

ANDORRA, SPORTS TRAINING COUNTRY



IX FORUM ON ELITE SPORT
FORO INTERNACIONAL
DE ALTORENDIMIENTO
CONNECTING LEADERS TO SPORT

24-30 AGOSTO'15
PUERTO RICO

ANDORRA, SPORTS TRAINING COUNTRY



Skiing is the National Sport since 1965

The best cyclers in the world are living in Andorra to train on altitude





ANDORRA,
CLÚSTER DE L'ESPORT

Where we want to do it

In Andorra, a country located between France and Spain

Relevant details*:

- Population: **70.570** (2014)
- Per capita average income: **€ 32.819** (2014)
- Wage earners: **33.662** (05/2015)
- Public deficit: **€1.030 M** (2012)
- GDP: **€ 2.525 M** (2014)

Distances **:



La Seu d'Urgell (30' by car from airport)



Barcelona: 190 Km (2h by car from airport)



Toulouse: 160 km (2h by car from airport)

- **Perpignan 135 km** (2:20h by car)



Madrid 600 km & Paris 860 km



https://www.youtube.com/watch?v=Y7Zu_5Tlkew

(*) Source: Government of Andorra
(**) Google maps

What we want to do _____



ANDORRA,
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High performance sport centre at height (CES 2508)

Prepared to train all sports, specially resistance sports which ones need to train (some seasons or stages) on altitude.

- **Training Services:** medicine services, physiotherapy, injury biomechanics, effort science, aerodynamics, recovery and performance analysis, R+D and rooms for physical training basics.
- **Accommodation Services:** Four-star quality residence for athletes that look to concile their sport needs with their family life and leisure time.

- **Training sites:** Several existing sport facilities (261) in Andorra, roads and nature site



<http://andorrasportstraining.com/en/>

Who train on altitude



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Why we want to do it



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1. Facilitate the emergence of elite athletes.

- **Andorra has never had an Olympic medalist**

How many Olympic champions have never trained at a HPC?

- **Avoid changing residence in order to optimize the level of training**

Most youngsters in the country have to move to other European HPCs.

2. Make the current sport sites sustainable and competitive.

- **Generating income for the current sport facilities.**
- **Reducing the need for government subsidies.**
- **Avoid the disappearance of sport facilities.**

3. Resistance sports need a “luxury” ALTITUDE HPSC

- **Far from from “school’s accommodations and tech advanced**

4. Positioning Andorra as country of excellence for training at heights.

5. Attracting teams, athletes and firms to our country.

6. Changing the tourism model & Deseasonalizing demand.

7. Environmental quality, quality of life, safety and tranquility.



Where we want to do it



In Andorra

In GrandValira, the largest ski resort in Southern Europe

In the old Sud Radio building, at 2.508 meters above sea level

CES 2508



Where we want to do it



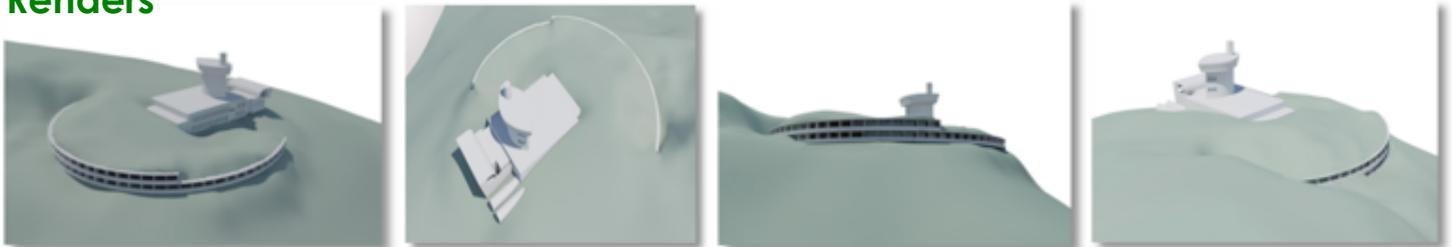
Outside



Inside



Renders





ANDORRA,
CLÚSTER DE L'ESPORT

Who we are

- Government of Andorra, carries out an administrative concession and declares the project as a national interest project.
- Mr Mora and his Foundation BOMOSA, are the main drivers of the project.
- As an advisor, Movistar cycling team, which is the oldest team in the sport



