



EUROPEAN UNION

Key summit between Riba and Sefcovic with «sensitive» issues of the agreement

Government and European Commission delegations meet to negotiate free movement and other key annexes



GOVERN D'ANDORRA

►► Multilateral meeting between Andorra, San Marino and the European Union, in Brussels.

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Yesterday's multilateral meeting between Andorra, San Marino and the European Union, in Brussels. Today, a round of bilateral negotiations will be held in Brussels between the delegations of the Government of Andorra, headed by the Secretary of State for relations with the European Union (EU), Landry Riba, and the European Commission, led by the Vice President Maros Sefcovic. During this meeting, different «sensitive» annexes will be discussed, as the Executive has described, in favor of setting up an association agreement before the end of this year. This meeting is preceded by a multilateral meeting attended by the delegations of San Marino, Andorra and the European Union, which was the first multilateral summit of the association agreement between the small states and the continental entity without Monaco, which withdrew from the negotiations last Friday, September 15th, citing the «impossibility of re-

conciling the EU's demands with the red lines established by Monaco». As a result of this fact, the leading opposition party, Concòrdia, which had already stipulated that it would not adhere to the State pact for the association agreement, demanded that the Executive stop the negotiations with the European Union after the Principality of Monaco made official its refusal to continue negotiating with the European Commission. These two events come just before Landry Riba and Maros Sefcovic meet today in the Belgian capital.

FIRST MULTILATERAL WITH AN EMPTY CHAIR // Yesterday, Monday, the first round of multilateral negotiations took place after the Monegasque withdrawal from them. During this summit, the Principality, San Marino and the EU stated that, despite this fact, the three entities remain firm in taking advantage of the window of opportunity to close the agreement in the best possible conditions before 2024, facing an agenda that includes the most sensitive topics in this last semester. Landry

Riba declared that the Andorran Government is moving forward to reach the best agreement for Andorra, knowing that the citizens will have the last word, since it will be voted in a referendum. In addition, the Secretary of State pointed out that Monaco's suspension of negotiations with the European Commission does not in any way alter the agenda for the following rounds.

PROTOCOL ON FINANCIAL SERVICES AND SIGNIFICANT DEVELOPMENTS // During yesterday's meeting, the European Commission presented Andorra and San Marino with its proposal for a financial services protocol. This topic is one of the most complicated of the negotiation and will be put on the table in the next negotiation sessions. On the other hand, yesterday's meeting was resolved with substantial progress for the Framework Agreement shared by the three entities. Riba, Sefcovic and the San Marino delegation made significant progress in the chapters on objectives, values and principles; the part relating to institutional provisions, and the section on

competition and other common rules. Among these, there are articles dealing with parliamentary cooperation, cooperation between economic and social partners, and the association committee. These articles are inspired by existing structures in the European Economic Area agreement.

Riba-Sefcovic meeting on different «sensitive» annexes/ Today begins a new round of bilateral negotiations between the delegation of the Executive headed by Landry Riba and the European Commission represented by the figure of Vice President Sefcovic, with the perspective that they are still missing to negotiate 14 annexes of the 25 that make up the association agreement. Today will be negotiated those relating to the technical regulations of products, trade, law and companies, the free movement of workers, the right of establishment, the recognition of professional qualifications and services and, finally, telecommunications. In total, six of the remaining 14 annexes will be negotiated, which have a «more sensi-

the keys

1 first meeting without Monaco

Landry Riba emphasizes that the Monegasque withdrawal does not alter the road map.

2 agreement at the end of the year yes or yes

Andorra, San Marino and the EU reaffirm their commitment to complete the negotiations.

3 protocol on financial services

Sefcovic presents his proposal to Andorra and San Marino

4 advances in the Framework Agreement

Various articles inspired by the European Economic Area have been discussed.

5 the key semester for the agreement begins

The most decisive negotiation rounds between Andorra and the EU are coming.

