



A Time for Change in Europe





## Welcome by Sebastian Kurz

## Austrian Federal Minister for Europe, Integration and Foreign Affairs

Especially in difficult times, we have to remember that liberty and Freedom are the essence of a strong Europe. Europe has seen various crises in recent years. We are still grappling with the repercussions of the financial and debt crisis as we experience drastic challenges following the massive refugee – flows to Europe. In addition to these events, our economy in general is experiencing dramatic shifts and it is likely that this dynamic will even accelerate in the future. Digitalisation has led to changes in almost every sector, emerging economies are rapidly growing and new competitors defy established players.

In order to successfully deal with these challenges and achieve higher growth respectively, Europe needs to become more competitive. This requires a comprehensive strategy setting out key policies to make sure that Europe remains a place for great economic opportunities allowing businesses the optimum level of freedom in order to create a sufficient number of jobs.

To maintain prosperity and high living standards, we need to further promote entrepreneurship and secure a strong manufacturing base in combination with a highly performing service sector. Europe must provide conditions that foster business creation, drive investment and enable the development of innovative technologies on the continent. Innovative policy measures and active reform at both the European and the national level are needed to deliver growth, attract investment and encourage the creation of jobs by our businesses.

Only together we can manage the challenges ahead. In order to promote informative exchanges among a wide range of stakeholders I wish you all a successful "Free Market Road Show" 2016.

Sebastian Kurz

Federal Minister of Europe, Integration and Foreign Affairs



## The Single Market

#### Johannes Hahn, European Commissioner for European Neighbourhood Policy & Enlargement Negotiations, presents FMRS 2016

It is now a bit more than a year since the Junker-Commission started its work, and a lot has been done since to move the European single market forward. At the same time, it cannot be ignored, that Europe is confronted today with numerous serious political challenges at its borders, which put its economic activity at risk. In this regard, I am glad that the Free Market Road Show 2016 reminds us of the pacifying impact of Free Market.

Free market means enhancing economic governance, strengthening fiscal stability and supporting structural reforms for improved competitiveness, inclusive growth and social development, which are keys to boost a country's economy. Working on improving free market economy is the best remedy to stimulate economic growth, give young people in and outside Europe the perspective of employment and thus contribute to stability which is our core goal in the European neighbourhood. Moreover, free market has an impact which goes beyond purely economic considerations. It is closely linked to the necessity of improvements in the domain of good political governance and democracy as well as in the fight of corruption and transparency.

The Free Marked Roadshow, moving through 45 capitals in Europe, the Caucasus and Middle East offers a relevant forum to spread and discuss the numerous advantages and possible improvements linked to the European Internal Market.

Dr. Johannes Hahn,

*European Commissioner for European Neighbourhood Policy* & Enlargement Negotiations



## Director's Report

### Wind of change

Our age is characterized by dramatic changes. Everything that is solid melts into air. Dominant actors witness the rise of fierce new competitors. The sharing economy defies the establishment in many markets. Consumers enjoy new, and often better, alternatives. Even the European Commission is proposing a digital single market that would tear down regulatory walls and remove existing digital barriers from 28 (soon 27) national markets. Entrepreneurs, enhanced by disruptive technologies, can create value and monetize assets in a way which was impossible just a few years ago.

Entrepreneurship is soaring from the Silicon Valley in California to the Silicon Bali in Indonesia. But not so much in Europe. Youth unemployment has become an endemic disease. Lack of opportunities forces some of our brightest minds into exile outside the continent. Many people feel that jobs are fleeing and that economic opportunities will become more scarce in the future.

And change can also be very destabilizing. Europe's neighborhood is burning. The Arab Spring has turned into a dark winter. Civil wars push millions to the European shores. How should the Old Continent deal with this humanitarian crisis? Some believe that Europe must unrestrictedly open to the refuge waves. Others are more reluctant and fear a fundamental shift in the population. Are these decisions to be made in the European or in the national level?

#### Europe: A Time for Change

It seems to be a new and potentially dangerous trend across the globe. In a pincer movement supranational and multilateral institutions such as the European Union (EU) and the Organization for Co-operation and Economic Development (OECD) are trying to implement strategies for international taxation while at the same demonizing so-called "tax havens."

