

AJUNTAMENT DE VALÈNCIA

VLC INTERNATIONAL VALENCIA INTERNATIONAL CITY

Nº15 DECEMBER 2011

VALENCIA, GATEWAY TO EUROPE FOR THE ASIAN CONTINENT, HOSTS THE 7TH EDITION OF THE GLOBAL CHINA BUSINESS MEETING.

p.4



THE CITY COUNCIL PUBLISHES THE 12th EDITION OF THE “MUNICIPAL RESOURCES GUIDE FOR INTERNATIONAL STUDENTS”

p. 5

Guía 2011/2012

Valencia es toda para tí.



Recursos Municipales para Estudiantes Internacionales

VALENCIA HOSTS THE DREAMHACK, THE MOST IMPORTANT INTERNATIONAL CONTEST OF VIDEOGAMES

p. 6



VALENCIA HOLDS THE 78th CONGRESS OF THE ASSOCIATION OF INTERNATIONAL FAIRS - UFI

p. 7



THE MAYORESS WELCOMES THE VICE-PRESIDENT OF THE EUROPEAN COMMISSION AND COMMISSIONER FOR INDUSTRY, WHO STATES HIS SUPPORT FOR THE MEDITERRANEAN CORRIDOR

p. 8



VALENCIA OPEN 500 HOSTS THE I VALENCIA 2011 INTERNATIONAL SPORTS FORUM

p. 9



VALENCIA HOLDS A MEETING OF POLICEMEN EXPERTS ON SOLVING PROBLEMS RELATED TO GENDER VIOLENCE.

p. 10



ANGOLA'S TRADE MINISTER VISITS MERCADO CENTRAL TO TAKE IT AS A MODEL

p. 11



VALENCIA WELCOMES THE ESPANET 2011 INTERNATIONAL CONGRESS PARTICIPANTS

p. 12



GREAT SUCCESS OF THE FIRST EDITION OF THE PHOTOGRAPH CONTEST “ALBUFERA 2011”

p. 13



VALENCIA'S PROJECT NEPCO

p. 14



THE HISTORICAL PLAYER A.C. GREEN PRAISES THE EFFORT MADE BY VALENCIA TO IMPROVE ITS SPORT INFRASTRUCTURE

p. 15



CITY COUNCIL ARCHAEOLOGISTS TRAVEL TO POMPEI TO WORK IN THE CITY'S OLDEST PERFUMERY

p. 16



A HEIFEI'S DELEGATION (CHINA) VISITS OUR TOWN

p. 17



VALENCIA, GATEWAY TO EUROPE FOR THE ASIAN CONTINENT, HOSTS THE 7TH EDITION OF THE GLOBAL CHINA BUSINESS MEETING

Rita Barberá, opens the meeting, assembling CEOs of the most important companies at the Valencia Conference Centre.

The Mayoress of Valencia, Rita Barberá, inaugurated on Monday 7, the Global China Business Meeting, an international event organized by the City Council of Valencia, the Swiss international organization “Horasis”, the China Federation of Industrial Economics and the support of Global Asia.

In this 7th edition of the Global China Business Meeting, in which also participated the President of the Generalitat, Alberto Fabra; the Minister of Industry, Miguel Sebastián; the Ambassadors of China in Spain, and of Spain in China, the Mayoress stressed how important it is for Valencia the fact of being chosen to be the venue of this notorious event, which brought together CEOs of the most important firms of China and Asia, among them 475 executives and high-ranking officials of the Popular Republic of China and many European and American chief executives officers as well – with a significant number of Spanish representatives- and members of the Public Administration.

The Mayoress recalled in her speech that China is the country that channels the largest number of goods through the port of Valencia nowadays and the City Council of Valencia wishes to promote, support and stimulate the work of the civil society and the Valencian business network in its approach to economies as unstoppable as the Chinese.