Who we want to partner up with



We want to be a member of the ASPC



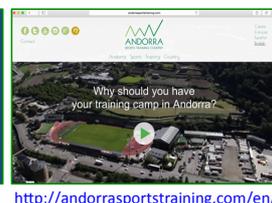
Who we need support from



ANDORRA,
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1. Andorran institution:

- Government of Andorra
- Tourism of Andorra
- Olympic committee
- Federations
- Clubs



2. Expert advisor Committee:

- Elite Athletes
- Elite trainers
- Top sports' businessmen
- Top sport technical advisors



3. Investors:

- Private investors (smart capital) 10% 50%
- Public investment 10% population 0% Govi
- Banking investment 30%



4. Strategic partners:

- ASPC
- CAR St. Cugat
- Grandvalira



How we want to do it _____



ANDORRA,
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Building a financially sustainable altitude center

1. **Sufficient market size: International, professional and amateur**
2. **Providing services to satisfy the current and future demands**
 - For the Movistar team and cycling teams.
 - For the professional and amateur market of resistance sports.
3. **Differentiation from the other HPCs located high above sea levels**
 - **Luxury 4*resort services** (accommodation, catering, leisure, wellness, family services, ...)
 - **Sport and tech services** (try to be different on what we can be different, we can't compet on facilities, trainers and tech, we should focus on what we can do and being the best)
 - **Become the altitude partner of CAR St.Cugat** 
 - **Private management and private equity (with smart capital)**
4. **Must satisfy the investment criteria of private equity** (for example:)
 - **Sufficient EBITDA to amortize investment in 8 years.**
 - **Reasonable initial investment (<10M€); IRR=20% ; ROI=10%**

How we want to do it _____



Building a 100% environmentally friendly building

1. Andorra is a very small country 468 km² – 95 % forest
2. Its income comes mainly from the tourism and trade generated by ski resorts
3. The values of BOMOSA foundation WWW.BOMOSA.AD &  <https://www.facebook.com/adopcio.bomosa>
4. We will build it in the country side
 - Sustainable and environmentally-friendly, Cradle to Cradle
 - Environmentally-friendly Skyline
 - Energy efficient (biomass) and low in carbon emissions
 - Sustainability certificate(ISO i LEED)
 - Organic food