6 sensitive annexes are being negotiated

Free movement of workers, telecommunications and other key issues

7 negotiation with great tensions

Monaco's withdrawal and Concòrdia's request probe the meetings

ve» nature that will make this new round of negotiations key to the development of the association agreement between the Principality and the EU. ≡

Interview

CRISTINA FARAMO



Eleonora Majorana

Graphic Designer, Director of Branding Little Brands

«As every person is unique, every brand should reflect the nature of the business»



Eleonora Majorana is a Sicilian entrepreneur. She has been running Branding Little Brands, a graphic design studio specializing in branding and packaging, for 17 years.

She holds a degree in International Communication and Languages, Graphic Design and a Master's degree in Branding and Packaging.

She helps entrepreneurs, SMEs, and multinationals alike build strategic brands to increase their invoicing by conveying essence, quality and added value in their corporate image. Her mission is to create authentic, competitive, and outstanding brands for bold companies.

–Please tell us a few words about your company. What exactly do you do?

–The word «branding,» meaning «branding process,» indicates an evolving and continuous action. This means that companies must have a solid strategy that can be visually transferred into their corporate image – that is consistently supported

by the following set parameters.

As part of my methodology, I strive to get to know my clients' goals, market and strengths in order to shape and visually convey the uniqueness of each business.

One of the most common mistakes entrepreneurs make is procrastinating their branding strategy «for later,» but it is crucial that your professionalism is conveyed in every micro-element and from the beginning of every project.

Branding helps to exude trust and emotion to your clients.

Everything in a company should be as streamlined and automated as possible, in order to save time and money. Having a brand that is fit, flexible, and ready for any type of work that needs to be done is fundamental to successful operations.

It gives me great pleasure to see how my clients' businesses evolve from the first consulting session when they tell me about their challenges, their desire to improve, and that they are missing something. I am very pleased to see them smile when they leave, feeling confident that they finally have a solution for further growth.

In fact, it's just not enough to have only a logo and a file folder. A logo lives

and evolves in the context of content and communication. Therefore, it is essential that there are recurring and recognizable elements in every piece of communication it touches – whether it's the same fonts, colors, or text wrappers – this image will stick in the clients' minds and represent consistency.

What many people don't know or expect is that even the biggest companies fail when it comes to managing the touchpoints of their brand.

This is completely normal, because the more you grow, the more you need to create. And if you increase your team, there will be multiple people involved with the brand and each of them will implement it in their own way.

Most entrepreneurs do not give proper importance to their brand image. So in the short term, it appears to be weak or outdated, giving the audience the impression of unprofessionalism, unawareness, or even neglect.

On the other hand, a company that aims to reach success in achieving its goals must treat the brand with respect, use it with discipline, and periodically evaluate whether everything is being done in the best way.

–What are the most interesting projects, from your point of view, that you were able to successfully implement?

–I would like to highlight the Arancino project, developed remotely for a client from Luxembourg who needed a corporate image for an Italian street food truck. The client came with a white truck and was challenged to stand out from the other food trucks in the country. I was able to create a Mediterranean décor that embellished the truck and made it recognizable and attractive at first sight.

I also like projects that involve a redesign, either a generational or management change, as in the case of Casa Amàlia, a market cuisine restaurant in Barcelona. It needed to update its image and a refined style to attract a larger audience.

–Who are your main clients?

–My clients tend to be entrepreneurs with a long history and with several businesses. Currently most of my clients are from Spain, Italy or the rest of Europe, although I have had experience in Latin America. Speaking several languages and my cosmopolitan background allows me to internationalize my job.

–What current design trends can you point out?

–In design, it's important to stay on top of current trends. But it's equally important to strike a balance and avoid a homogeneous landscape in which new brands become indistinguishable from one another. While it is very useful to keep an eye on visual trends, a certain distance must be maintained to avoid an oversaturation of new brands that resemble each other.

We should know how to use this lauded artificial intelligence to put it at the service of designers, but not to establish what has value and what does not.

The core strength of design lies in careful research, and this process should remain central to strategic visual storytelling.

As every person is unique, every brand should reflect the nature of the business. Adopting a «one-size-fits-all» or «pretty style» can quickly lead to monotony and ultimately a loss of relevance and clientele.

The visual journey should be original and developed by a design consultant who understands the spirit of your brand. ≡