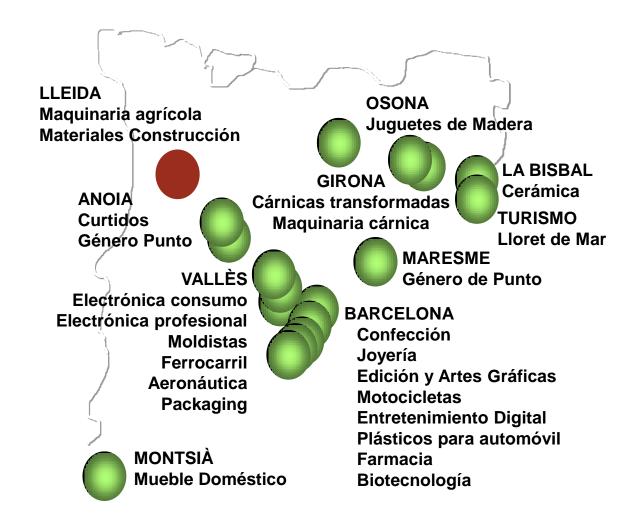
Supporting local economic development through PPD policies for the Agribusiness Sector sheet

Jordi Conejos, Former Director General of Industry and Executive VP Catalonia Development Agency (1995-2001)

PPD Process in Catalonia 1995-2001



Why working with the companies in Lleida?

- Location: Lleida is far from the main development axis
- Sector: Its principal activity, agricultural machinery, is linked to the industry, but it is not a "usual customer"
- Timing: 1995 marked the end of the protection for Spanish companies in the European Union

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Good target for the PPD methodology which the Catalan government was applying at a regional level

Our PPD process

1. Finding an interlocutor: Companies first

- Establishing a strategic vision: Move from a traditional market to a more specialized one
- 3. Following up actions: Creation of FEMAC

Strategic actions

- Regulation and Quality Management
 Systems
- Adjustment of training
- Coordination of R&D policy
- International market development (close / sophisticated)

Contribution to Policy Reform

| | Agricult. Machinery | Furniture | Meat | |
|---------------------------|------------------------|---------------|---------------|------------|
| International Development | Consorc | io Promociói | n Comercial | (COPCA) |
| Quality and Productivity | Cer | ntro Catalán | de la Calidad | |
| Innovation | Pla | n de Innova | ción de Cata | luña |
| Marketing | Progra | ma de creaci | ón de Marca | s de Canal |
| Technical Education | Мос | lulos de forn | nacion profe | sional |