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Encouraging a debate

Strategy Spain was born of the idea that, as Spain finally began to emerge from the longest and deepest economic crisis since democracy was restored to the country, growth could not be consolidated by turning back the clock. A step backwards was neither possible nor desirable. Rather, what the country needed was to forge a new future for itself, embarking on a prospecting exercise designed not to guess at what the future might hold but to cultivate the best of the possible scenarios.

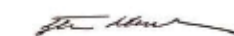
Although solutions and responses do emerge from such an exercise, the aim was not to resolve the great challenges faced by Spain, a country that has a wealth of inner strength and is situated in a globalized world from which it cannot become isolated. But we did want to instigate a debate, above all among businesspeople and experts, as to the direction Spain should take in order to move forward. Since we were in an election year, it was very difficult to involve politicians in this essential exercise. And the voice of businesspeople must be heard—and not solely through their organizations.

Having analyzed the possibilities at length, we decided to focus on twelve strategies: innovation and entrepreneurship, industrial policy, the defense industry, internationalization, information and communication technology (ICT), tourism, energy, construction and infrastructures, the financial sector, tax, education, and policy and institutions. Naturally, there are other strategies that might be addressed, but we had to narrow them down.

Each chapter contains a general overview of the topic at hand, written by a specialist, accompanied by proposals from two experts by way of a point and counterpoint. The arguments presented are not necessarily conflicting, but they are complementary. These chapters are followed by interviews with businesspeople from various sectors who hold a variety of opinions on the topic in question.

The response to this project has been overwhelmingly positive, and I would like to thank all of the experts who collaborated with us, as well as the businesspeople who took part in the interviews (almost a hundred were conducted over the course of several months) for supporting the project. In particular, I would like to thank everybody who has contributed to ensuring that this project could move ahead.

This excellent response will allow us to repeat this exercise in Spain in the future, given that the forecast will need regular updates. We also hope to apply the method followed to other countries of particular interest to our businesspeople, such as the countries of Latin America.



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