Consell de Formentera premiere Alejandra Ferrer sat down yesterday with Josep Mayans, head of the island's group of small- and medium-sized businesses (Pimef), to formalise the extension of a deal to promote training, market research and public relations for local trade. Formentera's deputy premiere and commerce chief, Ana Juan, was also on hand at the signing.

In 2021 the Consell de Formentera will bankroll €22,000 so Pimef and Formentera Department of Commerce can partner to train business owners, execute marketing strategies and initiatives and offer resources necessary to rendering the sector more dynamic and competitive. The money will additionally help pay for Compra a Casa, the buy-local push that tacked on a summer variant in 2020, plus other initiatives like business consulting, research into cultural sponsorship and work to engage Formentera businesses in various environmental projects.

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Communications Department
Consell de Formentera