



Andorra awards prizes to entrepreneurs and innovators

Andorra-la-Vella, 27 November 2008: The Bureau for Business Innovation (OIE) of the Government of Andorra announced today the results of the international INNOVADORS'08 competition. The INNOVADOR Prize rewards entrepreneurs who have presented promising business plans to create or diversify their activity through entrepreneurship and dynamism in Andorra.

This year, the winners in the different categories are:

• Creation: **Diving Andorra**

Diving Andorra was founded by two passionate divers who thought they could make a living of their favourite hobby: diving in mountain lakes. They intend to make Andorra the leading European country for diving at high altitudes thanks to all its natural and artificial lakes. Diving Andorra provides recreational ice diving activities and certificates as well as R&D activities such as materials testing and geological and biological studies.

• Diversification: **Síntesi Design**

Síntesi Design has been created by a designer of graphic and industrial solutions for companies specialised in eco-design and sustainable solutions. On the one hand, he is a consultant for companies in eco-design et on the other hand he works on concepts, creating ecological items like the "Bobhanger", a clothes hanger made of recycled materials like cardboard and plastic bottles. He aims to create at least one new product each year for the promotional items market, which amounts to 18 billion dollars in Europe.

Each of them will be rewarded with 100.000 €.

The awards were given by Martin Varsavsky, the famous entrepreneur, founder of Jazztel and Ya.com, and Albert Pintat, Prime Minister of Andorra on the sidelines of The Future of Europe Summit, an event which is bringing together top policy makers, academics and executives in Andorra to brainstorm on economic sustainability and the new opportunities it represents.

The INNOVADORS Prize was initiated by the OIE in 2006 with the aim of diversifying the Andorran economy and improving the business environment. The Creation Prize is awarded to business projects in their initial stages and the Diversification Prize includes projects by existing businesses in Andorra or abroad which intend to diversify their activity in Andorra. On 7 November 2008, Andorra completely opened up more than 200 economic activities to foreign investments.

More than 50 initiatives were proposed to the OIE in 2008. 30 participated to the competition and among the 9 finalists, 4 were proposed by Spanish citizens, 4 by Andorran citizens and one by a French citizen.

The finalists were: Habitissimo, CaP K., Produccions i Serveis Audiovisuals del Pirineu, IP4W, Cryosalus, Click&. and Inlingua.

The Future of Europe Summit

The Future of Europe Summit is a unique debate platform to discuss issues of most relevance to Europe's economic and social future and find out how the continent could retain and further its leadership role. This exclusive event intends to generate a participative and lively debate with high added value and "outside the box" thinking.

The Summit Organizer: OIE (www.oie.ad)

The Bureau for Business Innovation (Oficina per a la Innovació Empresarial, OIE) reports to the Prime Minister of Andorra. Its objectives are:

- Offer incentives for the creation and the development of companies that will promote the emergence of new economic activities
- Develop the "Invest in Andorra program" and guide investors through the entire process of coming to Andorra

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