

## Most outstanding social events

### > 2005: Andbanc's 75th Anniversary

Both our campaign images and the events organised in 2005 were marked by the celebration of our bank's 75th anniversary.

Many special events were held in addition to those that Andbanc traditionally organises and sponsors. These were to open with the company party, one of the most emblematic of the 75th anniversary celebrations. It was attended by co-workers, clients, the authorities and the press. Speeches by the chairman and the deputy chairman reviewed the bank's 75 year history, and the importance that opening the first bank in Andorra was to have. Approximately 1000 people attended this celebration, and listened to the words of encouragement the finance minister, Mr. Miquel Àlvarez Marfany, addressed to Andbanc. He highlighted the bank's active and dynamic participation in strengthening the Andorran economy.

The next day a dinner was organised for all the people in Andorra who, like us, would celebrate their 75th birthdays during 2005. The after-dinner entertainment was provided by Lloïl Bertran and Celdoni Fonoll. The dinner was rounded off with lively dancing.

Andbanc also wanted another group, made up of young people and children, to enjoy the anniversary. Therefore, entertaining events were organised one Saturday a month, in a different parish each time. This entertainment included: magic, clowns, theatre, puppets, and performances. In addition, visits to the bank's branches and headquarters were encouraged, so that children and young people could see and gain first-hand knowledge about some of the topics set out in their textbooks, such as: what does a bank do?; basic information about a bank's operation, the stock exchange, securing money and money laundering; "real" and virtual banking; how does a bank work?; the bank and the company; banking careers. These topics were proposed by teachers and presented by the bank staff responsible for each of the areas discussed.

The most disadvantaged people in Andorra and in countries devastated by natural catastrophes or extreme poverty were also to have a special place in the anniversary year. A series of events were organised for their benefit. In addition to mobilising the population of Andorra to support those most in need, the social nature of such events enabled links to be established within the company, and between the company and social and sporting institutions in Andorra. The charity football game for Càritas Andorra (a relief, development and social services organisation) brought together a large group of co-workers who are amateur footballers, and who were to find old team mates among the veterans of the Sporting d'Escaldes club. The captain of the Andbanc team and the team's coach handed over the takings to Mr. Arqués, the chairman of Càritas Andorra, in the presence of Sr. Francesc Amat, the chairman of the Federació Andorrana de Futbol (Andorran Football Federation).

The Andorran NGO Platform received the proceeds of a concert given by two great figures in the world of jazz: Chucho Valdés and Michel Legrain. This was an exceptional charity concert. Representatives from all of the NGOs in the Andorran Platform attended. Ms. Elisenda Vives, the current chairwoman of the Platform, was presented with the takings, which will be used to help the Pakistan population who were seriously affected by an earthquake.

We were able to organise an aid convoy for boys and girls at the Fabrizio Meoni school in Dakar, through the sponsorship of the motorcycle rider Cyril Despres. Students from different educational centres in Andorra; students from the Escaldes-Engordany textile workshop; anonymous donors; and Andbanc co-workers responded in an outstanding way to the appeal, so that the Dakar school could receive the bare essentials of material needed to carry out classes. This activity has also enabled links to be established between Andorran students and students at the Fabrizio Meoni School. We believe that this could be of enormous benefit to the education of these young people.

The primary sector is one of the areas that was at the heart of Andbanc's foundation. It was also a focus of our attention in 2005. The signing of a cooperation agreement between the chairwoman of the Ramaders d'Andorra (Andorran stockbreeders), Ms. Olga Adellach, and the general manager of Andbanc, Mr. Jaume Sabater, showed our commitment to a group that works hard to survive and to offer the consumer an original, local product. This sector faces tough competition in the heavily subsidised international market.

We continued to publish the books that receive awards from Andbanc in the Nit Literària (Literary Night). Thus, we launched the book that won the 2004 Premi Manuel Cerqueda for the short novel: *El vell i els anyells* (The old man and the lambs) by the Andorran writer Antoni Morell. At Christmas, Andbanc gave its clients an anthology of short stories, called *El llibre de les històries estranyes* (The book of strange stories) by Francesc Gisbert Muñoz and illustrated by Jordi Duró. This book won the Premi Laurèdia for children's stories in 2004.

