



ECONOMY

Quality of service, the main challenge of the strategic trade plan

Innovation, competitiveness, digitalization and the shopping experience, areas of action

Three commissions will be set up with the participation of the sector, with a first meeting on February 2nd

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Improving the quality of service is one of the major challenges set by the strategic trade plan presented at the Andorra la Vella Congress Center on Monday». Recognition from many customers is already there, so what we need to do is get others who haven't discovered us to do it, but most of all work to make the shopping experience as rewarding, innovative and differentiated as possible» and this means that aspects such as the quality of the service must be worked on», explained the consultant Maria Segarra, in charge of drawing up the plan. The Minister of the Presidency, Economy and Business, Jordi Gallardo, provided a similar point of view: «We have a competitive trade, of good quality, but we must make an effort in terms of service, it would be the great challenge, the element we should work to close the circle; We have products, good companies, and now it's up to us to make an effort to serve the public».

The strategic trade plan continues the shopping tourism plan (2015-2018), whose actions were complied with in 46% of cases, both in the transformation, improvement and pacification of urban space, the merger of trade associations, the creation of the brand The Shopping Mile or the work of the business model of some parishes. Thus, the new residential areas stand out, with new residents and new spaces, as well as new commercial projects, such as the case of Epizen or the transformation of the Fener area, in Escaldes-Engordany.

As for Meritxell Avenue, fashion continues to be the most important sector, with 27% of establishments, while 33% of the offer has changed between 2015 and 2021.



► The Minister of the Presidency, Economy and Enterprise, Jordi Gallardo, with other authorities attending Monday's presentation.

About Carlemany Avenue, highlights the evolution of the number of premises or empty spaces, which

has gone from 6% in 2015 to 16% in 2021.

The work of Intueri Consulting

includes the analysis of the strengths and weaknesses of trade in Andorra. Regarding the strengths, he mentions, in addition to the improvement of the urban environment, the management and revitalization structure, the improvement of the connection, new operators and initiatives, investments by private individuals and specialization in some sectors such as sport as well as new infrastructure attractions.

Regarding the weak points, the work highlights the uncertainty in the face of new projects, the exhaustion in the model of some bu-

the figures

46% of the actions of the shopping tourism plan have achieved the expected result.

33% of the offer of establishments on Meritxell Avenue has changed (2015-2021).

27% of businesses on Meritxell Av. are in vogue.

16% of empty spaces on Carlemany Avenue (6% in 2015, 10% more).

sinesses, the loss of the differential value of the product, a lower presence of trade in the leisure expenditure of the tourist and a customer with less purchasing power. According to Segarra, «price cannot be the only attraction, which is why at the product level we must work on innovation and differentiation, improve quality and excellence in service and focus on e-commerce, which gives you a competitive advantage.

With these conditions, the work proposal of the strategic trade plan identifies as preferred areas of action innovation (promoting new concepts and commercial proposals), competitiveness, digitalization (improving the conditions to access new markets and customers), sustainability and the promotion of business experience.

To carry this out, three working groups or commissions will be created, with the participation of Andorra Turisme, the Ministry of Economy, Andorra Business, the CEA and the Chamber of Commerce, with a first online call that will be made on Next February 2nd. ≡



JORDI GALLARDO
MINISTER OF ECONOMY

«We have a good product and good companies, but now it's our turn to make an effort to serve the public»

MARIA SEGARRA
CONSULTANT

«Many customers already recognize us, so we need to get them to find out who hasn't»

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EVENTS

Arrested for a fight in a parking lot

The victim suffered bruises to the face and a nosebleed

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Police arrested a 32-year-old non-resident man in Andorra la Vella on Sunday evening as the alleged perpetrator of a crime against integrity. The police force was called in for a fight in the parking lot of a mall, and on arrival, they observed the victim with various bruises on his face and heavy nosebleeds. Officers determined that the assault was caused by a parking space problem.

This is one of the 13 arrests that the police have made during the last week of January 10th to 16th, 2022. So, of the arrests that have been made, five have been for alleged crimes against public health, two against traffic safety and six for other types of offenses.

