

The Ministry presents the Business Initiative Awards to 9 Catalan establishments and entities and honours 24 hundred-year-old businesses

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The Ministry of Innovation, Universities and Enterprise presents the Business Initiative Awards to 9 Catalan establishments and entities and honours 24 hundred-year-old businesses. The Minister of Innovation, Universities and Enterprise, Josep Huguet, accompanied by the Secretary General of the Ministry, Enric Aloy, the Secretary for Trade and Tourism, Emili Valdero, and the Director General for Trade, Gemma Puig, presented the 2007 Business Initiative Awards and the 2007 Centennial Business Awards at the Casa Llotja de Mar.

The Business Initiative Awards, now in their ninth year, recognise the contribution of companies and entities to the consolidation of urban trade in Catalonia. In this respect, the awards acknowledge outstanding efforts made by companies in 2007 to improve the management of the retail sector, particularly local urban shopping.

The winners of the Business Initiative Awards include the town councils of Sabadell and Molins de Rei, La Plana Community, the Creu Coberta Business Association, the Barcelona and Province Guild of Motor Vehicle Dealers, the COFAC Ironmongery Purchasing and Services Centre, the Valero patisserie, the Facial perfumery and the DAMERIK educational toy shop.

The Centennial Business Awards honour Catalan businesses that have been in existence for more than a century. The 24 winners, from 12 regions all around Catalonia, are mainly patisseries and bakeries, ham shops and butcher's shops, and pharmacies, in addition to shoe shops, book shops, jeweller's shops, and perfumeries.

2007 Business Initiative Awards

In the category of innovation, expansion and competitiveness improvement projects implemented by **small and medium-sized enterprises**, the awards were presented to the following 3 companies:

- **DAMERIK SL (Campllong, Girona)**: The EurekaKids shops are noted for their wide range of quality, well-designed educational toys. Primary business locations for the shops are a priority within the brand's expansion plan. Technology is also a key factor in terms of stock management, points of sale and on-line shopping.

- **Perfumeries Facial SL (Barcelona)**: This family company has progressed from being a chain of chemist's to being a consolidated perfumery brand thanks to its process of adaptation to new market trends. It has undertaken major modernisation work on all points of sale, renewed its corporate image, adopted a customer-oriented approach and increased its range of perfumery and cosmetics.
- **Pâtisserie Valero SCL (Móra d'Ebre, Ribera d'Ebre)**: This hundred-year-old family pâtisserie located in Móra d'Ebre offers a wide range of typical and traditional products adapted to the time of year and the demands of its customers. Its collaboration and active participation in the region's sporting, educational and cultural activities is remarkable.

In the category of innovation, expansion and competitiveness improvement projects implemented by **groups of small and medium-sized enterprises or business sector representation entities**, the winners were:

- **COFAC (Parets del Vallès, Barcelona)**: This is a Purchasing and Services Centre for the ironmongery sector, constituted by 220 members representing 271 establishments. Its project was remarkable due to its investment in technology with regard to the Internet and its maintenance and stock logistics centre, which is automatically controlled by a radiofrequency system, in order to provide customers with professional and personalised service.
- **Barcelona and Province Guild of Motor Vehicle Dealers**: This guild is the most representative group of vehicle dealers in the province of Barcelona. It has a total of 800 members representing more than 1100 business establishments. Its outstanding features in 2007 were its investment in unifying computer software programmes and the implementation of a new web portal with a new corporate image to serve both as a work tool and a means of creating loyalty amongst its members and final consumers.

The Business Initiative Awards for the category of **local trading group development projects implemented by representational entities** were presented to the following:

- **Creu Coberta Association of Traders and Residents (Barcelona)**: The commercial development activities of this association, which is made up of 170 establishments in the Hostafrancs neighbourhood of Barcelona, centred on the promotion and communication of its range of services, with particular emphasis on the social fabric of the area, in addition to attracting seasonal tourism demand. This award not only acknowledges the great efforts and continuous activity implemented by the association, but also seeks to encourage the association to continue promoting trade associations and economic growth in the area particularly with regard to new urban and commercial developments and transformations.

