



Yesterday Ana Juan, President of the Consell de Formentera, signed a collaboration agreement with Josep Mayans, president of Small and Mid-sized Businesses of Formentera (PIMEF), to promote training, market research and communication for local businesses.

The Consell de Formentera will provide PIMEF with €22,000 so that it can offer winter training sessions to entrepreneurs, pilot marketing strategies and deliver key tools to make Formentera businesses more competitive. Some of the other projects supported under the agreement are campaigns like *Compra a Casa*, which encourages island shoppers to buy local, as well business consulting, cultural sponsorships and collaboration with environmental initiatives.

23 March 2022
Communications Office
Consell de Formentera