CES2508

Centre Esportiu Sostenible
ANDORRA

Presentation

BOMOSA
venture philanthropy



Esports



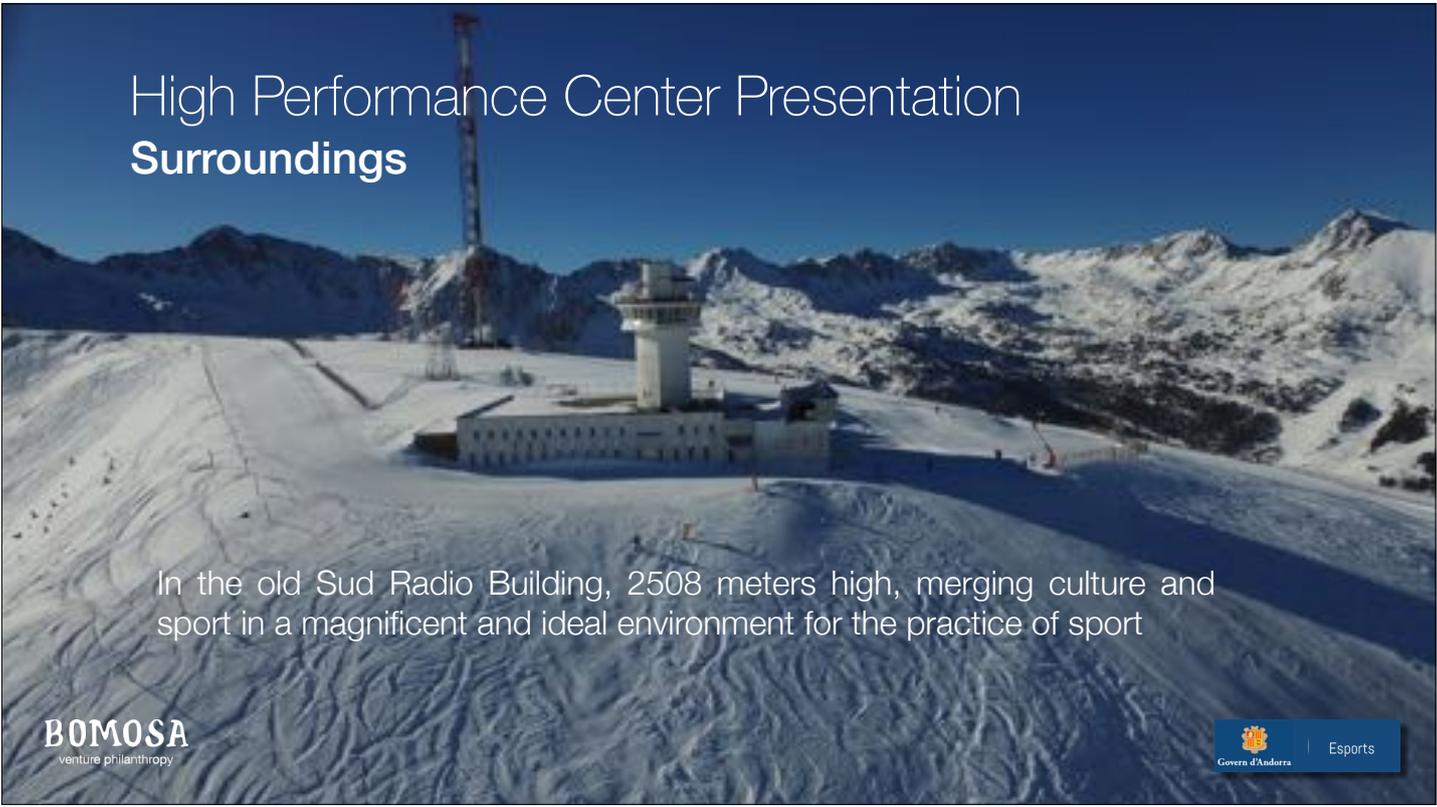
Esports



High Performance Center Presentation Construction and sustainability

BOMOSA
venture philanthropy

 Govern d'Andorra | Esports



High Performance Center Presentation Surroundings

In the old Sud Radio Building, 2508 meters high, merging culture and sport in a magnificent and ideal environment for the practice of sport