Equally, the Mayoress highlighted the possibilities that a city like Valencia can offer to executives and businessmen from all the countries that took part in the Global China Business Meeting, for its strategic position in the south of Europe, for betting on innovation, for being potentially enterprising, and its favourable conditions for investment and for setting their entrepreneurial projects in motion in Valencia.



THE CITY COUNCIL PUBLISHES THE 12th EDITION OF THE “MUNICIPAL RESOURCES GUIDE FOR INTERNATIONAL STUDENTS”

The “Municipal Resources Guide for International Students” helps international students who have chosen Valencia and its Universities to further their studies over the academic year to make the most of their stay.

At its presentation, the Mayor, Rita Barberá said that the guide contained comprehensive information on what is on offer in the city of Valencia, which, apart from having excellent universities, also provides endless resources and opportunities for sport, leisure, culture, nature, innovation, etc.

During this academic year, 3,700 foreign students from more than 23 countries will arrive to further their studies in Valencia, either in the two public universities (the Universitat Politècnica de València and the Universitat de València), or in the private ones (Cardenal Herrera CEU and the Universidad Católica San Vicente Mártir).

In this edition and for the first time, any student will be able to download this guide onto their mobile telephone using the “QR CODE”, so enabling them to enjoy its contents and information at any time and in any place.

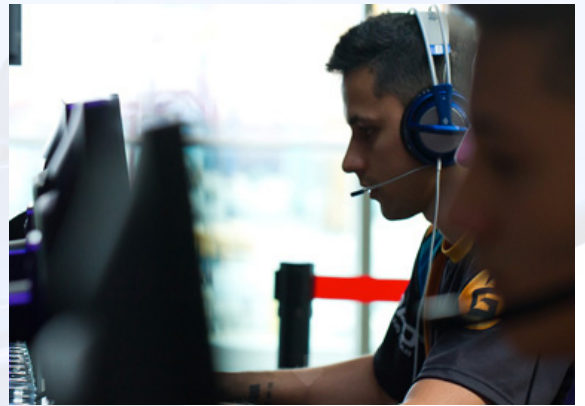


VALENCIA HOSTS THE DREAMHACK, THE MOST IMPORTANT INTERNATIONAL CONTEST OF VIDEOGAMES

Valencia City has hosted the regional finals of the world's largest digital festival in the e-sports and videogames sectors: the DreamHack.

Valencia has been developing several actions in collaboration with the festival, which have been a landmark in the cultural meetings concerning the production of videogames: therefore, in November 2010, the first Spanish classificatory meeting for the official contests of DreamHack Winter 2010 was played in the Marina Real; and on September 2011, the Regional Finals and the classification for the DreamHack Winter 2011 are also taking place. The contest played in our city, and together with other activities and open competitions for every kind of public, constitutes the prelude of the major finals to be held in DreamHack Winter 2011, in Jonpoking (Sweden).

It is all about a contest which will gather the world's best payers, from different countries such as South Korea, the United States, Canada, Sweden, France, Italie Portugal or Spain, among others, and which is very important as a driving force of videogame sector at an international level.



VALENCIA HOLDS THE 78th CONGRESS OF THE ASSOCIATION OF INTERNATIONAL FAIRS - UFI

The Mayoress of Valencia, Rita Barberá, addressed in the inaugural act of the meeting to more than 400 delegates from 52 countries who participate in the 78th Association of International Fairs' Congress, UFI. Feria de Valencia hosted the meeting gathering the leaders of the global association of the exhibition industry.

This year the congress' slogan is "Bridging continents, liking people", calling trade fair organisers, managers of the most important tradeshow organisers, national and international associations of the industry, and partners of the fairground exhibition industry. UFI is the association of the world's leading tradeshow organisers and fairground owners, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. It includes 49 associations related with the fairground industry, and represents more than 560 member associations present in 83 countries all over the world. Almost 900 international fairs show the UFI label as benchmark for visitors and exhibitors attending the event.

