

Practical tips

First of all, **where is Porto?**

Porto is situated along the Douro River 300km (186 miles) from Lisbon in the north of Portugal. It is renowned for its Port wine and its outstanding architecture and has become a huge tourism hub in Portugal.

And why Porto?

The city of Porto has conquered the hearts of many Portuguese and foreigners, who seek it for its quality of life. And it is not by chance. Porto was considered three times (in 2012, 2014 and 2017) as the Best European Destination by European Best Destinations.

➤ **The cultural offer**

Porto, European Capital of Culture 2001, set the tone for the growth of the city's cultural offer. Today, after many years, Porto breathes culture. The classics of Porto's culture, such as Casa da Música, Museu de Serralves and Coliseu do Porto always have events taking place. But there are also the galleries of Rua Miguel Bombarda, the Caffee-concerts, the theatres, festivals and a variety of events for all tastes.

➤ **The green spaces**

It is known that one of the most important indicators to evaluate the quality of life are the green spaces of a city. Porto scores points in this respect. Places such as the City Park (the largest urban park in the country), the Gardens of the Crystal Palace, the Botanical Garden and the Serralves Park are emblematic. But the real escapes from the city's hectic life are the small gardens in squares and squares, such as Arca de Água, Passeio das Virtudes and Cordoaria.

➤ **The Transport Network**

Mobility is essential for the quality of life of the inhabitants of any city. And Porto has several capital gains in this field. The residents of Porto have at their disposal a modern and comprehensive metro, a train station so central that it flows right into the heart of the city, an airport considered several times the best in Europe in its size and a small but growing network of bicycle paths.

➤ **The 'perfect' dimension**

One of the most remarkable advantages of living in Porto is its size, which many consider as perfect. Neither too small, nor too big. It is small enough to be walked and have the main attractions and services very close by. But not to the point of seeing it in a day. And it's big enough to hold everything a big city dweller hopes to find. But not to the point of getting lost or suffering the typical problems of a bigger city (suffocating traffic, alienation of the inhabitants, no traditional commerce, etc.).

➤ **Street commerce**

Tradition and modernity. Porto combines these two characteristics. Its commerce range from the humblest local business opened for decades, to the huge shopping centres that offer all sorts of shops in one place. Local shopping streets such as Santa Catarina, Cedofeita or the recently renovated Rua das Flores delight the inhabitants and visitors of the city.

➤ **The food**

Port is a paradise for foodies. It has restaurants, cafes and esplanades for all tastes, among them many cool or trendy spaces. But the enthusiasts of the old tavern that serves cheap 'daily' have nothing to worry about. Traditional businesses are alive and well. The gastronomy of Porto is well known and appreciated by those who make Invicta their home. *Francesinhas*, Oporto-style *tripas*, fresh fish, seafood and even the famous confectioneries with their mouth-watering displays are some of the city's gastronomic attractions.

➤ **Security**

Safety is another indicator that measures quality of life. The fact that Portugal is considered the fourth safest country in the world has attracted many people. And Porto is no exception. The city has high levels of public safety. Porto even has a lower level of crime than Lisbon.

➤ **The climate**

With a mild climate for much of the year, Porto gains fans every day. It's undoubtedly a pleasant city to live in. The city even has the luxury of having several beaches within its urban perimeter. The beaches of Molhe, Luz and Ingleses are the most attractive in the outskirts of the city.

➤ **The job market**

You can breath entrepreneurship in Porto as more and more companies are settling in the region, especially the so-called startups, in addition to dozens of multinationals. Coworking spaces have also grown, making the city's business fabric even more dynamic.

➤ **The night of downtown**

By the night Porto transforms itself. The downtown area is invaded by people of all ages who come there to have dinner and have fun in the dozens of restaurants and bars for all tastes. The Oporto night is, for sure, one of the biggest reasons why the city is in vogue.

➤ **The architecture**

Porto is the "home" of some of the most prestigious Portuguese architects, such as Siza Vieira and Eduardo Souto Moura, and of renowned schools of architecture. Besides, it makes the difference by the number of emblematic works with bold lines and shapes. For example, Casa da Música, Museu de Arte Contemporânea de Serralves and Terminal de Cruzeiros do Porto de Leixões. Scattered throughout the city are other architectural wonders. All this gives to Porto a special soul and helps to explain the interest in the northern city.

➤ **The welcoming people**

We have kept what is the eternal reason why so much is said about Porto: the people. Even in times of expansion and modernization, the authenticity and friendliness of the Porto people is one of the hallmarks of Invicta.

How to get to ISAG?

➤ From Aeroporto Francisco Sá Carneiro

A. You can go to ISAG by taxi or uber, you just have to choose the destiny ISAG – European Business School, adress: Rua de Salazares 840, Porto.

B. Or you can go by metro: you take the metro in Aeroporto Station and leave in Sete Bicas. Then it is 15 min walking or you can take the bus. You can take the 501 or 208 bus and leave in Lidador and it is 5 min walking, or you can take 205 or 504 bus and leave in Preciosa and it is 3 min walking.