

CiF president Jaume Ferrer and Pep Mayans, chairman of Eivissa and Formentera's association for small and medium-sized businesses (PIMEF), signed a deal to create training opportunities for business owners, coordinate with the Council's commerce department and support the sector through consulting, market research and marketing for trade and industry.

The Formentera Council will give PIMEF €22,000 and, in turn, PIMEF pledges to oversee concept and marketing strategy upgrades in 2019, as well as offer tools for local businesses to kick-start their activity and grow in an increasingly competitive market. The group will additionally host courses in professional development and give advice to islanders and PIMEF's director will conduct support initiatives at the CiF commerce department.

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Àrea de Comunicació
Formentera Council