- **La Plana Inter-town Voluntary Services Community (Central Catalonia)**: This community, which was established in 2004, is made up of the towns of Tona, Taradell, Balenyà (Hostalets), Aiguafreda, Viladrau, Seva, Sant Martí de Centelles, El Brull, Santa Eulàlia de Riuprimer, Folgueroles, Malla and Muntanyola, along with Santa Eugènia de Berga and Calldetenes (which do not belong to the Community of Towns). Since its establishment, La Plana Community, which has 233 associated establishments, has carried out a series of activities to promote and communicate its range of products and services, ecological awareness programmes, in addition to other publicity projects. The community's La Plana project places great emphasis on development in small towns, and on services for citizens, guaranteeing levels of satisfaction and supply that are geared towards commercial excellence.

In the category of **municipal market remodelling projects implemented by town councils or other types of local authorities**, the awards were presented to the following entities:

- **Sabadell Council (Vallès Occidental)**: The remodelling work done on the Sabadell Creu Alta market, which serves more than 200,000 inhabitants, represents a substantial improvement: a new image for its architectural structure, new logo, and improved services such as parking facilities. The Market Traders Association, which has 40 associated establishments, has managed the commercial development of the market since 2001. This investment has consolidated Sabadell's status in the field of markets that specialise in fresh produce.
- **Molins de Rei Council (Baix Llobregat)**: The remodelling of the Molins de Rei Market represents the consolidation of a market with a long tradition and its transformation into a leading facility in terms of guaranteeing supplies for the local population. The new market includes substantial improvements with regard to the functions of the traders, the service provided to consumers and an increase in recognition and added value through initiatives such as the Gastronomic Classroom. With a total of 29 associated establishments, the Association of Market Traders, which was established in 1941, manages the market's brand and commercial development activities.

Recognition of 24 businesses that have been operating for more than 100 years

Today, the Ministry of Innovation, Universities and Enterprise also honoured 24 businesses from 12 regions of Catalonia that have uninterruptedly provided their services for more than a century.

The award-winning establishments are the following (grouped by region):

→ Barcelona: 13 winners in 5 regions

- **Alt Penedès (3)**: Fleca Fontanals (bakery) (Olèrdola-Sant Pere Molanta), Fleca Parés (bakery) (Vilafranca del Penedès) and Patisseria

Rosell (patisserie) (Sant Sadurní d'Anoia)

- **Maresme (1)**: Perfumeries Manyach SA (perfumery) (Mataró)
- **Vallès Oriental (1)**: Cansaladeria artesans Abel (traditional ham shop) (Caldes de Montbuí)
- **Barcelonès (6)**: Forn de Pa Artesà Cosialls (bakery), Forn de Pa Serra (bakery), Forn de Pa Rosal (bakery), Forn de Pa Boix (bakery), Forn de Pa Mistral (bakery) and La Italiana Rivali. (all in Barcelona).
- **Garraf (2)**: Forn de Pa l'Espiga d'Or (bakery) (Vilanova i la Geltrú) and Pastisseria Sabaté (patisserie) (Sitges).

→ **Tarragona: 3 winners from one region**

- **Alt Camp (3)**: Farmàcia A. Antònia Miras (pharmacy), Joieria Rellotgeria Carreras (jeweller's and watchmaker's shop) and Calçats Vives (shoe shop) (all in Valls)

→ **Catalunya Central: 3 winners in 2 regions**

- **Bages (1)**: Forn de Pa Jaume Monell (bakery) (Manresa).
- **Osona (2)**: Òptica Comas Ortopèdia SCP (optician's) (Vic) and Forn de pa Soler (bakery) (Vic)

→ **Girona: 3 winners in 2 regions**

- **Alt Empordà (2)**: Carnisseria i Xarcuteria Burguet (butcher's shop and delicatessen) (Blanes) and Carnisseria Valls (butcher's shop) (Llançà)
- **La Selva (1)**: Mobles Butiña SL (furniture) (Sils)

→ **Terres de l'Ebre: 2 winners in 2 regions**

- **Baix Ebre (1)**: Llibreria Viladrich SLL (bookshop) (Tortosa)
- **Montsià (1)**: Carns Lafont (butcher's shop) (Amposta)