



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

FINAL VERSION

**SUNDAY
MAY 13**

8:00 pm

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

**MONDAY
MAY 14**

8:30 am

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

9:00 am

INTRODUCTORY REMARKS
Marisa del Pozo. Executive Program Director.

9:15 am – 10:15 am

Maximizing Your Business through Resources and Relationships

- Eric Stewart. Senior Advisor to the U.S. Chamber of Commerce and Partner “Strategic Public Partners”. Washington DC

**10:30 am – 11:00 am
MORNING COFFEE**

11:00 am - 1:00 pm

PANEL FOR DISCUSSION:

Main Topics:

Challenges of Trade and Investment in the Global Market:

*European Market-US Market: Ricardo Martínez Rico- Former Secretary of State for Financial Affairs (Spain). Managing Director of Montoro & Associates.

*Asian Market: Jan Borgonjon-President of InterChina Consulting.

1:00 pm - 2:30 pm

LUNCHEON, HARVARD FACULTY CLUB

3:00 pm – 4:30 pm

REAL COLEGIO COMPLUTENSE

Competing in the US: Is the experience accumulated in Europe useful?

CASE STUDY

- Dr. Pedro Nueno, Professor at IESE Graduate School of Management in Spain. Member of the Visiting Committee - Harvard Business School. Executive President of CEIBS-China Europe International Business School (Shanghai)

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)

Negotiation, Decision Making and Mediation Strategies in each Market.

Keynote Speaker: Richard H. Vietor. Senior Associate Dean. Harvard Business School.

Unit: Business, Government and International Economy.

TUESDAY

MAY 15

8:30 am

THE HARVARD FACULTY CLUB/ LIBRARY ROOM

8:45am- 10:15 am

U.S. – Spain Ready: Legal Issues. “Advanced Medical”. CASE STUDY

- Joseph Kerwin, Lawson & Weitzen LLP- Attorneys at Law

10:15 am- 10:45 am

MORNING COFFEE

10:45 am – 12:00 pm**Soft Landing in the U.S. / CASE STUDY. "Rivaroja, S.A."**

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

12:00 am – 1:30 pm**Managing Global Brands: Developing a Strategy to Manage Across Borders**

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

1:30 pm- 2:45 pm**LUNCHEON, THE HARVARD FACULTY CLUB****Sponsored by "Cuatrecasas Law Firm"**

Keynote Speaker: Albert Garrofé- Managing Partner of the Cuatrecasas New York Office. **"Managing Cross Cultural Legal Issues"**

3:15 pm – 5:15 pm

Round Table Discussion- Moderator: Alberto Nadal, Head of the Economic and Commercial Office of Spain, Washington DC

- **Key Issues that Impact Two Way Trade & Investment.**
- **Speakers: Executive Representatives from US and Spanish Business Groups:**

Mr. Juan Furné- President Freixenet América Inc.

Mrs. Ana Plaza- CFO & Head of Investor Relations of Telvent Inc.

6:30 pm

Departing from The Inn at Harvard (1201 Massachusetts Avenue- Cambridge, MA 02138)

Tour: Boston City

7:30 pm

Boston's Waterfront Dinner

BOSTON HARBOR HOTEL

Sponsored by FREIXENET America Inc.

WEDNESDAY**MAY 16****8:30 am- 9:00 am-**

Hotel Check Out. Guests should do the check out before 9:00 am

THE HARVARD FACULTY CLUB**9:15 am – 11:00 am**

PANEL FOR DISCUSSION: Mr. Luis J. Perez. Partner Hogan & Hartson, L.L.P. President US-Spain Council

Main Topics:

*Differing Regulatory Environments and Legal Forms of Business in the U.S. and Spain