During her speech, the Mayoress mentioned the trade figures that represent the successful management of the Feria Valencia: 1,000,000 visitors every year – the 25% of those are from abroad - 13,000 customer companies, 100 fairs and annual events, 50 own brand products, among them some of the most important in the world which are international benchmarks linked to Valencia. – Habitat, Cevisama or Fima-Maderalia, among others-



THE MAYORESS WELCOMES THE VICE-PRESIDENT OF THE EUROPEAN COMMISSION AND COMMISSIONER FOR INDUSTRY, WHO STATES HIS SUPPORT FOR THE MEDITERRANEAN CORRIDOR

Antonio Tajani offers his support to Valencia in its aim to secure European Funds for Innovation, Competitiveness and Internationalization in Tourism.

While this visit was initially only one of protocol, the meeting between the Mayoress of Valencia, Rita Barberá, and the Vice-President of the European Commission and Commissioner for Industry and Tourism, Antonio Tajani, covered topics such as the situation of small and medium-sized businesses in Valencia, innovation and industrial development in the city and the possibilities of establishing links to access European funds for innovation and competitiveness through programmes that also include tourism and support for the internationalization of Valencia as a tourist destination.

Rita Barberá and Antonio Tajani were later joined by the Deputy Mayor, Alfonso Grau, who was told by the Vice-President of the European Commission of the existence of a pilot project in tourism aimed at emerging economies such as Argentina, Chile and Brazil. This project would allow Valencia, through the EU, to publicize its appeal and potential as a tourist destination, particularly when it comes to culture and the arts.

Although Antonio Tajani is no longer Commissioner for Transport, the position he occupied previously, the Vice-President of the European Commission did not hesitate to express his support for the Mediterranean Corridor. He was also favourable to another European project known as “Motorways of the Sea” which, among other things, would improve connections between Italy and Spain.



VALENCIA OPEN 500 HOSTS THE I VALENCIA 2011 INTERNATIONAL SPORTS FORUM

The third edition of the Valencia Open 500 tournament, which was held at the City of Arts and Sciences from October, 29 until November, 6, hosted among other parallel activities the 1st edition of the Valencia 2011 International Sports Forum.

The Forum, which took place at the Príncipe Felipe Museum (City of Arts and Sciences) between the 3rd and 4th of November, was a meeting point of analysis, and debate and brought renowned professionals within the entrepreneurial, sports, the media, marketing and medicine sphere together. It was structured in four blocs: “Sports and Social Responsibility”, “Sports and Marketing”, “Sports and Health”, “Sports and Communication”.

The Forum first edition gathered prominent speakers as Mr. David Massey, Vice-President of ATP World Tour, Mr. Eduardo Lazcano, PR and Event Manager of Pernod Ricard, Mr. Enrique Arribas, Sponsorship, Advertising and Marketing Manager of the Santander Group, Mr. Enrique Tellechea, Marca’s Manager and Banco Popular’s Corporate Identity and the doctors Ángel Ruiz Cotorro, Doctor Responsible for the Federación Española de Tenis and Manager of the Centro Mapfre de Medicina del Tenis and Ángel Villamor, Technical Director of IQTRA Medicina Avanzada, among others



VALENCIA HOLDS A MEETING OF POLICEMEN EXPERTS ON SOLVING PROBLEMS RELATED TO GENDER VIOLENCE

The Local Government Board has accepted the subsidy granted by the European Commission, which was assigned to the “Hera” Project and within the framework of the European Daphne II Project and with the aim of combating violence against children, young people and women.

It is worth recalling that the project was set in motion on January 1, 2011 and is expected to be completed on December 31, 2012 with the purpose of improving domestic violence victims assistance service so that victims can play an active role in their recovery in order that the improvement of care assistance and final results can be achieved.

Therefore, and in order to go deeper into the European standards of police management in gender violence issues, by experts in this subject, Valencia celebrated on the 22 and 23 of November, 2011 an International Symposium.

Hera Project is one of the initiatives developed, some years ago, by the City Council like the use of mobile phones for teleprotection service, the creation of the Local Police Group Gamma – intended to avoid restraining order law violation, the Juridical Orientation Service, or the management of welfare flats by the Social Welfare Department.



