



**REAL COLEGIO COMPLUTENSE
ESTABLISHED IN COOPERATION WITH HARVARD UNIVERSITY
EXECUTIVE PROGRAM**

**SUNDAY
MAY 14**

8:00 pm

**RECEPTION
THE INN AT HARVARD / LOBBY AREA
* Dress- Business Casual**

**MONDAY
MAY 15**

8:30 am

**REGISTRATION
THE HARVARD FACULTY CLUB / LIBRARY ROOM**

9:00 am

INTRODUCTORY REMARKS
Marisa del Pozo. Executive Program Director.

9:15 am –11:00 am
Building and Sustaining Competitive Advantage.

- Gary Litman. Vice President for Europe.
US Chamber of Commerce. Washington DC

11:00 am – 11:30 am
MORNING COFFEE

11:30 am - 1:00 pm

CALIFORNIA & SPAIN: Building New Ventures.

- Panel of Experts- CALIFORNIA-

Michael W. Liikala- President- Solutions International
Gabriela Zelaya- International Trade Specialist- USCS- Silicon Valley

1:00 pm - 2:30 pm

LUNCHEON, HARVARD FACULTY CLUB

2:30 pm – 4:00 pm

REAL COLEGIO COMPLUTENSE

**Competing in the US easier than in Spain: Landing Successfully in both Markets
CASE STUDY**

- Dr. Pedro Nueno, Professor at IESE Graduate School of Management in Spain. Member of the Visiting Committee - Harvard Business School.

4:15 pm – 5:15 pm

Building Your International Team: Individual and Team Assessment Workshop. (Participants will be expected to complete an on-line document. Material will be provided upon registration and through a code number at the Web of the Program)

- Patricia Hayden, President, Intercultural Consulting, Dallas, Texas.

5:30 pm

Departing from Real Colegio Complutense to Harvard Business School.

6:00 pm

Harvard Business School Tour. Guided by Jim Aisner, Director of Media Relations. HBS

7:00 pm

DINNER

**HARVARD BUSINESS SCHOOL
(Spangler Center- Williams Room)**

Keynote Speaker: Pankaj Ghemawat. Head, Strategy Unit. Harvard Business School.

TUESDAY

MAY 16

8:30 am

THE HARVARD FACULTY CLUB/ LIBRARY ROOM

9:00am- 10:30 am

How to Design and Protect your Business in the U.S. Market place

- Joaquín de la Herrán, Managing Director of CESCE: “Credit Insurance Company” Inc.

10:30 am- 11:00 am

MORNING COFFEE

11:00 am – 12:30 pm

Global Market: Developing a Strategy to Manage Across Borders

- Dr. John A. Quelch, Professor, Senior Associate Dean for International Development, Harvard Business School

12:30 pm- 2:15 pm

LUNCHEON, THE HARVARD FACULTY CLUB

2:30 pm – 4:00 pm

US-Spain: Business Opportunities on Both Sides of the Atlantic

- Ricardo Martínez Rico, Head of the Economic and Commercial Office of Spain, Washington DC

4:00 pm – 4:30pm

AFTERNOON COFFEE

4:30 pm – 6:30 pm

Round Table Discussion-

- **Key Issues that Impact Two Way Trade & Investment.**

Speakers: Juan Furné. President-Freixenet America Inc.

Theresa Beech. Managing Director and VP of Business Development, GMV Space Systems Inc.

Isabel Martínez, Vice-President Cosentino Tiles North America

6:30 pm

Departing from The Harvard Faculty Club- (20 Quincy Street- Cambridge, MA 02138)

7:30 pm

BOSTON HARBOR HOTEL

FINAL DINNER SPONSORED BY:

ICEX- Spanish Institute for Foreign Trade

Keynote Speaker: Mr. Mario Buisán- General Director- ICEX

WEDNESDAY

MAY 17

8:30 am

THE HARVARD FACULTY CLUB

9:00 am – 10:30 am

Transatlantic Regulations in Trade and Investment: Looking for a “one-stop shopping option”.

- Joseph M. Kerwin.-Partner. Belcher, Kerwin & Starr LLP. Attorneys at Law.

11:00 am- 12:30 pm

TEXAS.

Bridging International Business Opportunities between Spain and Texas.

- Robert DeHoyos. Director of International Business Development. State of Texas

1:30 pm

LUNCH BUFFET, THE INN AT HARVARD