

# FutureHorizons



The Global Semiconductor Industry Analysts

## **International Electronics Forum 2011**

**5-7 October 2011**

**Guide To Seville**



## About Seville:



The city is located on the plain of the Guadalquivir River, which crosses the city from north to south

Seville is one of Spain's major cities and is also the capital of the Andalusia region. With an enormous amount to offer both the tourist and business traveller, Seville is a friendly and captivating place to visit. The busy city centre is well pedestrianised and many of the best attractions are within easy walking distance.

Seville city centre is an interesting maze of old, winding streets with a couple of large avenues, which divide the city into separate areas.

Seville is ideally placed for the freshest seafood and fish, high quality Spanish fruit and vegetables, which are provided in many of the restaurants and cafes around the city.

Seville is one of Spain's great cities and the Spanish are cheerful, friendly and very helpful and welcoming to everyone.



## Seville History:

The city has a long history dating back to ancient times, when it was originally called Hispalis when under roman control.

In the first 1,000 years after Christ, Seville experienced turbulent times, with control of the city changing hands regularly. In 712 AD, Seville fell into the hands of the Arabs who made it the capital of the province of Ibliya (it's from this that the name Seville originated), but a little over 100 years later, in 844 AD, the Normans moved in and destroyed everything the Arabs had built. In the same century, the Phoenicians formed settlements in the Guadalquivir River valley, creating a city, which they named Tartessus.

The berberic Almoravides took control of the city in 1091, but were displaced fairly quickly by the Almohades. Then some two centuries later, Ferdinand III conquered the city, from which point onwards it remained in the hands of the Christian Spaniards. The city's next most significant period of development occurred in the 16th and 17th centuries, when it became a focal point for Spain's art scene and the trans-shipment centre of the Spanish maritime.

With the arrival of the 20th century, Seville became the venue for the World Expo in both 1929 and 1992. On the first occasion, the Plaza de Espana was built for the event, while on the second occasion the highly respected Spanish architect Santiago Calatrava was brought in to design the Alamillo Bridge, which was a focal point of the proceedings. This magnificent structure is still an eye-catching feature of the city's skyline.

## Location

Seville is located in the south of Spain

The city is situated on the banks of the smooth, slow Guadalquivir River, which divides the city into two halves: Sevilla and Triana.



## Airlines Flying To Seville



### The three biggest airlines flying to Seville

Vueling Airlines

Easyjet

Ryanair

### Direct flights from the United Kingdom

Vueling Airlines

Ryanair

Easyjet

### Other airlines flying to Seville

Iberia

American Airlines

MALEV

Brussels Airlines

TAP

US Airways

British Airways

Avianca

SAS

bmi

Transavia France

Royal Air Maroc

Aegean Airlines

Air Berlin

airBaltic

EgyptAir

Spanair

Turkish Airlines

Blue1

Air Europa

Lufthansa

Transavia

## Population

720,000 in the city, 41 million in Spain

## What To See



The Santa Cruz quarter



Cathedral of Seville

## Telephone

## Emergency Numbers

## Language

There are many un-missable sights and attractions that you just cannot afford to miss out on.

Many tourists visit Seville to learn about the history of the historic city. There are many trips and day tours such as visiting Italica to see the Roman ruins just outside of Seville. The site is unique in that, unlike so many Roman cities, another city was not built over it and much was preserved. The city was also the home of emperors Trajan and Hadrian.

Many people also visit Seville to experience a different culture and visit the local food markets Encarnación, Arenal, Triana and Calle Feria to browse through a selection of vegetables, fruits, meats and seafood and taste some of the finest and freshest Spanish dishes going.

Spain is known for its tradition and love of bullfighting. A popular day out is to visit Corrida Sevilles bullring and the bullring museum. If you can't stand the idea of a bullfight then try picketing outside and be prepared for a lot of arguments. At least it will make for an interesting story in the local paper.



Country dialling code: +34

Telephone area code: 95

Emergencies - for police dial 091 (national) or 095 (local)

For fire emergencies dial 080 or 085 and for an ambulance dial 409 5530

To call from one city code to another, dial the city code of 95, complete with initial 0, and then dial the number

Language: Castilian Spanish

But many attractions and locals speak English

## Climate

During the time the International Electronics Forum will be running the weather should be a mixture of beautiful clear, sunny winter days with overcast but warm days. The evenings are noticeably cooler. The first rains tend to begin in late September or early October. Daily highs about 20°C - 30°C and nightly lows rarely below 10°C.

## Currency

**Currency: Euro (EUR)**

Wednesday, April 20, 2011 currency conversion

1 US Dollar = 0.69227 Euro

1 GB Pound = 1.0922 Euro

1 JOY Yen = 0.0082 Euro

1NZD Dollars = 0.544 Euro



## Time Zone

World time zones: 1 hour ahead of Greenwich Mean Time (GMT)



## Hints

## Tipping

Tipping is not compulsory

Taxi drivers normally expect around 5 to 10% gratuity, although this is by no means obligatory.

