



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

**FINAL VERSION- May 4-7, 2008**

**SUNDAY  
MAY 4**

**8:00 pm**

**RECEPTION**

**THE INN AT HARVARD / LOBBY AREA (1201 Massachusetts Ave. Cambridge, MA 02138)**

**\* Dress- Business Casual**

**MONDAY  
MAY 5**

**8:30 am**

**THE HARVARD FACULTY CLUB / LIBRARY ROOM (20 Quincy Street, Cambridge, MA 02138)**

**8:45 am**

**INTRODUCTORY REMARKS**

Marisa del Pozo. Executive Program Director.

**9:00 am – 10:15 am**

**Maximizing Your Business through Resources and Relationships**

- Eric Stewart. Senior Advisor U.S. Chamber of Commerce and Principal of Williams & Jensen. Former US Commerce Deputy Assistant Secretary for Europe and Eurasia.

**10:15 am – 10:30 am**

**MORNING COFFEE**

**10:30 am - 12:00 pm**

**How countries compete: Strategy, Structure and Government in the Global Economy.**

- Richard H. Vietor. Senior Associate Dean. Harvard Business School. Unit: Business, Government and International Economy.

**12:00 pm - 1:00 pm**

**PANEL FOR DISCUSSION.**

**Main Topics: Building and Sustaining Competitive Advantage.  
Challenges of Trade and Investment in the Global Market.**

- Manuel Sánchez- Chairman and Chief Executive Officer of TELVENT ( Abengoa Group)

**1:15 pm - 2:00 pm**

**LUNCHEON, THE HARVARD FACULTY CLUB**

**2:30 pm**

**Departing from The Harvard Faculty Club to Harvard Business School.**

**3:00 pm – 4:30 pm**

**HARVARD BUSINESS SCHOOL. BAKER LIBRARY- Seminar Room 103  
(Harvard Business School. Soldiers Field. Boston, MA 02163)**

**Succeeding in today's competitive Real Estate market?**

**CASE STUDY**

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

**5:00 pm**

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

Historical Collections of the Baker Library. HBS tour on campus and HBS facilities.  
The Harvard Coop Bookstore for Business Publications.

**6:30 pm**

**Departing from HBS to the Harvard Club of Boston. (374 Commonwealth Ave. Boston, MA 02215)**

**7:00 pm**

**DINNER  
HARVARD CLUB OF BOSTON**

**How Global Brands Compete. Developing a Strategy to Manage Across Borders**

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

**TUESDAY**

**MAY 6**

**8:30 am**

**THE HARVARD FACULTY CLUB/ LIBRARY ROOM (20 Quincy Street, Cambridge,MA 02138)**

**9:00am- 10:15 am**

**Risk Management in the U.S. Market**

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

**10:15 am- 10:45 am**  
**MORNING COFFEE**

**10:45 am – 12:15 pm**

**Advance Medical: starting a new business in the US**

**Speakers:**

- Carlos Nueno: General Manager, Advance Medical
- Mike Hough: Executive Vice President, Advance Medical US

**12:30 pm- 2:15 pm**

**LUNCHEON, HARVARD FACULTY CLUB**

**North America 2025- A vision for Competitiveness**

- Norman Anderson, President & CEO of CG/LA Infrastructure LLC and the Global Infrastructure Leadership Forum.

**3:00 pm – 4:30 pm**

**Round Table Discussion- - Moderator:** Juan F. Martínez, Commercial Counsellor. Economic and Commercial Office of Spain, Washington DC

- **FREIXENET Mr. Juan Furné- President Freixenet América Inc.**
- **IBERDROLA Renewables Energy Inc.– Mr. Martín Múgica, Senior Vice President**

**5:30 pm**

**Departing from The Harvard Faculty Club- (20 Quincy Street- Cambridge, MA 02138).  
 City of Boston. Tour**

**6:30 pm**

**NETWORKING EVENT**

**NEW ENGLAND DINNER** at the **SEAPORT HOTEL** (1 Seaport Lane. Boston, MA 02210)

**The Networking Dinner offers rigorous curriculum tailored to Executives and unparalleled peer networking opportunities. This Networking Dinner is part of the Executive Program effort to promote effective and sustainable business and education partnerships.**

**7:00 pm**

Welcome Remarks & Introduction of “Executives” by Leslie Schweitzer,  
 Senior Advisory, International Business Development, MWW Group

Introductory Remarks Executive Program Board Member (TBD)

**7:15 pm**

**US-Spain Economic Overview and Business Opportunities.**

- Ricardo Martínez Rico, *Founding Partner & CEO of Montoro y Asociados*  
 Asesores

**Priority Sectors and Legal Environment**

- Alberto Echarri, *Partner and Head of M&A and Investment Projects*  
*Gómez-Acebo & Pombo Abogados*

*Dinner is served*

**8:00 pm**      **Current State of American Business: Economics, Market Trends, and Politics**

(Speaker name-TBD) Fidelity Investments representative to discuss current status of American economy in terms of the investment climate for foreign companies, domestic and foreign markets, etc.

\* Jerry Howard, Executive Vice President and CEO, National Association of Home Builders(NAHB) to discuss subprime lending, U.S. housing market crisis (in relation to the current situation in Spain) and its effects on the U.S. construction and building industry (*confirmed*)

**WEDNESDAY  
MAY 7**

**8:30 am**

**THE HARVARD FACULTY CLUB (20 Quincy Street, Cambridge,MA 02138)**

**8:30 am- 9:00 am-**

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

**8:30 am**      **Networking Breakfast *continental/buffett***

**9:30am**

**Welcome Remarks**

Executive Program Board Member (RCC at Harvard) (TBD)

Leslie Schweitzer, Director, International Business Development, MWW Group

**Panel Discussion: Doing Business in the U.S. – Key Sector Overviews**

*Moderated by Leslie Schweitzer, Director, International Business Development, MWW Group*

**Agribusiness (food & beverage retail industry, agriculture technology, etc.)**

{NAME}

**Medical & Device Technology (Bio Tech, Pharmaceuticals, Health Care Services)**

{NAME}, Boston Scientific Corporation (TBD)

**Real Estate Investment and Development**

Doug Kotelly, Senior Vice President and Managing Director, Overland Realty Capital (TBD)

*Overland Capital Group, Inc., a U.S.-based international investment company headquartered in Boston, Massachusetts provides investment products and financial services to domestic and international investors that wish to invest in U.S. real estate and equipment leasing*

Legal & International Regulatory Affairs

{NAME}

**11:00am**      **Interactive Discussion with audience**

**11:30am**      **Program Concludes**

**Bilateral Meetings:**

**The Executive Program also envisages the possibility of organizing individual bilateral agendas with prospective counterparts and executives in the program.**

**Success in today's turbulent business environment demands smart innovators who possess the unique set of skills required to identify a business opportunity and transform it into a successful company or to launch a new line of business for an existing small to mid-size company.**