Leaders like Angela Merkel and François Hollande are strongly pushing for tax harmonization in Europe. Their objective is to establish a minimum of corporate taxation across the EU. In close alignment the OECD is waging war against Base Erosion and Profit Shifting (BEPS). Moreover, claiming to fight tax evasion the US government has put in practice Foreign Account Tax Compliance Act (FATCA), a piece of legislation which forces foreign banks to provide financial information of their American clients.



Businesses have long tried to establish themselves in friendly locations. But most of these countries are now deemed as "tax havens" or as practitioners of "fiscal dumping."

In this scenario, it is highly disturbing that a pro-growth approach towards tax rates has been completely neglected by the EU or the OECD. What is more, at the base of their strategies lies a profound aversion to tax competition.

Indeed, it might very well be the case that the road to tax hells is paved with international fiscal intentions.

During the Free Market Road Show 2016 individuals of all over Europe, the Caucasus and the near East were asked to: Join the conversation!

1. Death and Taxes

EU Tax Harmonization, BEPS, FATCA, and Tax Havens under Siege

2. Europe in Times of Change Jobs, entrepreneurship, sharing economy, and the European Demos

Moreover, the Free Market Road Show events also featured national panels concerned with the most important affairs of the respective country. Nobel laureates, international top speakers, renowned economists, leading politicians and prominent business leaders joined the Road Show to discuss these crucial topics.

Dr. Barbara Kolm

Founder and Director Free Market Road Show



## History of the Free Market Road Show

When the Free Market Road Show started, back in 2008, there were only four cities involved. The tour was invented to bring together key decision makers, entrepreneurs, top journalists, outstanding international speakers, leading scholars, elected officials, diplomats, brilliant students and other parties to debate crucial questions. Soon, requests were received for additional stops for the Free Market Road Show. In 2016 international top speakers and local experts came together in 45 cities, in every corner of Europe, in the Caucasus, and in Israel.

For the past nine years the Free Market Road Show has expanded and grown in every conceivable way. Each year more countries participate and the road show takes place for a longer period of time. But most importantly, every year a broader audience is impacted in countries where the events take place also due to ever growing media outreach.

The Free Market Road Show is also the point of reference for the European Free Market Movement in terms of networking and exchange of ideas. Each FMRS stop provides the perfect environment for synergy, new perspectives, original research projects and innovation. Along the Road Show several additional events take place to support students or to strengthen international relations and cooperation among Free Market Institutions. Europe is currently at a critical point in its development and policy decisions that are made now greatly affect its future. A candid dialogue about the free market system and the dangers of interventionism just like migration, education and assimilation is not only timely, but also essential for the future of Europe and the entire world. The FMRS articulates a robust message in favour of sound economic policies, liberalisation, decentralisation, protection of property rights, and individual freedom. Philosophically, the FMRS identifies itself with the main tenets of the Austrian School of Economics but its approach includes other traditions such as Public Choice, the Chicago School, Supply Side Economics and all the trends within Classical Liberalism.

The Free Market Road Show targets speakers specialised in the fields of economics, business, geopolitics and science. Conferences generally have three panels that consist of one keynote speaker and up to five panel members and are moderated by journalists.

## Free Market Road Show by Numbers

2008	4 cities
2009	8 cities
2010	11 cities
2011	16 cities
2012	12 cities
2013	26 cities
2014	30 cities
2015	35 cities

2016 45 cities



This year's novelties due to lessons learned from last year and the expansion of support:

Generous partners supported the Free Market Road Show in different ways. Thanks to Global Philantropic Trust, Liberty Fund, Ayn Rand Institute, Money Week, Krieble Foundation, Friedrich Naumann Stiftung für die Freiheit, World Taxpayers Association, American Taxpayers Association, the Geopolitical Information Services, Competitive Enterprise Institute, Students For Liberty and all those local institutions, universities, diplomats and freedom loving individuals the FMRS 2016 visited 10 more cities, brought a variety of books, presented additional information and involved even more top thinkers.

#### 10 new FMRS stops:

- Tenerife was suggested by Maria Blanco and turned out to be a very good place to discuss economics. The Instituto Atlantico together with the local Chamber of Commerce did a perfect job in organising the venue, attracting public attention and engaging local thought leaders. Besides all of this, Tenerife is just a wonderful place to meet in spring – if it were not raining ;) FMRS will definitely pay another visit there and help to link the group to likeminded individuals and think tanks, which they do not know yet.

