaragoza	Alicante	Madrid	León
Sevilla	Lerida	Valencia	Valladolid	Palencia
Cádiz	Tarragona	Cuenca		Oviedo
Huelva	Barcelona			Gijon
Granada	Madrid			
Málaga				

# history

**GB** Ciudad Real was founded in 1255 by the king Alfonso X the Wise, with the purpose of stopping the growing power of the military and templar orders. In that way he founded a walled city, with 7 doors and 130 towers, which actually only keeps a part of wall and 2 doors.

**GB** In Ciudad Real lived Christians, Arabs, Jews, being separated in three areas: Saint Mariah, Saint Peter, and Saint Santiago.



Erasmus+



# history

In Catholic King period, this city was really important, because here was located the Saint Inquisition Tribunal.

Once jews and arabs were got away from Ciudad Real, and as soon the Saint Inquisition Tribunal was move to Toledo and Granada, the citizens were highly reduced, beginning a decadence times, which stay until XIX century, ending due the train station arrival.



# history

Since that moment, Ciudad Real begins a big increase without no limits, getting nowadays with the Castilla-La Mancha University, high speed train, highroads, airport, and being one of the top 5 high life quality in Spain.



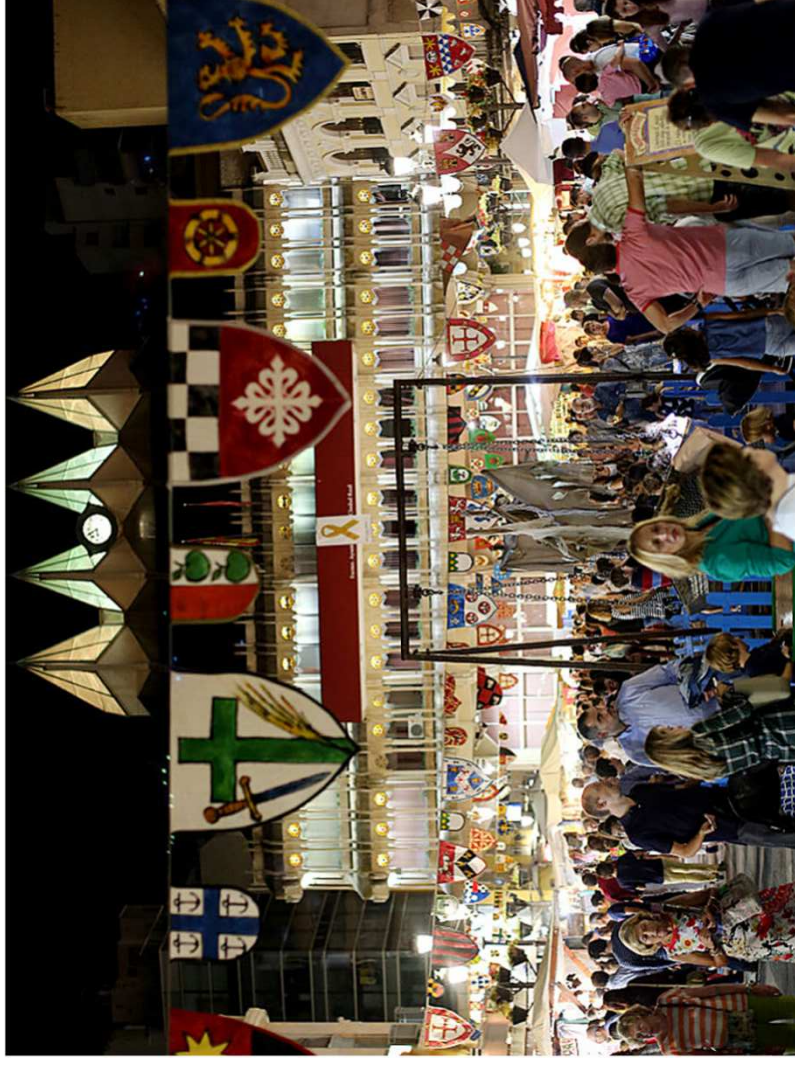


# culture



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**GB** Culture is a total priority for Ciudad Real's people year by year. There are many culture events in our city, in which everyone can appreciate the Ciudad Real's traditions. All this culture is focused in the many parties and culture events, adding new sensations and culture experiences to everyone who visit this city.



# culture



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**GB** An ancient culture kept until nowadays it's actually promoted to all over the world. The international named Ciudad Real's Holy Week, one of the best in Spain; it's one of the huge culture examples.



# culture



Erasmus+

This is not the only cultural tradition in the city, other parties and events are "La Pandorga", in the 31th July, or "Los Mayos" in May, or the main event, the "City days" in August, are an example of the culture in Ciudad Real.



# culture



Erasmus+

Ciudad Real also manages the International Folklore Festival, bringing groups all over the world every year filling Ciudad Real of many colours and world traditions.



# gastronomy



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**GB** Ciudad Real had an easy gastronomy, which has turned into a luxury gastronomy, full of flavours. The gastronomy of this area don't needs a difficult cooking abilities, but it's one of the most appreciate and surprising in Spain.