BOMOSA
venture philanthropy

 Govern d'Andorra | Esports

High Performance Center Presentation

Limits of the concession

BOMOSA
ventura philanthropy

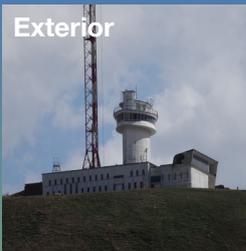
 Govern d'Andorra | Esports

High Performance Center Presentation

Current situation and environment

 **CES2508**
Centre Esportiu Sostenible
ANDORRA

Exterior

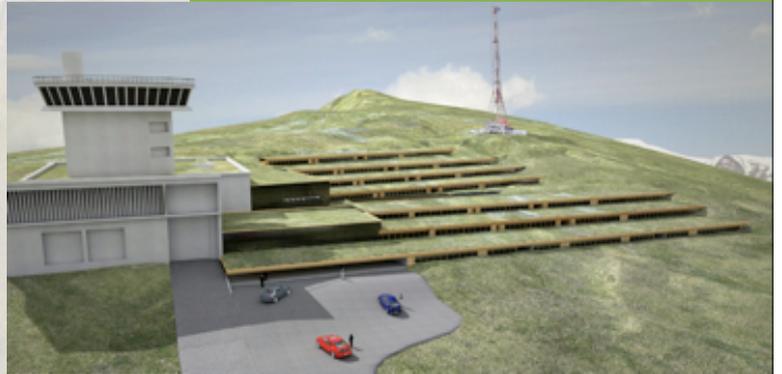
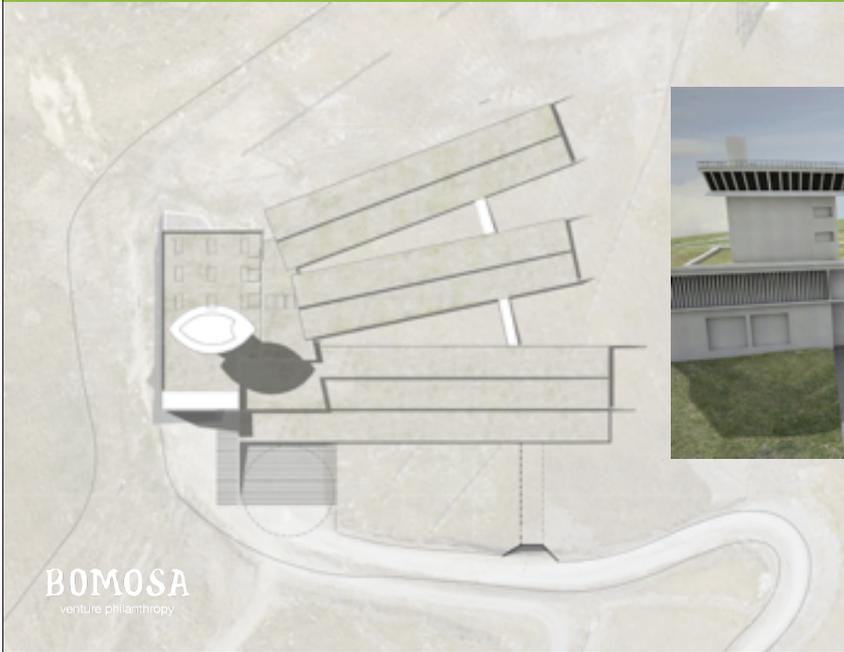


