

Meeting between 9 and 11 November

Bankia supports the entrepreneurs' contest in Soria 'El Hueco Starter' and the Presura Fair

- The aim of the contest is to reward the best social enterprise initiatives to combat the depopulation of rural areas
- The exhibition will attract entrepreneurs from all over Spain to discover the opportunities for entrepreneurship in rural areas

Soria, 18/10/2018. Bankia is promoting the eighth edition of the 'El Hueco Starter' entrepreneurs' contest and the celebration of the second edition of the 'Feria Presura' 2018, the Fair for Repopulating Empty Spain, to take place in Soria on 9 and 10 November.

Participating in the signing of the agreement at the El Hueco headquarters was the Chairman of Cives Mundi, Antonio López Calvín; the Manager of Cives Mundi, Joaquín Alcalde; Bankia's Area Manager for Valladolid, Burgos and Soria, José Ángel Torres, and the Bankia Office Manager in Soria, José Antonio Cavero.

Bankia's lines of Social Responsibility include local development in Spain, especially in depopulated areas, where the entity supports different initiatives (employment, training and entrepreneurship projects in rural areas), such as Cives Mundi.

"We are happy that Bankia is collaborating with us on this hard but exciting path that we've undertaken to reverse the process of depopulation in large areas of Spain," said Calvin at the signing ceremony.

For his part, José Ángel Torres emphasized that "in Bankia we are truly committed to the development of the territories in which we are present and we support those activities that promote employment, social and economic development in these areas, especially those in which depopulation is present".

Within the framework of the signed agreement, the 'El Hueco Starter' contest was announced, which is celebrating its eighth edition this year and takes place as part of 'Feria Presura'.

The objective of this contest, through which more than 12 projects have passed since its inception, is to reward the best ideas, initiatives and social enterprises that help to improve life in rural areas and to settle or increase the populations in the villages.

The current edition of 'Feria Presura', organized by El Hueco, Tierras Sorianas del Cid, Asopiva and Fundación Oxígeno, maintains the same purpose as its first edition: "To attract entrepreneurs from all over the country, enticing them to discover that the rural environment is a world of opportunities in which to start up their ideas or businesses," said the Chairman of Cives Mundi.

"The future of the depopulated areas depends on capturing this entrepreneurial talent and, to do so, these people must know what resources we offer them," highlighted Calvin. "Presura seeks to answer the question of why it's a good idea to come and live in Soria or any area of this empty Spain to start up your initiative or business and Bankia's support helps us to meet the objectives of this undertaking," the Director pointed out.

'Presura 18' will feature a large number of parallel activities, with round tables on different themes and the 'Ágora' space, a forum in which more than twenty entities will participate, from town halls to companies and entrepreneurs.

Of the programmed activities, it is worth mentioning the presentation of the Action Plan for Social Entrepreneurship in Castilla y León, which will be given by the Employment Councillor, Carlos Fernández Carriedo.

This initiative is the result of the SOCENT SPA project, led by the Regional Government and in which Cives Mundi will participate, as well as other entities from Finland, Slovakia and Germany that implement their activities in the sparsely populated areas of their respective countries.



The fair will also feature the new 'Caravan of Opportunities'. Three routes through the province of Soria "especially designed for entrepreneurs, for those who want to see *for real* what this territory has to offer for starting a new life project and developing the idea that's going around in their heads," the organizers point out.

www.bankia.com

www.civesmundi.es

www.enaccion.bankia.com

www.bankiaresponde.com



@Bankia
@PressBankia



@ongcivesmundi



www.facebook.com/bankia.es



www.facebook.com/civesmundi