

Consell de Formentera president Alejandra Ferrer sat down today with Josep Mayans, chief of Formentera's small and medium-sized business league (Pimef), to sign into effect an agreement to invest in continuing education, market research and business communication on the island. The first deputy president and business consellera Ana Juan was also on hand at the signing.

In 2020 the Consell de Formentera pledges to direct €22,000 to Pimef so that, in coordination with the Formentera Department of Commerce, the two parties can host winter training programmes for business owners, pilot projects and marketing strategies, and offer tools to render local trade more dynamic and grow competitively. The deal also encompasses campaigns like Compra a Casa, business consulting, efforts to study cultural patronage and seek businesses' buy-in on wide-ranging environmental projects.

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Department of Communications
Consell de Formentera