However, to give the anniversary year more importance, the area of publications was enriched by four works that serve to increase knowledge about Andorra's 20th century history:

*Pioners* (Pioneers), by Montserrat Ronchera and M. Victòria Turmo, presents the views of 75 businesspeople from different Andorran economic sectors on the origins, the development and the role that they played in the process of change that Andorra underwent during the 20th century. This book was launched at the Gran Teatre del Liceu, Barcelona, during Andorra Day, a celebration that was supported by Andbanc.

*Francesc Galobardes. Biografia pictòrica* (Francesc Galobardes: a pictorial biography). Through the work of this Andorran painter from Olot, the book explains the changes in Andorra and the Pyrenees from the perspective of its most emblematic landscapes. It was launched at the Auditori Nacional d'Ordino, with a speech by Joan Vilà Moncau, the Director, who had been at the Escola de Belles Arts d'Olot (Olot school of fine arts). Music was provided by the maestro Alfredo Speranza, premiering the work *Paisajes de Andorra* (Andorran landscapes) that was inspired by Galobardes' paintings.

*L'Andorra nostàlgica* (Nostalgic Andorra) narrates, via the images captured by Joan Burgués Marticella and some of his contemporaries, the process of change in the Andorran people, towns and landscape from the 40s to today.

Last, but by no means least, is the book *Andbanc, 75 anys de banca i d'història andorrana* (Andbanc, 75 years of the bank and Andorran history), written by Francesc Cabana i Vancells, who is recognised for his works on economic history. It describes the origin and development of the Banc Agrícola i Comercial d'Andorra and the Banca Reig, and the exemplary merger of these two institutions. It culminates in 2005, with the international recognition of Andbanc as the best Andorran bank, as awarded by the financial magazine *The Banker*. This book was launched at the ceremony that closed Andbanc's 75th anniversary celebrations.

In this ceremony, a tribute was paid to the Founders and Chairmen of the two institutions that today constitute Andbanc. The current chairman and deputy chairmen presented Ms. Carmen Mateu i Quintana, Ms. M. Dolors Donadeu i Castany and Mr. Óscar Ribas Reig with an exclusive copy of *Andbanc, 75 anys de banca i d'història andorrana*. This book explains the business background of: Damià Mateu i Bisa; Miquel Mateu i Pla; Julià Reig i Ribó; and Manuel Cerqueda i Escaler in the banks they founded and presided over. The speech addressed to the audience by the honourable Mr. Albert Pintat, head of the Andorran government, marked an exceptional end to a memorable year in the tack record of the most respected and oldest financial institution in Andorra, and the first Andorran bank to incorporate innovation criteria. Such criteria have placed Andbanc among the country's leading companies.

In addition to the above activities in the publishing area, all of our publications were on the stand that the Andorran government, through the Biblioteca Pública, set up in the Primer Saló

del Llibre de Barcelona (First Barcelona Book Fair). Thus, we made out small contribution to the government's efforts to demonstrate the great wealth of publishing in Andorra.

In addition, Andbanc was involved in the area of culture. We supported different Andorran institutions and bodies, with the aim of offering international-level shows and events to national audiences. For example, Andbanc linked its celebration to that of the Portuguese community in the *Dia da Liberdade* (Liberation day). Andbanc sponsored colonel Arturo Pita Alves's talk, in which he explained the experiences he had during the Carnation Revolution, in which he served as a Portuguese army captain.

In May, as is traditional in the cultural calendar, the Centre de la Cultura Catalana brought us the eighth *Mostra de Teatre Jove* (Youth Theatre Festival) in 2005. Sixteen groups participated. In June, the Cercle de les Arts i de les Lletres (Society of the Arts) announced the *XIè Cartell de Premis Arts Andorra* (11th Andorran Arts Awards). Andbanc sponsored the awards for engravings, in which seven pieces were presented. The winner was Mar Garcia, with the piece *Intimitat* (*Intimacy*). Second prize was awarded to Anna Antolinez for her piece *El taronger florit* (*The flowering orange tree*).

Andbanc also sponsored the show *Sueños* (*Dreams*), starring the great flamenco dancer, Sara Baras. During this show's world tour, it was invited to Andorra, as part of the Comú d'Escaldes-Engordany cultural programme. Andbanc also sponsored the appearance of *Les Gigolos* orchestra, which performed in the Centre Cultural i de Congressos Lauredià, as part of the programme for promoting French culture in Andorra, which was organised by the French Embassy.

