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Ourém

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MAYOR invites Ourém

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Characteristics of Ourém

NUT II: Centro
NUT III: Médio Tejo
Distrito: Santarém
Number of freguesias (parishes) : 18
Area (sqKm) : 416,6
Population density (hab/sqKm) : 119,5
Class: M1 (Medium-small, from 10.001 to 50.000 inhab.)

1. What is the long-term vision you have regarding the development of your municipality?

Ourém, with an history of more than 800 years, can only be proud of its past, live intensely the present and aim a sustainable development in the future. In this sense we assume as strategy to take advantage of the best things existing in the municipality related to our natural resources and to dynamise in an articulated form, those activities that better fit to the municipality.

However to reach the objectives mentioned above it is necessary to stand on the ones that live here, the most valuable resource – our people. Only with qualified people, that create knowledge and enable innovation, development can be stimulated. As we are aware of this reality the municipality assumes education as one of its priorities.

As a platform for this development the creation of quality infrastructures is essential. In this sense it is necessary to continue the work of the municipality to provide support infrastructure for economic and social development.

Complementary with activities in agriculture like wine production, where recently the exclusivity and the unique character of the medieval wine of Ourém were recognised and legalised by governmental decree, tourism continues to be a priority for our efforts. This is one of the stronger activities of the municipality that has to be enforced to become even more an added value.

2. Why do you consider your municipality to be attractive as a location for companies and businesses?

First of all, Ourém has natural and patrimonial conditions for any company and entrepreneur to succeed. Far away from problems of large cities, the Municipality of Ourém provides a "quality of life" desirable for the times we are living in.

Ourém is one of the municipalities most populated in the Distrito of Santarém, and it has as well a great dynamic. More and more companies find conditions in Ourém to compete on a national and international level, and in sectors which others find difficult. With a localisation geographically privileged,

Ourém benefits of its good accessibility. The proximity to the motorway A1 enables to arrive in Lisbon and Porto in short time.

However we don't settle for what we already have, we aim for more. We work for getting better accessibility (mainly through the IC9 road), and make a permanent effort on the improvement of the road network.

Regarding investment the municipality has prepared to receive more companies. Support facilities have been created, of which we highlight the Business Centre of Ourém, a "house of business" that aims at supporting and creating conditions for a even higher dynamism of the economic activities.

The two industrial zones of the municipality are success stories that confirm the entrepreneurial dynamic. The industrial zones of Casal de Frades (Seiça), Vilar dos Prazeres and Caxarias show the municipality's potential to receive investment in the already planned areas. However, other spaces are intended to be implemented in the next future: the Business Park of Fatima (ALE), the industrial zones of Gondemaria, Urqueira, Freixianda, Espite and Alburitel.

3. Do you think that the municipality has a vocation and is in the position to receive Foreign Direct Investment?

Ourém is a municipality internationally recognised. Fátima receives annually about 5 million visitors. This international character of the brand Fátima (Fátima is known as "Altar of the World") enables companies settled in Ourém to be associated with this brand of recognised value.

4. And concerning Domestic Investors?

No matter if national or foreign investment, the municipality is available to support the implementation of all good projects in Ourém. This can be proofed by the various companies that have chosen Ourém to settle down, which found good partners for construction, wood works and agriculture and as well in tourism related areas and in logistics.

5. Is there any person or service available with the task to support potential investors who are considering establishing their production units in your municipality?

The municipality of Ourém has the practice of establishing a close contact with investors. Thus each intention of investment will be received with all our availability. The municipal services will offer their help in order to enable business ideas to start up in the municipality. Therefore investors can count on the Cabinet for Support of Economic Development (gabade@cm-ourem.pt) to guide their projects. There are technicians in the municipality that follow a project from the beginning and give all necessary support for its realisation.

6. Which specific incentives could be offered to entrepreneurs who intend establishing their units in your municipality?

I can confirm to all potential investors that to invest in the municipality of Ourém is profitable. Entrepreneurs will find in Ourém available urbanised spaces for the settlement of their company, and with very competitive prices.

7. What is the availability of labour in the area?

Ourém is characterized by a low unemployment rate, which shows substantially that an entrepreneurial dynamic exists. It is more than a decade since the Vocational School of Ourém has been created, which means that there is qualified manpower available. The good conditions contribute to maintain people in the municipality and have enabled a population growth. There was for example an increase of about 12,6% between 1991 to 2001, from 41.031 inhabitants to 46.196.

8. How is the municipality being promoted so as to attract investors?

The promotion of the municipality having in view the dissemination of its potentials is done through the following means: the regular edition of publications, the internet and the participation in events with business relevance, such as fairs

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and congresses, on a national and international level. In this dissemination we count on the support of various partners such as the Business Associations ACISO and NERSANT.

9. Is there a special message you would like to tell to potential investors?

In this global society we live in, where borders become irrelevant, the selection of investment partners is vital for the success of enterprises. In this context, I would like to send an incentive message to investors to take advantage of the potential of Ourém, to establish partnerships with the valuable people of this "Land of New Horizons".

I can guarantee all our availability and persistence concerning the reception of your projects. We count on your good ideas, as we believe they will succeed in Ourém. This municipality is a land of hard working people, that accept new challenges and are always ready to find (new) solutions.

The Municipality of Ourém is completely available to receive all types of investors.