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Macael, 18 de noviembre de 2016

Press release

30th Anniversary Macael Awards, a special edition under the same objective: bringing the Macael Marble worldwide.

The Minister of Economy, Industry and Competitiveness of the Government of Spain, Luis de Guindos, received the Special Macael Award 2016 and attended the event, which was organized by 'Asociación de Empresarios del Mármol de Andalucía-AEMA' (Association of businessmen of Marble of Andalusia) and celebrated last night.

Macael. - 30 years promoting the Marble of Macael. 30 editions making the Marble Region a world reference for natural stone. The 'Asociación de Empresarios del Mármol de Andalucía' (Association of businessmen of Marble of Andalusia) celebrated last night the Macael Awards 2016 with "a special event but with the same objective: to spread our craft, our know-how, our tradition in the work of marble, to help our industry be known in all corners of the Earth," said Antonio Sánchez, president of AEMA during his speech.

The meeting was attended by the Minister of Economy, Industry and Competitiveness of the Government of Spain, Luis de Guindos, who was awarded with the Special Macael Prize 2016, which AEMA reserves to deliver to distinguished personalities who help to achieve objectives. The president of AEMA, Antonio Sánchez, wanted to transfer to De Guindos "the concern about how future government actions will take into account the companies".

The event, presented by the journalist Isabel Jiménez, offered novelties without losing its traditional essence. Among them, the intervention of Álvaro González Alorda, international speaker and author of the book 'The next 30 years'. With phrases such as "what do you want to be, spectator or protagonist?", Alorda, who conducted a business coaching as



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part of this year's show, launches a message closely linked to the occasion: the 30th anniversary of the Macael Awards.

Attendees were given the book of Álvaro González Alorda, aimed at those who want to be involved in the changes that are going to occur in the next three decades and to "help to be more innovative, entrepreneurs, generators of modern projects that give solutions to the expectations of today and tomorrow, to become leaders of the future", according to the president of AEMA, Antonio Sánchez, who explained to the assistants that the businessmen "are the greatest exponent of those who have not been spectators, but indispensable actors of the Stone Sector of Macael and its Region, ready to be protagonists of the story that remains to tell".

Another distinguishing aspect was the one that included the usual video that opens the act: the participation of five personalities of prestige, like protagonists of messages that exalt the beauty and the quality of the material.

Carlos Solchaga Catalán, former Minister of Industry and Person Award of the I edition of Macael Awards (1985), Alberto Campo Baeza, Architect Award at the XXI edition (2005), Jordi Ludevid, president of the Superior Council of Colleges of Architects of Spain, and renowned professionals in the world of architecture, such as Patxi Mangado, Juan Domingo Santos and Elisa Valero are involved in the film that interweaves images of the past, present and future in a sector where "a stone would be nothing without the value that people bring".

And as true protagonists of the event, the awarded collected their prize, made in 'Blanco Macael' marble (White Macael), with the AEMA president's congratulation, who intends to continue working on "making Macael the world reference for the execution of the best projects in stone."

To this end, "we are working on the III Strategic Plan of the Sector, so that, in an intelligent, consensual and planned way, we can identify the path that best fits the objectives established, be competitive in the market and properly train our teams",



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indicated Antonio Sánchez, who continued saying that we must carry it out "in collaboration with the Andalusian Administration, which in the past believed in the importance of the strategic plans of the Marble Sector and must provide the necessary means to encourage it".

Once again, it has been committed to the spread and the act was broadcast in streaming through the YouTube channel of Macael Awards, as well as sharing all the information and the best moments in social networks like Facebook and Twitter, where all the images of the event.

And as one of the great values of the Macael Awards it is worth remembering the sponsors of the 30th Edition: **Cosentino, Diputación de Almería, Omag, Caixa Bank, Sacmi, Willis, Smalticeram, Breton, Tenax, Banco Santander, Ashland GMM, Cajamar, Unicaja, Colorobbia, Diamant Boart, Comandulli, AOC, Maser, Italdiamant, Tyrolit, Bankia, Banca March, Banco Popular, Puerto de Almería, Fundación Bahía Almerimport, Focus Piedra, Diamond Service, Donatoni-Intermac, Olucarpa Eventos, Suimasa y XL Seguros.**