ANGOLA'S TRADE MINISTER VISITS MERCADO CENTRAL TO TAKE IT AS A MODEL

Angola's Trade Minister, María Idalina de Oliveira Valente has visited the Mercado Central of Valencia accompanied by the First Secretary of the Embassy of Angola in Spain, Andre Teka-Kioto and the Commercial Representative of the Republic of Angola, Antonio Joaquín DaCruz Lima.

The President of the Mercado Central's Sellers Association, Francisco Dasí showed the market's installations to the visitors. The purpose of this tour was to gather ideas to copy the market model in Angola.



VALENCIA WELCOMES THE ESPANET 2011 INTERNATIONAL CONGRESS PARTICIPANTS

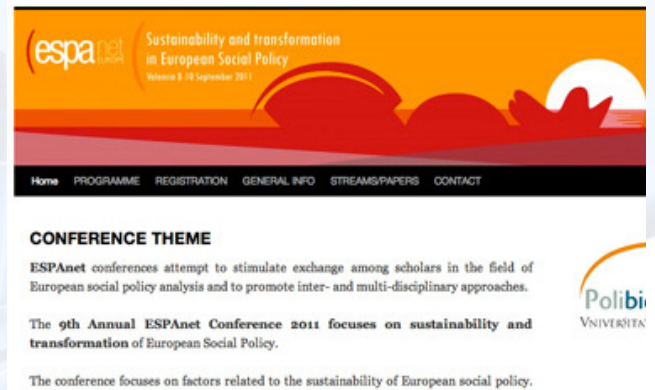
Valencia City Council is implementing new measures aimed to welfare.

The Councillor of Social Affairs and Integration Ministry received the Espanet 2011 Congress participants, which was organized by The European Network for Social Policy Analysis.

The conference “Sustainability and transformation of European Social Policy” gathered more than 250 European researchers experts in the field of Social Policy and focused on issues related to the sustainability of the pension system, housing, the environment, children and ageing,

The Annual Espanet conferences are held by universities and research centres during the month of September and this is the first time that our country hosts such event.

The City Council of Valencia is increasing its efforts to update social policies and improve the Valencians way of life.

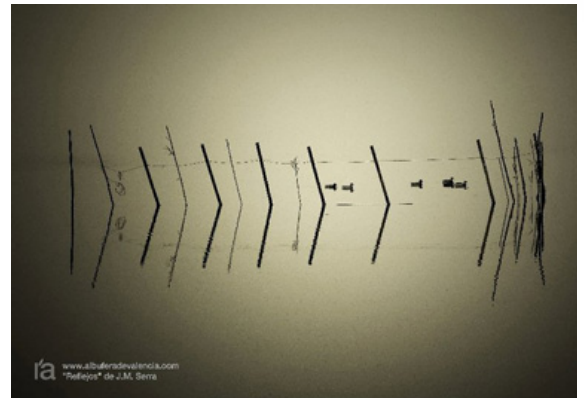


GREAT SUCCESS OF THE FIRST EDITION OF THE PHOTOGRAPH CONTEST “ALBUFERA 2011”

The Devesa-Albufera Service promoted the approval in the Local Government Board of the awarding of the “Primer concurso por La Albufera 2011” prizes, within the Life Environmental Seduction Project, a natural values consciousness raising campaign of Natura 2000 Network in the Natural Park of La Albufera.

The subject of the contest was “Photographing the Secrets of the Albufera Natural Park”, and consists of 7 categories awarded with 600 € for each winner. The different categories have titles as “Lago de la Albufera”, “La Devesa”, “Playas/Dunas” or Marjal/Arrozal”.

It is worth mentioning that this is a very important year for all Valencians, 2011 is the great year of La Albufera, which in turn is at its best moment in its history. We celebrate the century of its acquisition by the Crown, and the 25th anniversary of the declaration of Natural Park by the Generalitat Valenciana (the regional government). Owing to these two significant dates we enjoy one of the most precious environmental settings of our country, and due to the environmental preservation and conservation important task performed by the current local government (with an investment of near 80 million euro), it can be visited and known today at its best condition by all the citizens.



