

MADRID  
FEBRUARY 17  
2016Círculo de Bellas Artes  
[www.strategy-spain.com](http://www.strategy-spain.com)

**8:30–8:50** Arrival of participants

**8:50–9:00** **Presentation:** Stella Klauhs, Director General, Peninsula Press

**9:00–9:30** **Keynote speech:** Josep Piqué, CEO of OHL and Vice President of Círculo de Empresarios

**9:30–10:30** **PANEL 1: YES, INTERNATIONALIZE MORE!**

*Boosting internationalization of the Spanish economy is not just desirable; it's absolutely essential. Do we need to increase the size of companies in order to achieve this aim? And what about support from public administration? What kind of tourism policy should be promoted?*

**PANELISTS**

- José Luis Bonet, President of Freixenet and President of the Spanish Chamber of Commerce
- Rafael Fontana, President, Cuatrecasas, Gonçalves Pereira
- Carlos Espinosa de los Monteros, High Commissioner for Brand Spain
- Juan Pedro Moreno, President, Accenture Spain, Portugal & Israel

**Moderator:** José Antonio Llorente, President y Founding Partner, LLORENTE & CUENCA

**10:30–10:45** **Presentation** COTEC Foundation

Jorge Barrero, Director General COTEC Foundation

Innovation: Challenges and opportunities for Spain

**10:45–11:10** **Coffee break**

**11:10–12:20** **PANEL 2: LET'S GET INNOVATING! SPONSORED BY GOOGLE**

*An innovation strategy is what connects almost everything. Spain has the strength it needs to face this challenge; we just need to unleash that strength. What should be done to promote innovation and entrepreneurship in Spain? What role do banks and investors play in innovation?*

**PANELISTS**

- Nilo García, President, Crambo
- Carles Lloret, General Manager, Southern Europe, Uber
- Inmaculada Riera, Director General, Spanish Chamber of Commerce
- Enrique Tellado, CEO, EVO Bank
- José Manuel Petisco, Director General, CISCO

**Moderator:** María Benjumea, President, Spain Startup

**12:20–12:40** **Special presentation – Foundation INCYDE**

Natalia Vázquez Poza, Directora de Proyectos FEDER de la Fundación INCYDE

*High technology incubators*

**12:40–13:50** **PANEL3: SPAIN AND THE DIGITAL ECONOMY**

*Spain has become a very connected country. The digital economy is burgeoning, and brings with it new opportunities and challenges for both new and traditional industries and services.*

**PANELISTS**

- Carlos López Blanco, Director General of Public Affairs and Regulation, Telefónica
- Almudena Román, Director General, ING Direct
- Amuda Goueli, CEO, Destinia
- Pilar López, President, Microsoft Spain
- Elena Pisonero, President, Hispasat

**Moderator:** Núria Vilanova, President, CEAL

**13:50–14:10** **Special presentation:** Joaquín Almunia, Ex Vice President of the European Commission

*Spain in Europe, 30 years later*

**14:10–16:00** **Lunch – sponsored by SEGURA VIUDAS**

**16:00–17:00** **PANEL 4: A NEW INDUSTRIALIZATION – SPONSORED BY MONDRAGON CORPORATION**

*All the large traditional economies are being reindustrialized. Spain needs to do the same as part of its new economic model. But it is necessary to create the right environment. How can energy costs be reduced?*

**PANELISTS**

- Emma Fernández, Ex Director General, Indra
- Javier Sotil, President, MONDRAGON Corporation
- Pedro Montoya, Secretary General, Airbus Spain
- Asier Atutxa, President, Port of Bilbao

**Moderator:** Andrés Ortega Klein, Editor in Chief, Strategy Spain

**17:00–17:15** **Special presentation – AXIS CORPORATE**

Casimiro Gracia, President, AXIS CORPORATE

*Key factors for growth in Spanish business*

**17:15–17:30** **Coffee break**

**17:30–18:45** **PANELS: THE EDUCATION THIS COUNTRY AND ITS BUSINESSES NEED**

*Does this country need a state pact on education? Is it possible to overcome Spain's education deficits in a single parliamentary term? How can we improve employability and training at all levels, including within enterprises, and not just among young people but working and unemployed adults? Could progress be made toward developing a dual vocational training system similar to the German model? What kind of university training does this country need?*

**PANELISTS**

- Carlos Andradás, Rector, University Complutense Madrid
- Guillermo de la Dehesa, Honorary President, Centre for Economic Policy Research (CEPR)
- Javier Rodríguez Zapatero, Director General, GoogleSpain & Portugal
- Cristina Garmendia, President, COTEC Foundation

**Moderator:** Iñigo Sagardoy, President, Sagardoy Abogados

**18:45–19:15** **Closing remarks**

Felipe González, ex Prime-Minister