

INTRODUCTION

Created in November 2006, the Crèdit Andorrà Chair on Markets was conceived for the purpose of helping, from a humanistic standpoint, to improve the understanding of markets and organizations considered as methods of coordinating human activity. Moreover, it seeks to deepen the study of the Andorran reality in order to achieve a better knowledge of the situation of the country's companies and to detect their weaknesses, identifying in this way the possibilities of improving them. The Chair also focuses on fostering the education and training of the businessmen and executives of Andorra and other countries, with a view to enhancing the performance of their responsibilities.

Additionally, it is the intention of the Crèdit Andorrà Chair on Markets to disseminate its studies and knowledge through the generalist communication media, specialized journals and academic forums. In this respect, the joint work of the group of teachers and researchers associated with the Chair will be of capital importance in the publication of its findings in books, booklets and other editorial formats.

Under the direction of Professor Josep Maria Rosanas, the Chair aims to unfold diverse lines of research and to spread the knowledge achieved in these fields. The objective of these actions will be to emphasize the human character of organizations and to highlight the key importance of persons in management.

Likewise, inasmuch as its patron is the banking institution Crèdit Andorrà, the Chair lends special attention to all matters relating to Andorra in particular and to the small states in general.

The Colloquium which we are presenting here is in line with these ideas and it has essentially two main objectives:

- 1) To present business experiences of Andorra, Iceland and Liechtenstein which will allow conclusions to be drawn about the future in a healthy spirit of improvement, so that each of the countries can benefit from the others' experience; and
- 2) To highlight the three countries' different approaches to the European Union and their situation within the world economy.

To this end, the Crèdit Andorrà Chair has conducted a study on the management practices in Andorra. It may be considered merely a preliminary tentative study, but it does show, however, that today

Andorra boasts excellent management practices in a high percentage of its companies. We will attempt to present these practices and set them in their context in the last part of the Colloquium.

Our guest of honour, who will be giving the Colloquium's keynote conference, is the President of Iceland, Ólafur Ragnar Grímsson. In recent times President Grímsson has been an advocate of the small states, presenting their advantages and pointing out the paths which they may follow in the future. We are sure that it will be a very profitable conference from the practical standpoint and in terms of suggesting new lines of thought for the Andorran businessmen.

We will devote the morning to conferences by representatives of our Governments. After President Grímsson's opening keynote conference, there will be two parallel presentations between Andorra and Liechtenstein in relation to the European Union, firstly by the Ministers of Foreign Affairs of the two countries, Meritxell Mateu and Rita Kieber-Beck, and then by the Andorran Minister of Finance, Ferran Mirapeix, and the Ambassador of Liechtenstein to the European Union, Nicolas von Liechtenstein.

The afternoon will be of plainly corporate character with another parallel presentation between the Chambers of Commerce of Andorra and Liechtenstein, by Francesco Paellas and Josef Beck. Afterwards, a presentation will be given of the success cases of two companies from Andorra and one from Liechtenstein, and in the same session Svafa Grönfeldt, President of Reykjavik University, will present her past experience as an executive of private enterprises and in the creation of the institution of higher education of which she is in charge. This will provide a contrast between the private initiative and public institutions in her country, something which will doubtless be of the greatest interest to Andorra.

We are sure that all these presentations will meet our objectives and that the participants in the Colloquium will obtain from them a benefit that will help to improve their respective countries.