- Budapest was part of one of the early FMRS tours, took a break and was reconsidered for the 2016 tour. – No regrets! Our dear partners, the Danube Institute, set up a very interesting conference and we´re looking forward to deepen the cooperation.

- Berlin, cohosting the FMRS with the European Resource Bank Meeting 2016 and the World Tax Payers Meeting was a must do. Though the attendance at the beginning of the event was not as expected, it turned out to be an excellent experience and the FMRS – family is considering to get better involved in the German capital. Cooperation with local think tanks and institutions are currently discussed to have a perfect FMRS event in 2017.

- Larnaca, located in the southern part of the divided island of Cyprus, is a symbolic place to discuss Free Markets. FMRS – veterans from Greece, the Youth Business Network and local students, organised a truly remarkable event. We learned that traveling to Cyprus needs much better preparations than we were aware of – even without an emergency landing! In 2017 we will be prepared, promised! - Dublin, a place where people have learned the difference between individualism and separatism, was a true experiment. The new partner, the Hibernia Forum, is a rock solid freedom fighter, who took a lot of efforts but it will need more support in 2017 in order to attract more attention from the Irish people to the topics of Free Market Road Show, We were their first public event and they clearly learned a lot for the future.

- Edinburgh, organised by Taxpayers of Scotland, was another great experience. The Free Market Road Show 's international speakers met Scotland's young generation and shared a very lively panel discussion, which was filmed in order to be broadcasted in all Scottish schools and Universities. Current hot topics were discussed in the historic atmosphere of the oldest Scottish Library at the Parliament Hill, bringing Adam Smith to life and contrasting his ideas with the current EU ad the bureaucrat's idea of how market works. Edinburgh convinced in all means, the FMRS will be back.

-Tallinn, the conference was held at the University, where an audience comprised mostly of students asking our international speakers critical questions. Not having been exposed to Austrian Economics yet they took the opportunity to learn from our speakers.

- Batumi, an additional stop in Georgia, was suggested by our long term FMRS partners, the Georgian School of Economics, represented by Gia Janderi and Paata Sheshelidze. Though travelling to Batumi turned out to be challenging, all involved agreed that it was worth to take the efforts. The local University and the Georgian students are a very capable group of pro market activists, whom to meet again will be worth to have a greater reach in the region.

FMRS HOAD

Book tabels and materials were presented in all cities by Liberty Fund,

. Additionally Ayn Rand Institute sent books to 10 cities and had book tables there.

. a fourth new partner city in Spain is ready to host the FMRS 2017 in Santiago de Compostela, where the new think tank was founded to organize the FMRS.

. European Students for Liberty provided materials in almost every city.

. Money Week's brilliant author Nick Hubble joined 40 FMRS stops and presented a regular Newsletter "The Road to Freedom" dedicated to the debates we had.

. AEC Senior Research Fellow, Federico Fernandez, shared his Free Market Diaries, stressing the highlights of each conference as well as taking a humorous look to the "tour de force".

. "Views from Vienna", the combined Newsletter of the Austrian Economics Center and the Friedrich A. v. Hayek Institute, informed about the outcome of the FMRS events and linked to additional articles which were posted by FMRS partners all over the globe.

The side meeting for all local organizers, the briefing meeting in early November 2015, was sponsored by Liberty Fund. This meeting helped create a sense of community among the local organizers and partners and helped participants to understand the bigger picture and goals that we want to achieve with the FMRS.

The bar for the 2016 FMRS was - once again - set high since the 2014 edition was extraordinary and the 2015 edition had registered the highest turnout ever. That is why we are so satisfied that this year's edition gathered again more than seven thousand attendees. It also renovates our commitment to keep the event growing and improving.









