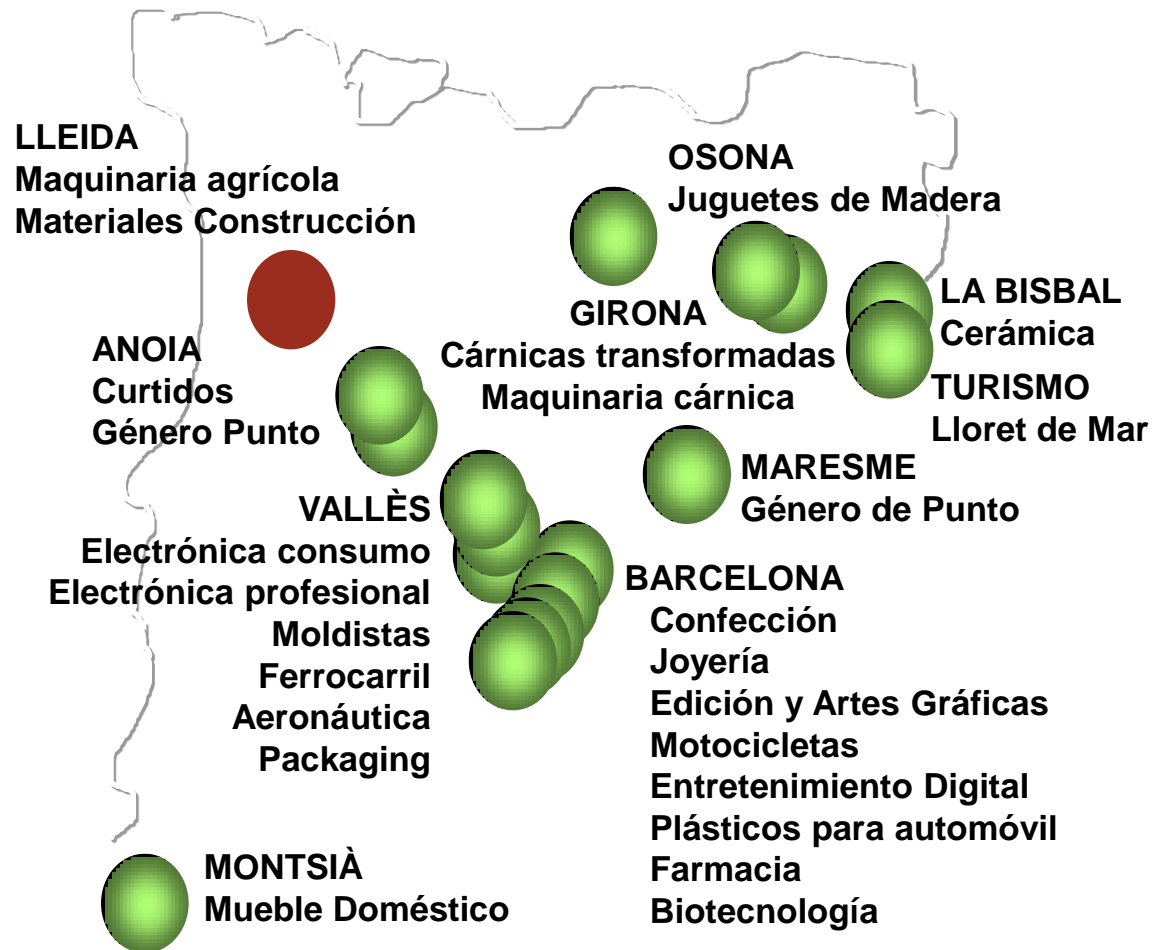


Supporting local economic development through PPD
policies for the Agribusiness Sector sheet

**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
2. 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