A l'interior



High Performance Center Presentation

Future projection



High Performance Center Presentation

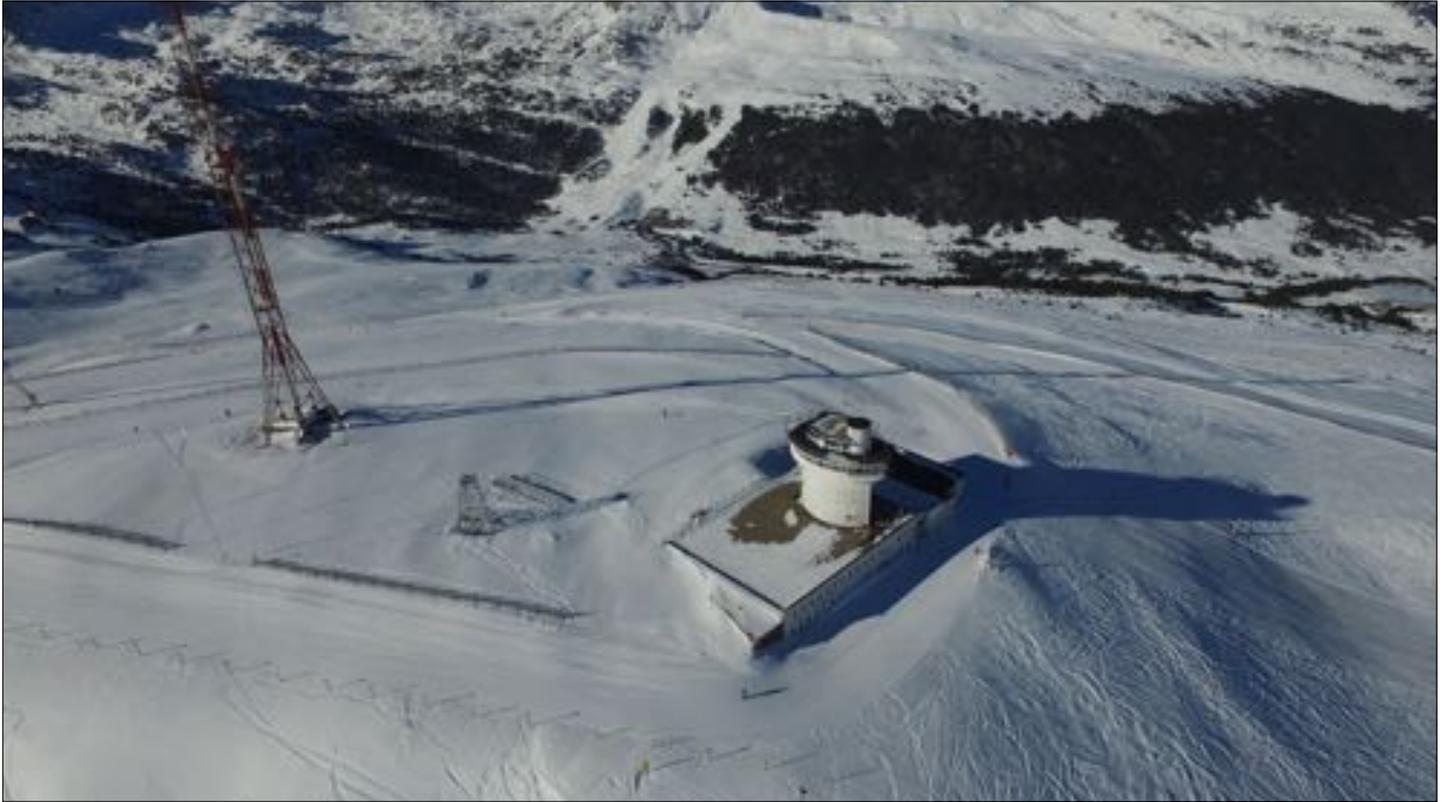
Proposal of implantation



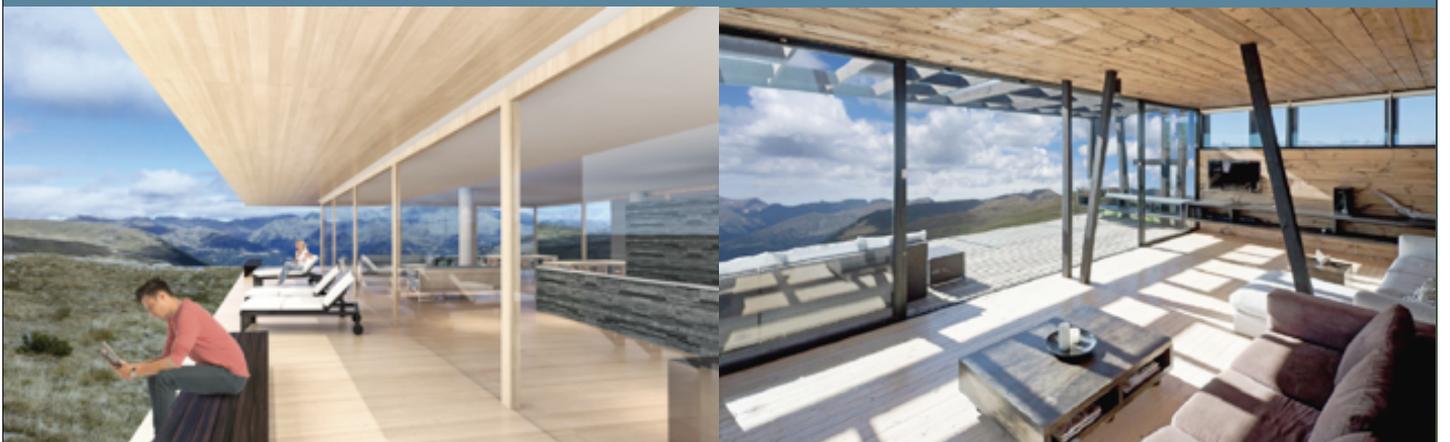
