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# **The Catalanian Ministry of Trade, Tourism and Consumer Affairs has allocated 390,000 € to the Tourist Promotion Plan of the L'Anoia region**

**The Catalanian Minister of Trade, Tourism and Consumer Affairs presented the main objectives of the Plan in Capellades today. Its aim is to favour the tourist and economic growth of the region**

Friday, 28 October 2005.— The Catalanian Ministry of Trade, Tourism and Consumer Affairs will destine 390,000 € to the tourist promotion of the L'Anoia region. Josep Huguet, the Minister of Trade, Tourism and Consumer Affairs, presented the main objectives of the Tourist Promotion Plan today in Capellades, a plan involving a global investment of 541,480 €. The Plan promoted by the Generalitat and cofunded by the L'Anoia Regional Council will enable the carrying out of a number of promotion and commercialisation actions of the tourist resources of the area in the coming two years. Prior to his visit to L'Anoia, Minister Josep Huguet inaugurated the 44th edition of the Industrial, Agricultural and Commercial Fair in Girona.

The Tourist Promotion Plan of the L'Anoia region provides for the execution of the *Anoia en viu, viu l'Anoia* project ("L'Anoia live – live L'Anoia") and the elaboration of a tourist guide. A number of actions involving the rehabilitation and signposting of spaces and monuments of tourist interest will also be carried out, and the current points of information will be further promoted. The Plan also stipulates the participation in regional and tourist fairs, as well as the support for the organisation of cultural events in the municipalities of the L'Anoia region.

The actions corresponding to 2005 focus on the elaboration of the project's graphic design, the preparation of the content of the guide, and the construction of a website. As for the promotion and commercialisation actions, an inventory will be carried out of the tourist resources of the area, and new routes and signposts will be created. The actions expected for this year involve an investment of nearly 200,000 €.

During his trip to L'Anoia, Josep Huguet, the Minister of Trade, Tourism and Consumer Affairs, visited the Abric Romaní archaeological park and the company Sofamel, located at La Pobla de Claramunt. In Igualada, the Minister visited the city's



Generalitat de Catalunya  
**Departament de Comerç,  
Turisme i Consum**

Gabinet de Comunicació  
Oficina de Premsa



■ **Comunicat** de premsa ■

Museu Traginer and met with the board of the Shopkeepers' Association of Igualada and its region.