Restaurants always include service charges by law, and these should be clearly stated on the menus, although a small tip will still be expected and very much appreciated. Hotel staff, such as luggage handlers, happily accept a small tip. Generally, no other public service workers expect tips. You should always pay tips in cash, as this way you can be sure that the person it is intended for receives it.

## Voltage

Electricity: 220 volts, 50 Hz - round two-pin plugs are used

## Visa Requirements

You need a passport to enter Spain. There is no minimum passport validity requirement but your passport must be valid for the planned period of your stay.

The following countries **do not** require a visa for visits up to 90 days;

Albania	France	Nicaragua
Andorra	Germany	Norway
Antigua	Guatemala	Panama
Argentina	Herzegovina	Paraguay
Australia	Honduras	Poland
Austria	Hungary	Portugal
Bahamas	Iceland	Romania
Barbados	Ireland	Saint Kitts and Nevis
Barbuda	Israel	San Marino
Belgium	Italy	Serbia
Bosnia	Japan	Seychelles
Brazil	Latvia	Singapore
Brunei	Lichtenstein	Slovakia
Bulgaria	Lithuania	Slovenia
Canada	Luxembourg	South Korea
Chile	Macedonia	Spain
Costa Rica	Malaysia	Sweden
Croatia	Malta	Switzerland
Cyprus	Mauritius	The Holy See
Czech Republic	Mexico	United Kingdom
Denmark	Monaco	Uruguay
El Salvador	Montenegro	USA
Estonia	Netherlands	Venezuela
Finland	New Zealand	

We will be staying at  
the [Ayre Hotel, Seville.](#)



## Heath Requirements

Disease	Recommendation	When to see a doctor
<b>Typhoid</b>	Not required	
<b>Hepatitis A</b>	*Vaccination sometimes recommended	2 weeks before travel
<b>Diphtheria</b>	Not required	
<b>Tuberculosis</b>	Not required	
<b>Hepatitis B</b>	Not required	
<b>Rabies</b>	Not required	
<b>Meningococcal meningitis</b>	Not required	
<b>Cholera</b>	Not required	
<b>Yellow fever</b>	Not required	
<b>Japanese B encephalitis</b>	Not required	
<b>Tick-borne encephalitis</b>	Not required	

## Transport

Seville is a relatively easy city to travel around. The centre is quite compact and most of the sights are within walking distance of each other. Much of Seville is pedestrianised and if you are in the city centre there is an excellent bus network and local railway

### Travel by Bus

Seville buses are all single-decker and usually orange in colour. You get on at the front of the bus and either pay the bus driver, punch your ticket or show your travel card. When leaving the bus, always use the side exit

### Travel by Taxis

Seville is typical of most Spanish cities and has a good supply of taxis, both day and night. Taxis in Seville are always white and have a logo on the doors, displaying the official taxi licence number. The taxi metres start at a basic fare, but additional charges are usually made for luggage. Many taxi drivers in Seville do not speak good English, so it is useful to know a few key words in Spanish, although not essential.

### Travel by Train

The main train station in Seville is the Santa Justa train station, which is relatively new. This modern building is large and spacious, with excellent facilities, including a restaurant; ATM cash point machines, currency exchange and some gift shops.

### Metro

There is a metro line in Seville, opened in April 2009. It currently only has 1 line but there are plans to extent it and have another 4 running by 2017. The line goes from Ciudad Expo to Olivar de Quintos, crossing Seville from west to east. It has 22 stations in the city centre so is a fast, easy way to travel around Seville.

## Book Your Place

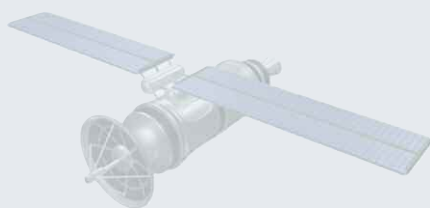
[Book your place at the forum now.](#)



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Established in April 1989, Future Horizons provides market research and business support services for use in opportunity analysis, business planning and new market development. Its industry information seminars and forums are widely considered to be the best of their kind. Emphasis is placed on the world-wide semiconductor and electronics industry and associated markets. Emphasis is placed on the worldwide microelectronics and electronics industry, and European market environment.

Malcolm Penn is the founder and CEO of Future Horizons, with over 45 years experience in the electronics and semiconductor industry. He has worked extensively throughout Europe as well as in the United States, the former USSR, Japan and Korea, and was an early pioneer of pan-European research and product development collaboration in the 1970s during his tenure with ITT Europe. His industrial experience has involved him with all aspects of the management, manufacturing, marketing and use of electronic components, particularly semiconductor devices.

Future Horizons offers a high-quality, cost-effective, flexible alternative to expensive subscription-style, market research. Our experience commenced with the industry in 1962, from the first commercial IC to SOC integration. For all of your semiconductor business development needs ...

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