Proposta d'implantació

BOMOSA
venture philanthropy





High Performance Center Presentation Leisure areas



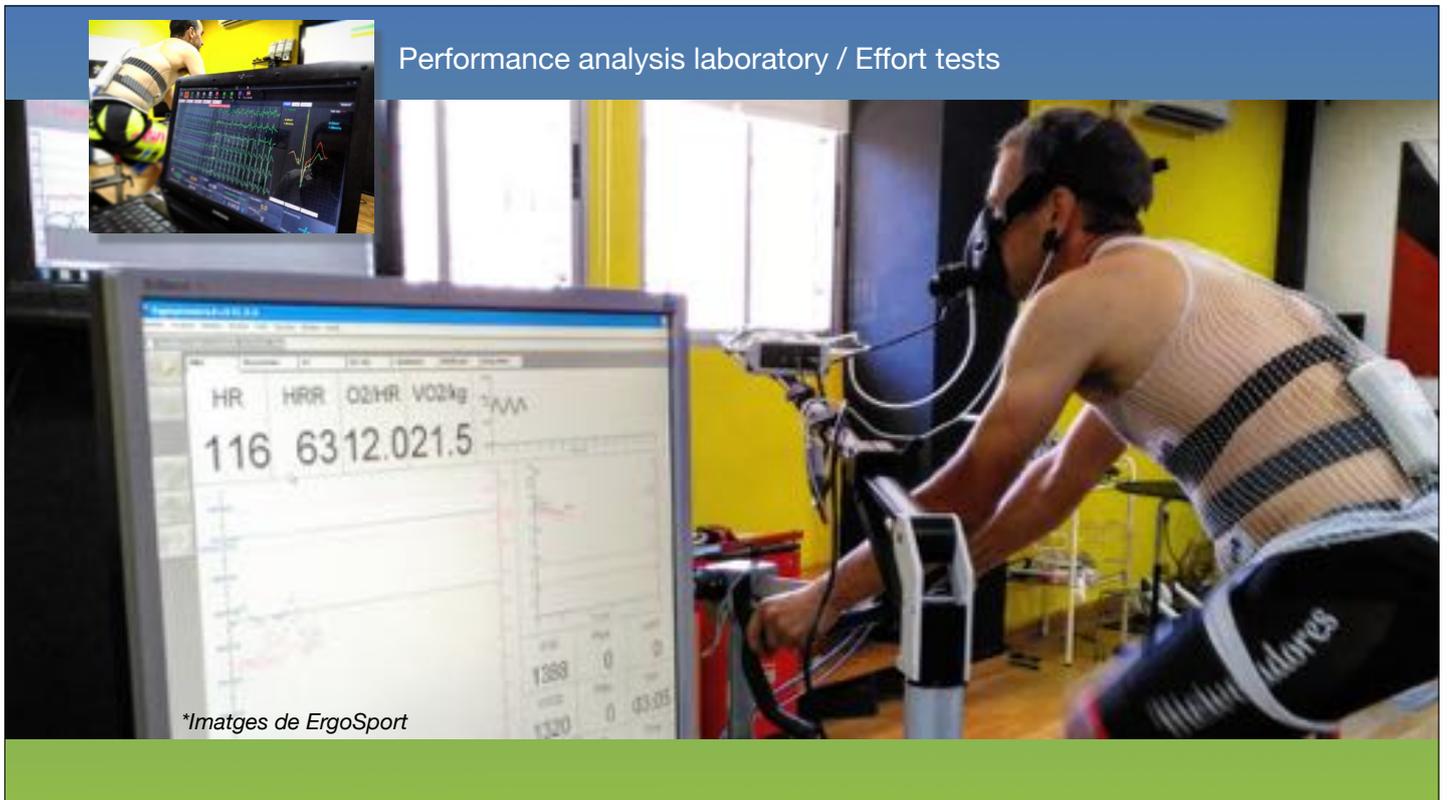
High Performance Center Presentation Gym