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Celebrating John Fund's birthday on tour



Paris FMRS



London FMRS



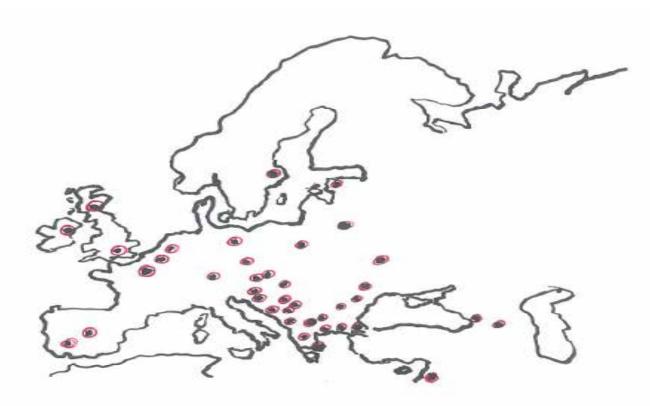
Liberty Fund Books stand



# 45 Cities - 12 weeks

March 7th <b>– Ljubljana</b>	March 15th <b>– Vienna</b>
March 7h <b>– Tenerife</b>	March 17th <b>– Berlin</b>
March 8h <b>– Zagreb</b>	April 4th <b>– Sofia</b>
March 9th <b>– Belgrade</b>	April 5th <b>– Skopje</b>
March 9th <b>– Madrid</b>	April 6th <b>– Tuzla</b>
March 10h <b>– Budapest</b>	April 6th <b>– Pristina</b>
March 10th <b>– Sevilla</b>	April 7th <b>– Sarajevo</b>
March 11th <b>– Bratislava</b>	April 7th - <b>Tirana</b>
March 14th <b>– Munich</b>	April 8th <b>- Podgorica</b>
March 14th <b>– Prague</b>	April 11h <b>– Bucharest</b>

April 11th <b>– Iasi</b>	May 10th <b>– Paris</b>
April 12th <b>– Thessaloniki</b>	May 11th <b>– Lodon</b>
April 14th <b>– Komotini</b>	May 12th <b>– Dublin</b>
April 14th <b>– Istanbul</b>	May 13th <b>– Edinburgh</b>
April 15th <b>– Athens</b>	May 18th <b>– Stockholm</b>
April 18th <b>– Jerusalem</b>	May 19th <b>– Vilnius</b>
April 19th <b>– Larnaca</b>	May 19th <b>– Tallinn</b>
April 20th <b>– Egypt</b>	May 20th <b>– Warsaw</b>
April 21th <b>– Brussels</b>	May 23th <b>– Batumi</b>
May 9th <b>– Amsterdam</b>	May 24th <b>– Kiev</b>
	May 25th <b>– Tbilisi</b>
	May 27th <b>– Chisinau</b>





# Ayn Rand Institute Cooperation

We are very proud that the Ayn Rand Institute Europe (ARI Europe) joined our forces and became an International Partner of the Free Market Road Show this year. Due to this cooperation, Dr. Yaron Brook –ARI's CEO– gave keynote speeches in seven of the Road Show cities: Amsterdam (The Netherlands), Paris (France), London (United Kingdom), Dublin (Ireland), Edinburgh (Scotland), and Kiev (Ukraine).

Moreover, a set of books published by the Ayn Rand Institute was displayed is ten FMRS stops: Madrid (Spain), Sofia (Bulgaria), Thessaloniki and Athens (Greece), London (United Kingdom), Dublin (Ireland), Edinburgh (Scotland), Vilnius (Lithuania), Kiev (Ukraine), and Tbilisi (Georgia). These book exhibitions were assisted and organized by our local partners and supported by the AEC staff (both in Vienna and abroad).



### AYN RAND INSTITUTE











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CENTER



# Liberty Fund Cooperation

### **Display and Books Exhibition**

Liberty Fund has been a partner of the Free Marekt Road Show for the past five years. One goal of our cooperation is to make sure that individuals and groups acorss Europe and the Caucasus, who have not been expriensied to Liberty Fund and it's books and conferences are made aquainted with the work and publications of Liberty Fund.

In order to achive this goadl Liberty Fund's books were displayed in each and every stop of the 2016 Free Market Road Show.

What is more, Liberty Fund catalogues were handed to many participants of the Free Market Road Show, people could sign up for the email list and order books with special discounts.

A briefing meeting was held for the second time November 2015 in Vienna, which all local organizers attended, thank to the generous support of Liberty Fund. This helped to elevate the FMRS to an even higher quality. The book exhibitions were assisted and organizerd by our local partners.







### **Co-sponsored Conferences**

Throughout the Free Market Road Show five Co-sponsor Liberty Fund Conferences were organized. These conferences took place in Becici, Herziiya, Edinburgh, Gdansk and Vietri Sul Mare (Salerno). There is a special report for these events.



