

# COMMERCE IN ANCIENT CITIES



**ACT 5th meeting  
Vilnius – Lithuania  
22-27 September  
2011**





# CITIES

The former colonies of the Iberian Peninsula were made up of three main ethnical groups: Celtic, occupying the Northern and Western territory; Iberian, spread by the South and East; a mixing of...



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The *Contestanos* was an Iberian settlement in the current Spanish provinces of Alicante, Albacete, and Valencia.

It is believed that its origins date back to the sixth century BC.





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Commerce was the most important activity of the *Contestanos* due to their geographic situation and their connection with Mediterranean people, and people from inland areas.

The main products for trading were wine, olive oil, and fish, and salt.



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They also imported some luxurious products like vases, objects made of bronze and ivory, containers for perfumes, and high quality fabrics.

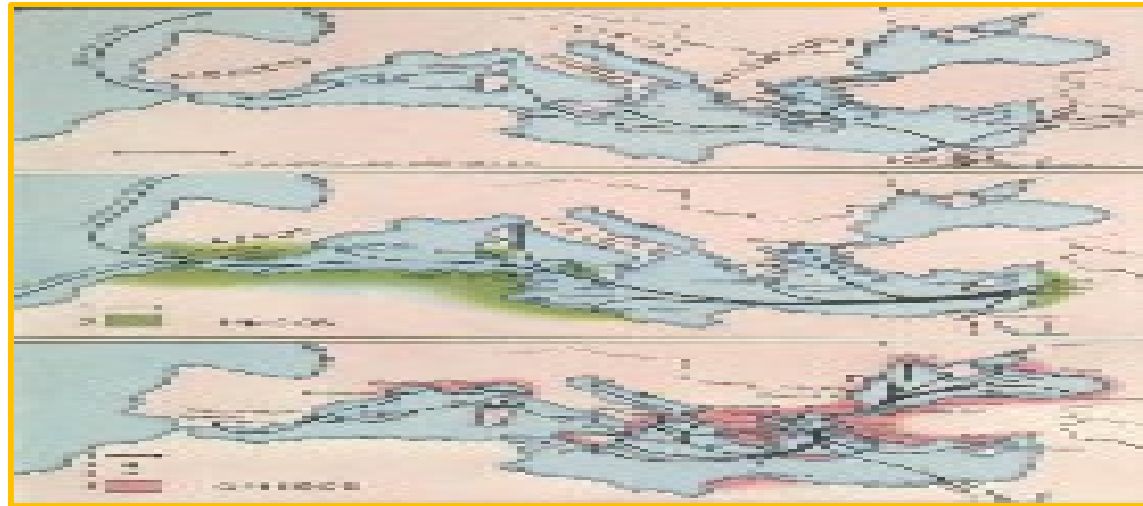


Products for exportation were: figs, linen, esparto grass, honey, horses, leather, wool, salt... and pieces of metal and ceramics.

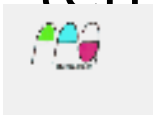




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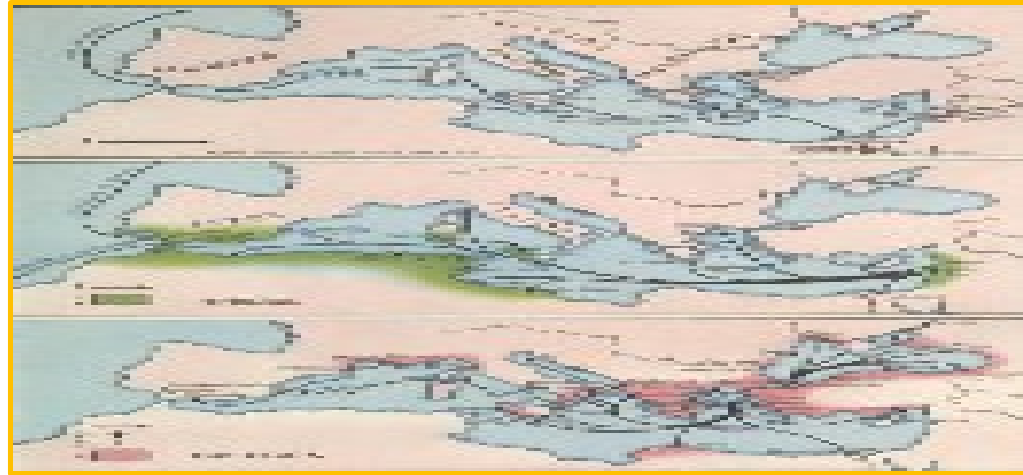
First people getting in contact with the Iberians, living in the nowadays Valencian region, were the Phoenician; seafaring people who established several commercial factories in this territory.



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Greeks didn't take a long time to compete with the Phoenician and they settled various commercial communities at the Contestan coast, like Hemeroskopeion (now Denia).

A formidable trading force in Greek times was Carthage, a Phoenician colony in Northern Africa.

The Carthaginian finally took the commercial



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Aside from mineral resources exploitation, Roma, by conquering Iberian Peninsula, acceded to the best labor lands of the Romanized territories.

Economy expanded widely thanks to the large infrastructures and the commercial routes which opened the empire's markets







# CITIES

One of the most important signs of civilization brought from abroad cultures was coin minting. This helped commercial activity. Till then the peninsula inhabitants economy was based on exchanging their products.

Coining started beginning of the third century BC in



ROMAN COINS





# CITIES

Commercial activities during the medieval period suffered an important change, mainly during the XI and XII centuries.

At that time most cities, all around Europe, grew in importance and population.

Those larger cities acted as commercial centers, and distributed goods from all small agriculture little communities.





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All Saints Cocentaina Fair established year 1346 thanks to royal privilege, given by King Pere III to Roger de Llúria, Count of Cocentaina. It was the second oldest fair in Spain.



This fair, held during the last 500 years uninterrupted the first week of November (All Saints festivity), continues fresh and alive today.



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**A final thought:  
Don't you agree with us  
that all those intelligent  
persons would be able to  
solve the critical economic  
situation that all of us are  
facing today???**

**THANKS FOR YOUR ATTENTION**

**José A.  
Gutiérrez  
Cristina  
Llorens**



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