BOMOSA
venture philanthropy

Govern d'Andorra | Esports

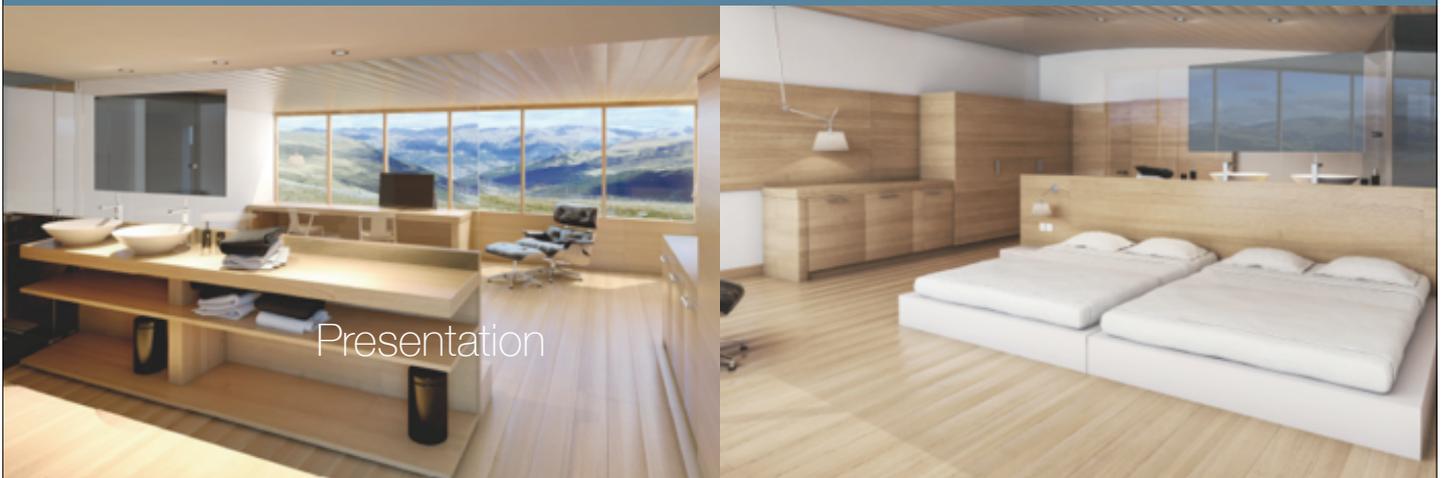
Performance analysis laboratory / Effort tests



**Imatges de ErgoSport*



High Performance Center Presentation **Standard room**





What we need



ANDORRA,
CLÚSTER DE L'ESPORT

The ASPC support, solidaridad olímpica support and COI support, to help us to do the Andorran high performance sports centre on altitude, a reality

- We want to be a member of the ASPC
- We need your advice helping us defining services we should offer on altitude HPSC:
 - Define witch sports take an advantage of training in altitude
 - Define when is needed an altitude stage
 - Define what services athletes need and what services our HSPC should offer
 - Explain us the international schedule competitions 2017-2020
- We want Andorra's Government and some private investors being part of the equity
- We want to be the altitude partner of CAR St Cugat



INTERNATIONAL
OLYMPIC
COMMITTEE



SOLIDARIDAD
OLÍMPICA

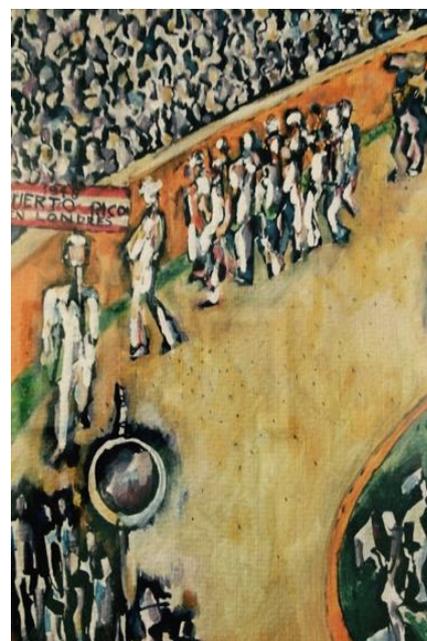


THANK YOU

We need your support to make it real



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