# MoneyWeek Cooperation

MoneyWeek teamed up with the Free Market Road Show and edited –from March to May– a newsletter titled "The Road to Freedom."

MoneyWeek Research has been publishing financial newsletters for decades. The company has more than one hundred and fifty thousand subscribers, mostly in the United Kingdom. However, it is also part of a global network of similar companies including several across Europe. One thing almost all their publications have in common is a free market, libertarian and often Austrian School of Economics streak.

The editor of "The Road to Freedom" was Nikolai Hubble – who not only wrote deep and thoughtful articles for the NL but also spoke in several of the Free Market Road Show events. A wonderful additional partnership that many readers enjoyed.





















# FMRS NETWORK STANDS FOR A STRONG IP LEGISLATION

Expanding access to essential medicines in the world's poorest nations is a laudable goal -- and a challenge that presents a host of complex problems. But if policy planners follow the recommendations of the United Nation's new, "High-Level Panel on Access to Medicines," they could bring global drug innovation to a halt and end access to new drugs for all the world's residents. Moreover, little would be accomplished to deal with the real issues impacting the health of the poor.

The panel, established unilaterally by U.N. secretary general Ban Ki-moon, allowed major U.N. member states, including the United States, very little input. The panel's goal, stated in its own literature, is to weaken drug patents and associated trade rules, which "restrict" drug access and enforce monopoly pricing. Yet, patents -- and on-patent drug pricing -- are clearly not what are keeping essential medicines from reaching the poor. No panel that truly wanted to help the world's poor would zero in on intellectual property, as opposed to the numerous real, and more pressing problems that are depriving people of life-saving health care. The panel's web site explains that its objective is solely "to review and assess proposals and recommend solutions for remedying the policy incoherence between the justifiable rights of inventors, international human rights law, trade rules and public health in the context of health technologies." This statement alone is enough to raise serious red flags about the objectivity of the panel's work and wrongly presupposes that there is some kind of "policy incoherence" between incentivizing economic development and private research and development of lifesaving medicines.

This kind of vague and open-ended language gives the U.N. the moral justification to wreak economic and social havoc in the name of virtue. But unfortunately, government bodies like the U.N. do not create the drugs they would so loftily "redistribute." It is private sector companies that takeup the complex, risky, expensive and hugely regulated task of research and development. And yes, without profit, they would not do it.

Strong patent laws yield the new medications that save millions of lives and the rights for companies to market their products, which is the only thing that makes such an endeavor worthwhile. Then, competition drives down prices by creating multiple options. For someone to have "access to medication," the medication first needs to exist. The patent system encourages creation of new treatments.

The predictably narrow, 'look-good-feel-good' focus of the panel ensures its "findings" will sound great in progressive media, but in fact are carefully massaged to answer the wrong questions. The findings, if turned into law, will actually add to the problems of the world's sick and needy. By focusing exclusively on intellectual property rights, the UN is setting out to destroy a source of endless innovation and discovery. Policymakers, businesses, and patients, should expect more from governmental bodies like the UN. If the UN and other policymakers attack global innovation efforts and incentives, there will be fewer new devices, products, and medicines for people living in their respective countries. That will be the real "policy incoherence."







# The Free Market Diaries

For the 2016 edition of the Free Market Road Show, Federico N. Fernández, Senior Research Fellow of the Austrian Economics Center, continued with his FMRS blog – the "Free Market Diaries." The travel log recorded some of the most intense moments of the FMRS in an affable and modern way.

During the 2016 edition of the Road Show Mr. Fernández míxed travel personal recollections with op-ed like posts on topics such as monetary policy or taxation.

One of the most popular articles this year was "My 2016 Free Market Road Show in 23 pictures" in which Fernández picked one photo for each of the twenty three cities he visited this year with the FMRS.

