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The INNOVADORS '09 Award grants 200,000 euros to three ground- breaking business initiatives

A digital *outlet*, improved safety bindings and a web technology working with several translation systems at once are the three winning nominations.

Andorra la Vella, 19th November 2009. Today ADI (Andorra Desenvolupament i Inversió) has awarded a 100,000 euro loan to the **IT World Media** project, and two 50,000 euro awards to the **Fixacions Virtus** business plan and to **Andorra Best Price**.

The INNOVADORS Awards is an international business plan competition awarded by the Andorra Desenvolupament i Inversió Agency, which this year celebrates its fourth edition. The main goal is to assess the best business projects, and thus to contribute to the strengthening and the diversification of the domestic economy with the creation of a new business fabric in innovative sectors.

The INNOVADORS '09 Award jury, made up by experts from Esade Business School Barcelona and HEC Paris, has recognised the talent of the Spanish entrepreneur **Roger Sindreu**, founding partner of IT World Media, who created a web technology that overcomes language barriers on the Internet, thus making access to contents in different languages easier for users.

IT World Media works as a platform that offers the possibility to access web site contents in all languages, so that users can correct and modify them to improve quality. This is why ADI has awarded Sindreu's business Project with **Premi d'Ajut al Desenvolupament Empresarial** (Business Development Support Award), which is a 100,000 euro interest free loan.

Due to the creativity and quality of the eight short-listed projects (total amount of projects: 13), the Jury has decided that the 100,000 euro Award to the **best Business Creation project** is to be shared between two initiatives that, according to the Jury, equally deserve acknowledgement of their business talent. This is why Fixacions Virtus (Tristaina S.L.) and Andorra Best Price projects, both from Andorra, have been awarded with 50,000 euros each.

The proposal of Fixacions Virtus (Tristaina S.L.), created by entrepreneurs **Carles Xavier López and Alexis Puig**, is to launch new safety bindings for alpine ski that combine light bindings features and safety features developed by technology. Thus, the result is a light and highly-performing equipment.



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Likewise, Andorra Best Price will finance its business project with 50,000 euros. The initiative aims at contributing to the management of the extra stock of Andorran shops. Andorra Best Price carries out its activity through a web platform that works as an *outlet* where Andorran retailers promote and sell their surplus. The aim is to create a product that resembles “vente privée” in France or “Privalia” in Spain. Andorra Best Price is a project by **Jordi Balletbó, Martí Martínez and Miquel Armengol.**

The INNOVADORS '09 Award jury is made up by experts from Esade Business School Barcelona and HEC Paris and selects the contest finalists and winners. The INNOVADORS '09 Award, as in previous editions, has been granted during The Future of Europe Summit.

What is ADI?

Andorra is currently carrying out a reform to modernise and open up the country's economy in a competitive and transparent manner. Along these lines, ADI (Andorra Desenvolupament i Inversió) is the new economic promotion agency of the country. Its goals are to draw foreign investments to diversify the Andorran business fabric. Moreover, at a national level, ADI supports entrepreneurs willing to expand and go international.

The Foreign Investment Law of the Principality which came into force on the 7th November 2008 has opened up 200 economic activity sectors to foreign participation and ownership. Out of these sectors, six are the current priority for ADI: audiovisual production, e-commerce, added-value industry, Research and Development, training and cosmetic medicine.

For further information:

www.youtube.com/summitandorra
www.europesummit.org