VALENCIA'S PROJECT NEPCO

The City Council of Valencia, through the Employment Service and Entrepreneurship Projects, has started a new initiative aimed to promote social inclusion through the exchange of experiences and methodologies and to strengthen the European labour market among the participant countries (Spain, Denmark and Germany).

The European project NEPCO is coordinated by the Employment Service and the City Council's Entrepreneurial Projects, with the partnership of the Consistory of Randers, the Centre of Skill's Development and Labour Market Planning of Denmark and the Harz AG Consortium, a regional initiative to stimulate the economic growth of Wernigerode's Harz district in Germany.

The NEPCO project is included in the Leonardo Da Vinci's program; it is a two years project with the purpose of finding answers and solutions to the labour market needs, planning in advance the skills that should be developed in order to improve employability in the near future.



THE HISTORICAL PLAYER A.C. GREEN PRAISES THE EFFORT MADE BY VALENCIA TO IMPROVE ITS SPORT INFRASTRUCTURES

The Mayoress of Valencia, Rita Barberá, welcomed in the City Hall the former NBA player A. C. Green, member of the legendary “quintet” and of The Los Angeles Lakers team in the 80’s, who visited our town on the occasion of the NBA-BBVA Experience on Tour celebration this weekend. The event is aimed at promoting basketball and values in sport and has the support of the City Council.

The famous basketball player said that he was delighted to be in Valencia. A.C. Green declared that he was “impressed by the excellent job the Mayoress and the city have made in the last years with the new sport infrastructure and sport values promotion”. Green congratulated Valencians and their city for being chosen European Capital of Sports and described it as “a very important achievement” as well.

The Mayoress explained to A.C. Green different aspects of the investment in sports made by our city “which led us to win the European Capital of Sports Award” and, above all, the responsibility of important figures in the world of sports of any sports specialty towards children and young people, as role models for the education of values worth of imitating.



CITY COUNCIL ARCHAEOLOGISTS TRAVEL TO POMPEI TO WORK IN THE CITY'S OLDEST PERFUMERY

Two local expert archaeologists will travel to Pompei, in a few months time, and will stay there for 15 or 20 days, to help in the task of restoration of several perfume stores and instruments designed to make the oldest fragrances which are being restored in the Italian city. The City Council of Valencia is only municipality that has been invited to this mission.

There is a historical relation between Pompei and Valencia; the first public buildings of Valencia have its point of reference in Pompeii in the region of Campania. Archaeologists have discovered that our city's first inhabitants came from that region and our subsoil is a wonder of findings from the above mentioned area.

Pompeii ruins were declared World Heritage Site and its extension is similar to the Historical Centre of Valencia. It has 70 roofless and almost impassable hectares. Pompeii belonged to Ancient Rome; it was located in the region of Campania and was one of the villages that were situated in the Naples province. The city was buried by the violent eruption of the volcano Vesuvius on the 24th of August of the year 79A.D.



A HEIFEI'S DELEGATION (CHINA) VISITS OUR TOWN

Representatives from Valencia City Council received last October 26 the visit of a Hefei's Delegation (China), headed by his Deputy Mayor.

A Hefei's delegation presided by Hefei's Deputy Mayor, was received by representatives of Valencia City Council last October, 26. After visiting the Palau de la Música, the delegation was received in the City Hall, where they visited the Crystal Hall, the Chamber of Plenary Sessions and the Municipal Museum of History.

During the meeting they were invited to know the real Valencia city and also the opportunities and possibilities of collaboration between both cities, particularly in cultural and environmental issues.

Hefei is a city which has experienced a significant rise in its population in the last few years, following the path of its fast industrialization. Nowadays its population is of 5,702,466 inhabitants, with a built up area of 3,352,076 inhabitants. It is worth highlighting particularly the industries of machinery, chemistry, steel and textiles.

