



This morning at the seat of the Formentera Council, details were announced regarding a deal struck between the Council and the PIMEF, the island's association of small and medium-sized businesses. At the crux of the deal: a collaborative accord valued at 15,000€ to promote professional development and research opportunities at small and medium-sized businesses of Formentera.

In attendance at the presentation were Formentera Council president Jaume Ferrer, councillor of tourism and commerce Alejandra Ferrer, and president of the PIMEF, Joan Costa Cardona.

As Council president Ferrer declared, “A vital element to success in business is constant innovation and improvement. We are competing with other tourist destinations that don't share the kind of barriers to training that Formentera – owing to its particular geographical situation – is up against.” Ferrer indicated this as the reason that “putting high-quality professional training opportunities within the reach of Formentera's workers and business-owners, during the off-season months of October, November and December, is so important.”

For his part, Joan Costa thanked the Council for “its efforts assuring the kind of first-rate training options that translate into higher profitability in the summer,” and promised that the programmes made available as a result of the Council-PIMEF accord “would be adapted to the situation here on the island.”

Councillor Ferrer provided the final word on the new deal, stating it was “but one of many measures being adopted to help local businesses.” Among these is Formentera 2.0, a specialised training programme to familiarise workers with emerging technologies. “Formentera 2.0 was conceived as a tool for businesses that rely on social media and the Internet but haven't got the possibility to contract community managers or specialised companies.” The training is scheduled to take place in Formentera on 2, 3 and 4 October.