On the last Saturday in August, the customary *Diada andorrana a la Universitat Catalana d'Estiu at Prada de Conflent* (Andorra Day at the Catalan Summer University) was held. This year, the subject of the specialised-subject day was "Andorra and its northern neighbours". It dealt with the links between Andorra and France from different perspectives such as: trade, educational, and stockbreeding relations; mobility; and the development of the relations throughout history.

Andbanc also collaborated with the *Federació Andorrana de Fotografia* (Andorran Photography Federation) to organise the 27th Colour Photography Biennial, held in 2005 in Andorra. Forty countries participated in this extremely important international event. The Andorran delegation took part in the subject of sport; as the Games for Small States of Europe was one of the events of 2005 that needed to be highlighted. Their work was awarded a commendable third place.

The 2005 *Premis Actualitat i Andorrans de l'Any* (current events and Andorran of the year awards), announced by press professionals and the newspaper *El Periòdic d'Andorra*, respectively, should also be mentioned. These awards are given to the Andorran people and institutions who have contributed most to their work area. Awards are also given to those who, according to *El Periòdic d'Andorra* readers' criteria, have done most for the country in the areas of: culture, economy, politics and sport.

From a more corporate perspective due to its impact on the Andorran business sector, the 6th *Taller d'Emprenedors* (enterprise workshop) began on 2 December. This initiative aims to provide the tools needed to set up business projects that are related to the information society: from market research, to the business plan and the start of the project. In this context, Andbanc marked its 75th anniversary by organising talks that could give rise to debate in specific sectors of the Andorran economy. Therefore, we invited two guests who are exceptional in their respective fields, enabling us to gather around them the world of tourism and finances and the service sector. The economist Xavier Sala Martín gave a talk on "A country's competitiveness in a globalized world". Ferran Adrià, the chef of El Bulli restaurant, dealt with "Technical-conceptual creativity".

The sports sector was clearly marked by our participation in the organisation of the **11th Games for Small States of Europe**. Andbanc has always been directly associated with sponsoring sport through Andorran federations. Our commitment to a major event for national sport and for Andorra's image abroad, in the year of our 75th anniversary, was clearly due to our company's social policy. As a special additional event, advantage was taken of the fact that the Brazilian under-18 team was staying in Barcelona. The team was invited to visit our Principality and to play some games with the Federació Andorrana de Futbol's under-18 team. This was a great opportunity for our young sportsmen to face some of the footballers who will soon play in the best professional football teams.

During the year, the sporting events were held that customarily bring Andbanc closer to the national sports bodies. These include: the **Nit de l'Automòbil (Night of the car)**, organised by the Automòbil Club d'Andorra to pay tribute to the best results of the season in all vehicle classes and categories; the Memorial Manel Cerqueda skiing for veterans of this sport, held annually by the Esquí Club d'Andorra; the **Memorial Jordi Anglès**, organised by the Esquí Club Pas de la Casa - Grau Roig; the **Gran Prix d'Escacs (Chess Grand Prix)** and the **Open Internacional d'Escacs (International Chess Open)**, in which the Federació d'Escacs Valls d'Andorra brings together international grand masters in a week of intense and impassioned challenges. The usual tennis tournaments were also held: the Escaldes tournament, on a national level; and the **ITF Júnior**, which brings together promising young players from around the world. Basketball was played in the **12 Hores de Bàsquet (12 hours of Basketball)**, with the participation of Andorran children's and junior teams and the usual Catalan opponents. In addition, members of professional leagues of basketball and football from Spain became teachers during the sports' **Campus Nike**. Another professional who put himself at the services of the children was the 2005 Dakar motorcycle champion Cyril Despres. He offered his knowledge and experience to future motorcycle riders in the **motorcycle riding course**, held this year in La Caubella copse, in the Pal snowfield. The **Trofeu Seradells de Gimnàstica Rítmica (Seradells trophy for rhythmic gymnastics)** also received Andbanc's support in 2005. The **Circuit de Golf Andbanc**, the most important golf event organised in Andorra that visits courses in Spain, France, and this year the mythical Saint Andrews' golf course in Scotland, had a new addition this year: the category of Andbanc co-workers was introduced.

We end this review of our company's social events in 2005, by mentioning the Best Banks of the Year award ceremony, held in the Dorchester Hotel, London. Mr. Manel Cerqueda and Mr. Oriol Ribas, chairman and deputy chairman of Andbanc, received the award of "**Best Andorran Bank 2005**" from Mr. Stephen Timewell, the chief editor of the financial magazine *The Banker*.