

el Periòdic News

SOCIETY

La Fira closes with more than 75,000 visitors and an increase in sales

González announces that in three months a space with parking and a dog park will be inaugurated

AGÈNCIES

ESCALDES - ENGORDANY

The Consul Major of the capital, Sergi González, announced last Sunday that, a few hours before its closing, the 45th edition of Andorra la Vella Fair had already exceeded 75,000 visitors. «My assessment of it is very positive. Despite the heavy rain on Friday, the operators worked so that the fair could reopen as normal on Saturday and, finally, it was a success», pointed out the municipal representative, who also celebrated the increase in sales of Grandvalira ski passes, which has grown by 13% compared to the previous year, as well as AIVA figures that exceed those of the previous edition. «Sales have increased in general and we have not had any significant impact», added González.

In addition, the Consul Major explained that many opinions have been collected from visitors during La Fira, with the aim of publishing a contest of ideas to define what La Fira of the future will look like. «It will be necessary to put all the data on the table to assess what form we want to give to the new fair. Maybe it's not about expanding the space, but about taking advantage of other spaces we have in the parish as an extension of the current one», suggested González, while also emphasizing the importance of the event as a plat-

form for all exhibitors show their products, vehicles or services. «Now, after 72 hours at La Fira with great anticipation, it's time to collect and, next week, finish closing sales. This is the most important thing», pointed out González.

Faced with a question posed by the press about the influence of the partial plan of the Central Park on the future of La Fira, González admitted that it would condition the space currently occupied by La Fira, but he stressed that, for the moment, the Municipality hasn't no evidence that the family involved wants to move forward with this project. «Therefore, we are waiting for this review of the partial plan of the POUP, and we will talk carefully with the family about this area», explained the consul major of the capital who, on the other hand, took the opportunity to announce that in three months, a space of more than 10,000 square meters will be inaugurated next to the river with parking for vehicles, caravans, and a dog park of more than 1,500 square meters. «I hope that in this competition of ideas the companies will help us, as professionals, and that, with the data collected in this edition, we can create a fair that meets the needs, creates community and maintains the spirit of business and point meeting», he concluded, reports the ANA. ●



The president of Andorrana de Publicacions, Enric Dolsa, and the director, Irina Rybalchenko

ASTYLE magazine: at La Fira and in Catalonia

►► Andorrana de Publicacions has participated in the 45th edition of the Andorra la Vella Fair, one of the most relevant events in the fair sector of the Pyrenees. Taking advantage of this magnificent setting, Andorrana de Publicacions has presented the new concept of the magazine ASTYLE (Andorra STYLE, in feminine), which has changed its focus and its name (it used to be the magazine known in Andorra under the name EFSTYLE). From this autumn edition, the magazine will be available not only in Andorra, but also in Catalonia (ASTYLE will be present in Barcelona, Tarragona, Girona and Lleida).

►► All the contents of the magazine are divided into sections (business, real estate, art, science, travel, new technologies, environment, gastronomy, sports...) and each sec-

tion contains exclusive content. Therefore, he welcomes the participation of sponsors based on his professional interests.

►► During the celebration of La Fira, the advertising promotion was presented, which will be valid until November 10th: a 10% discount is offered for advertising in the winter magazine ASTYLE and a 15% discount to advertisers who have issued the advertising package for 2025 for the newspaper El Periòdic d'Andorra, the page elperiodic.ad, the magazine ASTYLE and the Guia d'Andorra.

►► However, Andorrana de Publicacions has distributed free of charge a collection of La Taula del Periòdic's reflections on Andorra's Association Agreement with the European Union. For more information, you can contact comercial@elperiodic.ad.

EL PERIÒDIC

GLOBAL AID

Annual aid to the agricultural and livestock sector increases to 4 million

If the project succeeds in the General Council, the collective will be increased by 371,286 euros

EL PERIÒDIC
ESCALDES - ENGORDANY

The Minister of Environment, Agriculture and Livestock, Guillem Casal, announced during the celebration of the Andorra Livestock Fair that, once approved by the Government this past Tuesday, the Budget Bill for the year 2025 envisages a 10% increase in global aid allocated to the agricultural and livestock sector. Well, if the project succeeds in the General Council, the collective will see an increase of 371,286 euros in the overall aid budget compared to this year 2024, reaching a global economic purse of four million euros.

«In just two years, if we compare the budget that was settled in 2023 and what the Executive has budgeted for 2025, we have increased the direct resources allocated to the sector by almost 1.1 million euros, which is equivalent to a 35% more», detailed Casal. In this sense, he pointed out that «we will continue to help



The 45th edition of the Andorran cattle competition fair.

with small gestures that allow us to take big steps to publicize the work that the entire sector does».

The minister detailed that the



GUILLEM CASAL

MINISTER OF AGRICULTURE
AND LIVESTOCK

«In two years we have increased the direct resources allocated to the sector by almost 1.1 million euros, 35% more»

new resources will be distributed equitably and always rewarding farms that do the best work. Thus, it is planned to extend the aid to the animal welfare bonus to make it extensive to livestock farms of sheep and horses. In addition, aid will be created for the cultivation of trumfa that is produced under the label «Quality Trumfa controlled by Andorra» and for the production of «Quality honey controlled by Andorra». Casal also explained that the aid intended for the cultivation

of the vine to produce wine under the distinctive «Quality wine controlled by Andorra» will be expanded.

With the new budget item, it is also planned to slightly increase the daily aid received by equine livestock and in particular mares of heavy breeds in the concept of traditional mountain livestock practices in order to better recognize the contribution that these animals make to pastoralism to the maintenance of the mountains. Finally, the minister also announced that within the framework of these actions to support the primary sector, the quotas for the import of fodder and concentrated food will be eliminated in the next agricultural year. A long-claimed measure by the livestock sector, which despite not having a great economic impact penalized the sector both in terms of productivity and in economic terms because depending on the quantities imported, a part of the aid could be deducted that he had the right to perceive. ●

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