# gastronomy



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**GB** "Tojuntó", "Atascaburras", "Hartatunos", "Duelos y Quebrantos", "Andrajos", "Porreta Eggs", the famous "Bread Migas", and the World-known "Manchego Cheese", and "La Mancha Wine" are a short example of our gastronomy, which requires a fast cooking, but fully of flavours. Also the hunt has one of the European paradises in La Mancha, the hunt meat is the origin of many many dishes of the Ciudad Real gastronomy, those are exquisite dishes, each time more and more awarded, and really well considered by gastronomy professionals and world-known gourmet chefs.



# MANAGEMENT



## *Municipal Institute for Economic Promotion, Training and Employment*

⊕ Created in August 2003, as an autonomous municipal organism, linked to the City Council of Ciudad Real

⊕ **Our objective:** the promotion of the socioeconomic development of Ciudad Real - improvement of training, professional insertion, economic promotion, touristic promotion and the support of the commerce and businesses of the city.



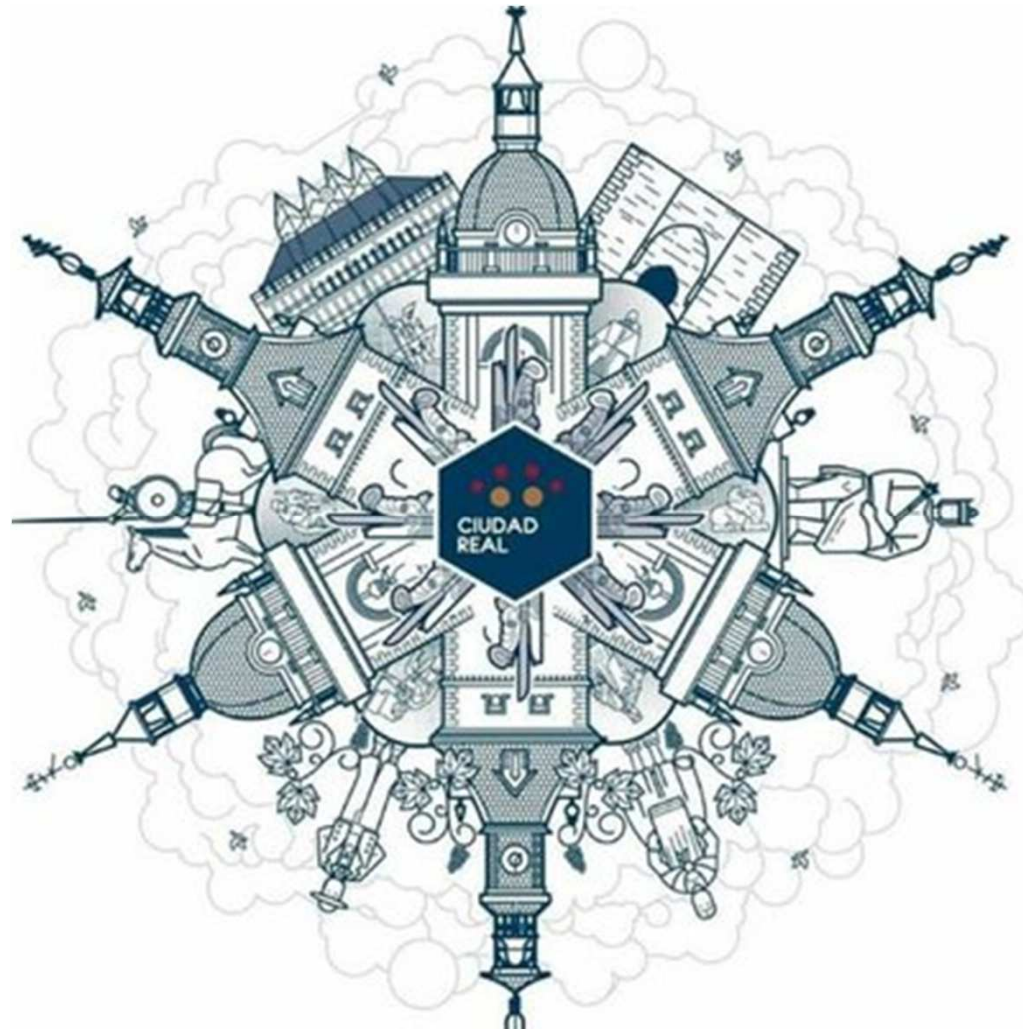
# WORKING AREAS

- ⊕ Department of Economic Development, Tourism and Culture
  - ⊕ Impefe: Employment, Training, Economic Development, Commerce, Tourism
- ⊕ Employment department. Helping people to look for new opportunities. Helping companies find candidates.
- ⊕ Training department. Solutions for unemployed people and companies.
- ⊕ Start-Ups assessment Service. Informing and supporting in legal requirements, business plan, etc.
- ⊕ Project area: looking for new projects: Europe, National, Regional, and others.
- ⊕ Promotion of the tourism. Several activities to improve the local economic development promoting the tourism in three main areas: CULTURAL TOURISM, GASTRONOMIC TOURISM AND DESTINATION OF CONGRESS AND EVENTS.





# BRANDING



# EXPECTATION ABOUT THE PROJECT

- ⊕ Increase place branding and marketing competences
- ⊕ Learn about best practices in place branding in other European cities.
- ⊕ Improve place branding strategies in Ciudad Real and create some news.
- ⊕ Make Ciudad Real more attractive not only for tourists but also for citizens.