The travel blog also featured a very touching post on Ukraine, the situation in Crimea, the aftermath of the Euromaidan revolution, and the possible deportation of one of the speakers! (please see below for the full post). The "Free Market Diaries" are avvialable at

ie "Free Market Diaries" are avvialable at

https://medium.com/@FreeMarketDiaries

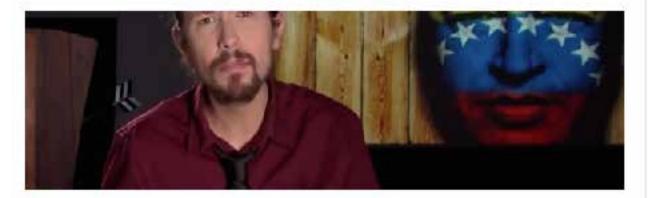


4 Events, 2,000 attendees (plus teasing Shenian commies)





# A week in the land of "Podemos"



### by Federico N. Fernández\*

Read more ....





### G L ⊕ B A L Philanthropic trust





**MONEYWEEK** 











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Fin materia de resultados em-preseriales, la compañía MP concluye la auditoría de su a cuentas anuales, realizada por Deloitta, y presenta da-tion positivos que refejan el cumpli-miento de los objetivos en 2015. La ci-fra de negocio comolidada del grupo haido de 1115, millones de euros y su ebitda de 10,2 millones. El pasado mes terminó de perfeccionarse al acuendo de refinanciación formalizado entre MP y las 12 entidades de su pol ban-cario, a través del cual se estructuro la deuda pendinente con estidades finan-cienas de 17,3 millones de euros y su estableció un calendario de amortiza-ciones a 5 sitos, con vencimiento en 2020. Por otro lado, Inerco, ingeniería de 52,8 millones de euros, un «No más que en 2014. Estas cirtas suponen un emitido bruto de explotación (eliti-du) de 5 millones de euros, un 4% más que en 2014. Estas cirtas suponen un un 14% con semento na 2014. Der en que en 2014. Estas curas suponen un remultado bruto de explotación (ebit-da) de 5 millones de euros, que creció un 14% con respecto a 2014. Por su parte, Fontanel cerró 2015 con un des-tacado crecimiento de un 13% tanto en facturación, que alexanza los 4,68 millones de euros, como en volumen, con 50,5 millones litros de egua euros-sados en el pasado ejercicio, lo que su-pone el limite de capacidad dela plan-ta de envasado actual, y está muy alejado aún del potencial del manam-tial. Por ello, Hijos de Rivera se plantes la necesidad de ampliación de la capa-cidad de las instalaciones productivas para poder satisfacer el crecimiento previsto en los próximos años. La in-versión prevista para la ampliación es de unos 16 millones de euros.

de unos 16 millones de euros. La Fisteración de Empresarios del Metal (Fedene) se muestra muy satisfacha ante el acuerdo alcanzado por Abengoa con el 75% de sus acree-dores, que apunta a su salvación del concurso de acreedores. Para esta pa-tornal, se trata de un hito importanti-simo y aplaude el enorme esfuerzo y compronito adoptado desde la propia compañía y por parte delos acreedores inancieros que le han mostrado su spoyo, al logara lacanzar un acuerdo que permitirá gamnitar definitivos mente la supervivencia del grupo. mente la supervivencia del grupo.

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### Encuentro Internocianal de Economía, Free Market Road Show, Sevila 2016

El passido zera, se celebró en la Barcado de Organi-zación industrial de Stevillo par segundo sún conseru-tivo el Neue Marice Dassi Shong rido de conferencies into las imputando par el Anstrina Rimonnies Cartales, ran el e opéracióles económicos y políticos imputantes mejor el compos como accientados subirtas. Passotar internacion nomidos y experiou en políticos monador es univers nominos per esperiou en políticos menositarios es univers milio tras sún, celebraindose en este munera en 40 de las-tes de Bongos y el Cóncano. Darande el anisse a han y actore tras temas la necosidad de disorioución de las im



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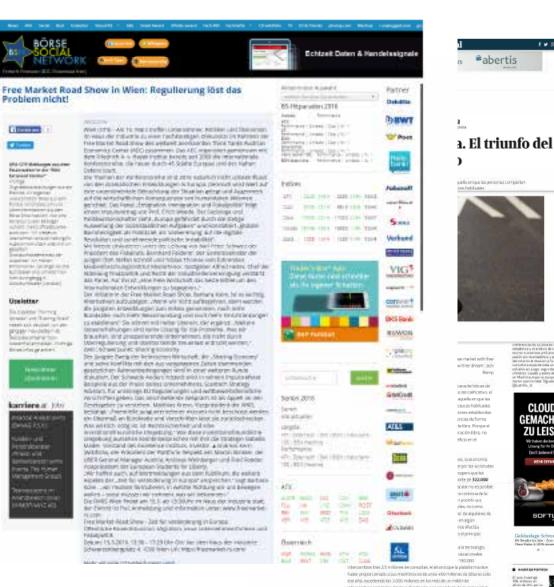
MyCity24 FMRS Wien March 9 2016