On the other hand, it should be noted that the authorities also arrested a 27-year-old man in Canillo on Thursday as the alleged perpetrator of a crime against the civil service - resistance and disobedience. Officers were called to a hotel reception as a client was causing a

scandal and harassment. During the check-in, he reacted with a defiant and disproportionate attitude towards the police, for which reason he was arrested. In addition, he had already intervened twice during the night.

As for the crimes against public health, on January 10th, a 33-year-old non-resident man who entered the Principality with 0.7 grams of cocaine was arrested. Already on January 11th, on the same border as the Runer River, a 40-year-old non-resident man was also tried to enter with 0.4 grams of cocaine. In addition, on the 12th, a 48-year-old resident woman was arrested for introducing 2.5 grams of cocaine and 0.6 grams of marijuana, and in the course of the investigation, a 62-year-old resident man was arrested for his alleged involvement in the matter.

During the week, a 41-year-old man living in Canillo was also arrested for an alleged crime against physical and moral integrity at home, a 25-year-old woman resident in Andorra la Vella for her involvement in a fraudulent use of a credit card, a 28-year-old resident for violating a criminal driving license suspension order and a 41-year-old non-resident man as the alleged perpetrator of crimes against the public administration

In Canillo, a man was arrested for an alleged crime against physical and moral integrity at home



►► Archive image of the police headquarters located in Escaldes.

and against legal traffic.

Finally, with regard to traffic safety offenses, a 43-year-old resident was arrested on Thursday for a rate of 2.11 grams of alcohol per li-

ter of blood and a 25-year-old resident was arrested on Sunday for a rate of 1.07 grams of alcohol per liter of blood after a material damage accident. ≡

breus



FEDA extends the scope of the discounted rate

GRANTS ► FEDA expand the scope of the subsidized rate. This was reported yesterday by FEDA on social media. The rate is intended for families with financial difficulties and who have contracted a blue electricity tariff with hourly discrimination. In addition, you do not have to pay for the power term. This initiative facilitates access to energy for families with fewer financial resources to avoid the serious problem of energy insecurity and reduce consumption during peak hours on the electricity grid.

French residents can now process the vote

ELECTIONS ► The French Embassy in Andorra announced yesterday on social media that the French residents of the Principality can now process the vote for the presidential and legislative elections in France. Specifically, voters can now register to vote or update their contact information. The consulate reminds that those who want to process the vote have until March 4th to apply for the presidential election and until April 29th to apply for the legislative elections. If you have any questions, please contact the consulate or visit the website.

SOLIDARITY

Caritas is launching its first online donation campaign

Grants can be one-time or recurring in the amount of 30 euros

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For the first time, Càritas Andorrana is carrying out a campaign to attract donations digitally that will be used to finance its programs that support people who ask for help. Thanks to the new website presented this January, the entity incorporates the digital transformation thanks to the possibility of making donations online, in an easy and immediate way, thus innovating in the process, which until now had been formalized in person. The motto of the organization, "Help us to help" is also

the motto of this campaign that reflects the commitment of Caritas to carry out a global social action with a local impact, always helping and accompanying people who are in complex situations and working for their integral development.

Occasional or recurring donations can be made from the website for an amount of 30 euros. The donations obtained through caritas.ad will go to the main programs of the entity, such as primary care, support, clothing, food bank and passers-by.

As its president, Amadeu Rocamora, said, «Caritas works mainly thanks to the solidarity of companies and individuals» and, therefore, the recruitment campaign is a priority for the entity. In terms

of the scope of these programs, last year Caritas Andorrana helped 530 people with the primary care program, 1,307 people in the Rober, 22 people in the support program, 10 in the passers-by and 1,716 people in the food bank program, of which 274 were aimed at residents of Andorra and 1,442 at non-EU temporary workers.

In this way, the campaign through caritas.ad, wants to encourage donations to be allocated to the programs they carry out on the basis that donations open the door to show solidarity with people in a precarious situation and allowing help them improve their situation.

The primary care program addresses the most basic needs of people such as food, housing, health



►► A screenshot of the Caritas Andorrana website.

and other needs that are needed to improve their specific situation. The aim is to promote their autonomy by accompanying people who are in a situation of precariousness, uprooting and others. On the other hand, the support pro-

gram aims to promote and enhance the improvement of the quality of life of both individuals and families in a situation of vulnerability or risk of social exclusion. Providing social, psychological and legal support. ≡