



When deputy premier of the Balearic Islands and minister of energy transition and productive sectors Juan Pedro Yllanes sat down this morning with Consell de Formentera president Alejandra Ferrer, the two signed a pledge to collaborate around support of island businesses and, specifically, promotion of Formentera as an “open-air commercial space”. The aim of the deal, which also saw the involvement of two other officials —Miguel Piñol, who heads the Balearic commerce division, and Ana Juan, Formentera’s chief of housing, seniors, commerce and entrepreneurialism— is to develop Formentera businesses’ competitive edge and shape actions encouraging islanders to shop locally.

The investment made possible by the accord’s €14,000 in associated funding, to which Formentera pledges the remainder after a €10,000 contribution from the Balearic energy transition and productive sectors department, is designed to support development and promotion of business activity in the municipality.

“Help for small business is pivotal in these times of crisis”, insisted President Ferrer. Family-run establishments make up the lion’s share of small-scale commercial operations on the island; they also help guarantee cohesion and services. And Ferrer emphasised that this year with Covid-19 and the attendant crisis, hometown businesses and those offering essential services have been on the front lines. “They were the ones assuring access to services amid lockdown while others remained closed for months on end”, she said, “and they stayed open post-lockdown too, despite facing an unusual season, which is why they need our help now more than ever”.

For his part, the deputy premier described open-air projects as “integral to our plans to relaunch local economies”and proclaimed: “They’re a way for us to promote island businesses and urban centres while simultaneously diversifying economic activity”. “It’s the reason we’re working on similar agreements in as many Balearic municipalities as possible”, he concluded.

Following the initial encounter, the four officials discussed the agreement and the unfolding situation with members of the island’s small and medium-sized business association, Pimef, and the Formentera Chamber of Commerce.

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