(the full start)





El Confidencial March 10 2016 FMRS



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**MONEYWEEK** 



#### Free Market Road Show<sup>®</sup> / 2016-Report



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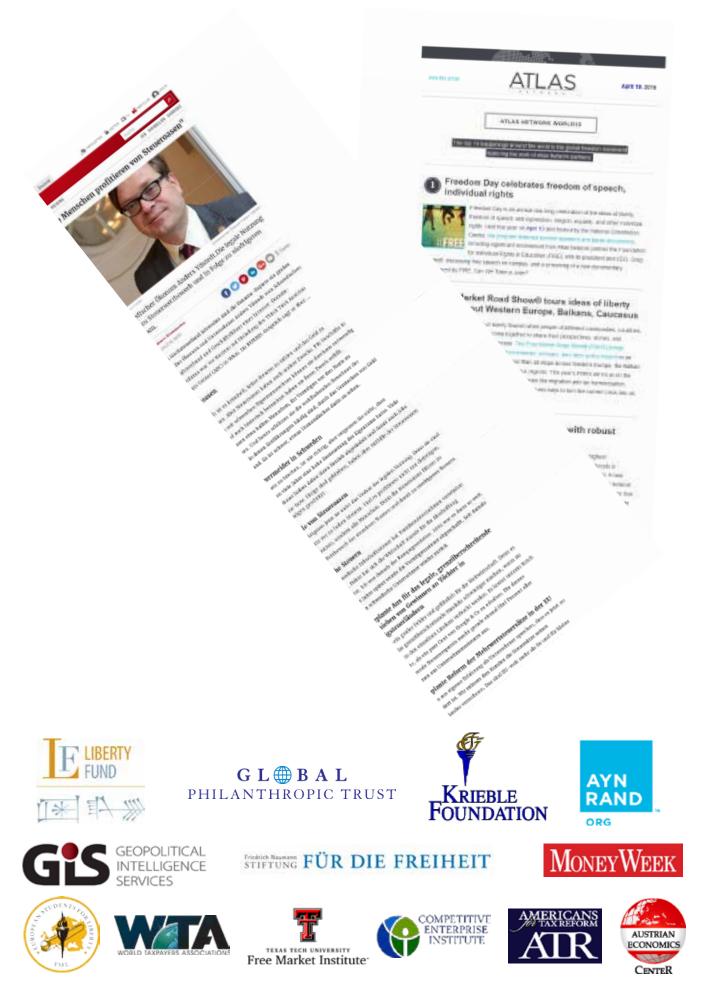




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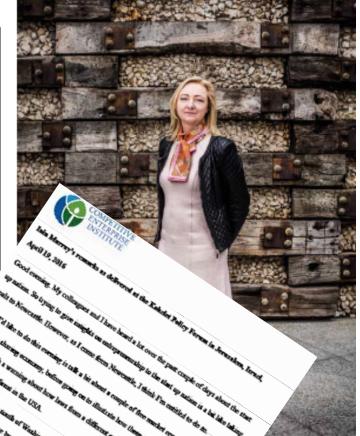
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### "TODOS LOS PAÍSES DEBERÍAN SER UN PARAÍSO FISCAL"

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LIBERTY FUND



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> En materia de resultados empresariales, la compañía MP concluye la auditoría de sus cuentas anuales, realizada por Deloitte, y presenta datos positivos que reflejan el cumpli-miento de los objetivos en 2015. La cifra de negocio consolidada del grupo ha sido de 112,5 millones de euros y su ebitda de 10,2 millones. El pasado mes terminó de perfeccionarse el acuerdo de refinanciación formalizado entre MP y las 12 entidades de su pool bancario, a través del cual se estructuró la deuda pendiente con entidades financieras de 77,3 millones de euros y se estableció un calendario de amortizaciones a 5 años, con vencimiento en 2020. Por otro lado, Inerco, ingeniería tecnológica de ámbito internacional, cerró 2015 con un volumen de negocio de 52,8 millones de euros, un 4% más que en 2014. Estas cifras suponen un resultado bruto de explotación (ebitda) de 5 millones de euros, que creció un 14% con respecto a 2014. Por su parte, Fontarel cerró 2015 con un des tacado crecimiento de un 13% t⁄ en facturación, que alcanza l millones de euros, como ep con 50,5 millones litros d sados en el pasado ejer pone el límite de car ta de envasad*r* alejado aún 🖍 tial. Por eP la necer cide

