

el Periòdic News

BRAND REDESIGN

Caldea launches 'rebranding' and presents its transformation

Miguel Pedregal, general director of the spa, presents an avant-garde and unique option

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MIGUEL PEDREGAL
CEO OF CALDEA

«Caldea plans to grow over the next five years to 9,000 million euros. A revolution that will mark the revitalization of spaces»

Presentation of the new Caldea, last Tuesday on Illa Carlemany

PARIS MAMEGHANI
ESCALDES-ENGORDANY

A new futuristic and transformative reality is what awaits to the Caldes SPA in the coming years. This is how its general manager, Miguel Pedregal, wanted to convey and define it in a brand renewal event that took place last Tuesday on the screens of Hall 2 of Cinemas Illa Carlemany. A magnificent premiere, which was chaired and welcomed by the president of the Caldea Board of Directors and, at the same time, Consul Major of the Escaldes-Engordany parish, Rosa Gili.

After the welcome, Pedregal spoke, who pointed out in the

first instance the growing and positive turnover that the thermal center has experienced in the last 10 years: from 10 million euros in 2013, to nearly 22 million last year. At the same time, he highlighted the 200 workers who operate and coordinate the building, as well as proudly celebrating the more than 11 million visitors from all over the world who have already frequented the thermal facilities.

On the other hand, regarding the plan for the transformation and renovation of the spa, Pedregal first maintained the importance that this change will have in the national panorama and the consequent improvement

in the country, giving it a new avant-garde facet and attributing to Caldea as the reference brand of the Principality. Continuing on this point, the general manager of the SPA expressed that the wellness experience of the spa will be «on another level» once the complete remodeling of the infrastructure has been carried out.

To this, he added that the spa revolution «will be marked by a revitalization of the spaces and a redefinition of the brand strategy». Regarding the gross operating profit (EBITDA) figures, Pedregal highlighted that in the next five years (2028) «Caldea plans to grow to reach 9,000 mi-

llion euros». On the other hand, the general manager stated that the reconstruction of the large lagoon will take place this summer and that, at the same time, it is also planned to build a bridge over the river and a hotel in the Tower by 2026. The total investment for the reform of the project, emphasizes Pedregal,

The new corporate motto is «let yourself flow with the experience». The idea of the structure is based on minimalism

will be around 30 million euros.

The general director of the thermal establishment concluded his speech by assuring that the corporation's new motto will be «fluidity and movement and letting oneself flow through the experience», as well as the predominance of minimalism and contrast as the main idea of the new structure.

Finally, the marketing director of Caldea, Patricia Garcia, spoke, who praised the change of brand for being the flag bearers of the country. In addition, she stated that the thermal center will get rid of all the sub brands attributed to strengthen the name of the corporation. At the same time, she praised the new logo for its communicative versatility. ●

BILL

Stricter control over religious entities that practice proselytism

The proposal will also entail a modification of the current Qualified Immigration Law

ALEX MONTERO
ANDORRA LA VELLA

Greater control over religious entities that carry out abusive or illegal proselytism. This is the main objective that the Interior is pursuing with the new draft law qualifying the registration of entities in this matter, which modifies the previous regulation in this regard. «In practice, what changes the most is that there will be a control and no legal personality will be given to an entity that we consider to be proselytizing», explained the portfolio holder, Ester Molné, while indicating that the motivation also responds to grant legal personality to the religious entities that register there, as well as to respond to a demand for international recommendations. «They recommend us to make a specific register, a control tool for the sects and their actions». Even so, the minister emphasized that, at this time, there is no knowledge of any type of religious entity of this nature or that

poses a specific danger.

All those entities that wish to be registered in the register will have to fill in different data, such as the name of the entity, the address of its head office and that of Andorra, the place of worship in the country and the address for communications. It should be noted that the register will have a person appointed by the Government (everything indicates that a lawyer), in charge of assessing whether the precepts are complied with. On the other hand, religious entities that are already registered in the Register of Associations must be present to the request within a maximum period of two years from the entry into force of the regulations.

MODIFICATION OF THE QUALIFIED IMMIGRATION LAW // The Secretary of State, Joan León, also pointed out that the new registration will bring about a modification in the Qualified Immigration Law regarding the granting of residence and work authorization when



The Minister of Justice and Interior, Molné, during the appearance.

it expires the authorization to stay or to stay and work under a temporary and transitory protection regime. In this way, the modification, framed in a measure of a humanitarian

nature, has the objective that people «can continue to enjoy the authorization, as long as the war conflict that motivated them to come to the country does not end».

Therefore, it is established that the person who, due to his own circumstances, cannot prove an employment contract, which allows him to access the ordinary immigration regime, will be able to obtain a residence permit for said humanitarian reasons. Today, there are 61 people who have already extended the two-year authorization by six months. ●



ESTER MOLNÉ

MINISTER OF JUSTICE AND INTERIOR

«We are recommended to make a specific register, a control tool for the sects and their actions»

JOAN LEÓN

SECRETARY OF STATE FOR JUSTICE AND INTERIOR

«We want people to be able to continue enjoying the authorization, as long as the war does not end»

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