



The Formentera Department of Commerce reports that 2 March marks the return of ‘Fent Pimef’, the local league of entrepreneurs’ programme of free courses to promote capacity building and provide consulting to businesses and employees.

In a year marked by the pandemic, the bulk of classes will be held online, with instruction tuned to offering participants tools to navigate information technologies, cultivate professional expertise and increase the viability of business endeavours. Students will also be familiarised with various management techniques and get tips for overcoming obstacles posed by the Covid-19 crisis.

This year’s courses are as follows:

- **IT for all.** 2, 4, 9 & 17 March, in person, at Pimef.
- **Tools to help freelancers manage taxes.** 3, 5 & 8 March, in person. 10 March, online.
- **Stop Covid-19.** 12 March, online.
- **Customer service, motivation and sales.** 15 & 16 March, online.
- **The reality of e-commerce.** 18 & 19 March, online.
- **How to crisis-proof my business without having to invest?** 22 March, online.
- **Revenue Management for hotels.** 23 & 24 March, online.

“Particularly in a year as difficult as this one, Formentera small businesses have shown a deep commitment to enhancing competitiveness and capacity building”, insisted commerce chief Ana Juan, pressing employees and business owners alike to participate in courses. Pimef director Lidia Álvarez underscored the key roles of “professional development and permanent reinvention” in helping businesses overcome obstacles in tough times.

Enrolment is open and can be completed by calling 971 32 25 20 or sending an email to info@pimef.es. Space is limited.

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