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#### Cepso continúo su opuesto inversoro en Andolucío

El passió mas, la compañía princiara Cepus ha sumada marcas invensiones en sus plantas antiduzas. He un indo, ha inougurado en Sun Roque (Ciáliz) su marco almacía pura lubricantes, un centru totalmente notamitizada y datada de la última texnalogía dispanihe en sus 4.580 m² de capacidad de almanzasje, que notificitos las capacidades logísticas de sus tabricantes y mejora la seguidad y la trazabilidad de las productas. He otro isdo, Cepus ha inougurado un nuevo inheratorio de comyo un um instalaciones en Pelos de la Frantara (Honbra), detado con las últimas ternologías y las mínimas medidas de megoridad; que ha supuesto una inversión de 4 millones de cuma, El ouevo centro realiza una media de 1.200 camyos discino y vela por la calidad de las productas nedim, finales y de proceso. Consta con un equipo de 12 preferionales con allo cualiforación especializada.





Melió de<sup>j</sup> sempreso coloboradora ros Lideres' 'mico etar general de Vinarri, y Al-Vi de Méliá veciáo, ve ea



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#### El Confidencial

#### Economía colaborativa. El triunfo del mercado

El buenismo imperante designa como economía colaborativa aquella en que las personas comparten tiempo, bienes y servicios fuera de los cauces habituales



Foto: Reuters.

Autor Juan Manuel López-Zafra Contacta al autor Tiempo de lectura7 min

10.03.2016 - 05:00 H.

"There's no limit to what free men and free women in a free market with free enterprise can accomplish when people are free to follow their dream". Jack Kemp

Es uno de los términos 'blancos' que pretenden suavizar las características de la economía, ablandarla, hacerla humana. Como si necesitase del calificativo, el buenismo imperante designa como economía colaborativa aquella en que las personas comparten tiempo, bienes y servicios fuera de los cauces habituales. Los individuos abandonamos la rigidez de un marco de relaciones establecidas e intercambiamos casa, coche, lugar de vacaciones o experiencias de forma directa. Economía pura y dura, más allá incluso, capitalismo de libro. Porque el capitalismo, el mercado, supone exactamente eso: la colaboración (libre, no hay otra posible) entre dos partes que buscan su mutuo beneficio en el intercambio.

En este entorno de suavización y blanqueamiento de términos, la economía denominada colaborativa vive un auge espectacular, en parte por las vicisitudes propias de la crisis. Señala la consultora Price Waterhouse Coopers que las empresas dedicadas a este negocio generarán valor por importe de 322.000 millones de euros en el año 2025. Un desarrollo tan espectacular no es posible sin un soporte tecnológico paralelo. La implantación y mejora continua de la banda ancha móvil y la evolución de los 'smartphones' hacen posible que negocios como Uber o Wallapop nazcan como nativos móviles, no como emigrantes. En el caso de Airbnb, la mayor plataforma 'online' de alquileres de alogimiento turístico, el 65% de sus usuarios emplea el móvil en algún momento de la reserva, mientras que el 60% de los propietarios efectúa gestiones diarias desde el mismo. No es solo otro soporte, es el principal.

No se trata de meras alternativas curiosas para aficionados a la tecnología. HomeExchange es una plataforma de intercambio de casas vacacionales. Cuenta con 66.000 alojamientos que en 2015 dieron lugar a 150.000 intercambios tras 2,5 millones de consultas; el ahorro que la plataforma dice haber proporcionado a sus miembros es de unos 450 millones de dólares solo ese año, excediendo los 3.000 millones en los más de un millón de intercambios realizados desde su fundación. Los miembros de la comunidad pagan una cuota

11.03.2016 09:18

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### Free Market Road Show is an event organized by:

#### Austrian Economics Center

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