



Ana Juan, the Consell de Formentera President and Councillor of Commerce; Josep Mayans, the President of the Small and Medium-Sized Businesses of Formentera (PIMEF); PIMEF manager Lydia Álvarez and Caterina Tur of the Chamber of Commerce of Eivissa and Formentera, gave a presentation today about business-boosting initiatives during the 2021 Christmas season like Compra a Casa, Black Friday and the island's Christmas window dressing contest.

President Juan applauded "the unflagging efforts of hometown businesses to provide service that is marked by quality, familiarity and differentiation, 12 months a year" and insisted, "The island's businesses and government are looking ahead with a new plan, due to be announced in the coming days, to leverage commercial and business development to enhance performance and competitiveness". Juan also announced the return of the Christmas Market from 3 December to 6 January, complete with seven stands: three for shops and crafts, three for food and drinks and one for public entities and/or non-profits.

This Friday 26 November, the Consell de Formentera and PIMEF will present 'Black Friday on Formentera', part of the buy local promotion Compra a Casa. All day long, islanders who spend €15 or more at Compra a Casa partner establishments will be entered in a drawing for a €50 gift card.

### **This Christmas, Buy Local**

'This Christmas, Buy Local' is back this holiday season to incentivise purchases at Formentera establishments between 1 December and 6 January. Shoppers who spend €20 or more will be automatically entered to win a Compra a Casa gift card valued at €500.

The PIMEF president pointed out that the number of businesses taking part in Compra a Casa's 2021 edition, 37, "is double what it was when the programme started in 2016". He also described the Compra a Casa card as "increasingly important among local business owners and shoppers".

## **Christmas Window Dressing Competition**

In a bid to foster a festive Christmas atmosphere among island shops, the Chamber of Commerce and Consell have announced the return of the Christmas Window Dressing Contest, which this year turns 15. Signups start today and end 9 December. Caterina Tur asserted that, in light of the pandemic, organisers were "quite pleased" with last year's tally of 20 contestants. On 13 December, winners will be announced for the three returning categories plus one that is brand new this year: Best Christmas Look and Feel, Best Commercial Set-up, Most Original and Most Eco-Creative. Winners will receive €150 each and a commemorative plaque. To find out more and to register, contact the Chamber of Commerce at 971 32 20 71 and the Citizen Information Office (OAC).

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