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**GOLD BENEFACTOR 30,000 (EUROS/USD)**

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[www.servicomspain-usa.com](http://www.servicomspain-usa.com)  
**SPONSOR OPPORTUNITIES**

*\* Real Colegio Complutense is a qualifying tax-exempt organization.  
Sponsorship Contributions are fully tax-deductible.*

## PROGRAM REGISTRATION

[www.servicomspain-usa.com](http://www.servicomspain-usa.com)  
**PROGRAM REGISTRATION**

**PRICE INCLUDES EXECUTIVE PROGRAM,  
HOTEL AND MEALS:**

**Payment Options:**

**1. Please make your check payable of 3.700 EUROS to:**  
REAL COLEGIO COMPLUTENSE, «EXECUTIVE PROGRAM»  
26 Trowbridge Street  
Cambridge, MA 02138

**2. Bank Account Transfer of 3.700 (EUROS) addressed to:**  
DIRECCIÓN: SC-ESPAÑA-USA «EXECUTIVE PROGRAM»  
BANK: BSCH SANTANDER CENTRAL HISPANO  
ACCOUNT NUMBER: 0049-5144-03-2816091046

**HOTEL is included, but may be deducted if you have  
other alternative.**

**HOTEL RESERVATIONS: May 2-5 (Check out)**

Specify if one or two beds preferred \_\_\_\_\_

**IMPORTANT: SPACE IS LIMITED. YOUR RESERVATION WILL  
BE HELD ONLY BY FULL PAYMENT OF EXECUTIVE PROGRAM**

**CANCELLATION POLICY:**

[www.servicomspain-usa.com/registration.htm](http://www.servicomspain-usa.com/registration.htm)

The Executive Program will be held in The Harvard Faculty Club (Cambridge-Boston, MA) from May 2-5, 2010.

For information about the Program content and fee, as well as location and accommodation please contact with the Executive Program Director.

**Marisa del Pozo Lite**

**E-mail: [marisadelpozo@servicomspain-usa.com](mailto:marisadelpozo@servicomspain-usa.com)**

**Phone number: (34) 639 220 635**

## FOR ADDITIONAL INFORMATION:

[www.servicomspain-usa.com/info.htm](http://www.servicomspain-usa.com/info.htm)

## RELATED LINKS:

[www.spainbusiness.com](http://www.spainbusiness.com)

[www.buyusa.gov/siliconvalley/services.html](http://www.buyusa.gov/siliconvalley/services.html)  
(Guía de Servicios/Other Business Services)

[www.doingbusinessinspain.org](http://www.doingbusinessinspain.org)  
(Education-Universities)

[www.realcolegiocomplutense.harvard.edu](http://www.realcolegiocomplutense.harvard.edu)

## SUPPORTING ORGANIZATIONS

Real Colegio Complutense at Harvard  
Agencia Andaluza de Promoción Exterior (EXTENDA)  
IPEX-Instituto de Promoción Exterior de Castilla-La Mancha  
TELVENT (Global IT Company)  
The United States-Spain Council  
US Commercial Service (US Department of Commerce)  
ICEX - Spanish Institute for Foreign Trade  
FMRE, Leading Brands of Spain Forum  
Gómez Acebo & Pombo Abogados  
The Spain-US Chamber of Commerce (NYC)



## DIRECTOR OF THE EXECUTIVE PROGRAM

**MARISA DEL POZO**, Professor at Complutense University of Madrid, Spain. Director of the Executive Program.

## ADVISORY BOARD

**PEDRO NUENO**, Professor at IESE. Member of the Visiting Committee-Harvard Business School. Executive President of CEIBS-China Europe International Business School (Shanghai).

**JOHN QUELCH**, Senior Associate Dean for International Development, Harvard Business School.

**EDGAR H. SCHEIN**, Sloan Fellows Professor of Management Emeritus, MIT Sloan School of Management.

**JOAQUÍN DE LA HERRÁN**, CEO of CESCE: «Credit Insurance Company» Inc.

**RICARDO MARTÍNEZ RICO**, Founder Partner and CEO of Equipo Economico S.A. Former Secretary of State for Financial Affairs (Spain).

**CHARLES A. FORD**, Former Ambassador of the United States. Former Senior Official at the United States Department of Commerce.

**VIRGINIA MAURER**, Associate Director, Derek Bok Center for Teaching and Learning, Harvard University.

**GARY LITMAN**, Vice President for Europe. US Chamber of Commerce. Washington DC.

**ERIC STEWART**, Principal of Williams & Jensen. Former US Commerce Deputy Assistant Secretary for Europe and Eurasia.

**HEIDI TOURKISTAS**, Co-Founder of «American Holdco, Inc».

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**ALBERTO ECHARRI**, Partner. M&A and Investment Projects. Gómez-Acebo & Pombo Abogados.

**AMY OLSON**, Research Consultant of «ServicomSpain-USA».



**8th Annual!**

**BUILDING COMPETITIVE ADVANTAGE  
IN THE GLOBAL MARKET  
USA & SPAIN**

**held at The**

**HARVARD FACULTY CLUB**  
Boston, Massachusetts, May 2-5, 2010  
[www.servicomspain-usa.com](http://www.servicomspain-usa.com)

**Executive Program**



**Established in cooperation  
with Harvard University**



## WELCOME!

We are pleased to announce that we have an exciting and dynamic Program planned for May 2010. The Program has been designed to offer participants a unique setting on the campus of Harvard University in order to exchange ideas on global management techniques, business and marketing networking opportunities, cross-cultural understanding, partnership development and business projects. Not only will participants benefit from this opportunity but invited guests will also acquire valuable feedback and resources in their business fields.

Welcome to our 8th Annual: **BUILDING COMPETITIVE ADVANTAGE IN THE GLOBAL MARKET: USA & SPAIN**. It is an annual Executive Development Program for Spanish and American entrepreneurs and executives interested in promoting business ties between Spain and the United States and will be held at **THE HARVARD FACULTY CLUB (Cambridge, MA) from May 2-5, 2010**.

## WHO SHOULD ATTEND

This unique Program targets American and Spanish executives and entrepreneurs currently working in both markets or who would like to explore opportunities in either country. It is specifically designed to help an elite group of business executives to understand the privileges of doing business in either market, building and sustaining competitive advantage, and managing the innovation process in the global market.

Through this 4-day Executive Program you will expand your knowledge in a dynamic and interactive atmosphere that is created by Harvard's entrepreneurial business faculty as well as prominent Spanish executives. One of the main Program goals is for you to take advantage of this stimulating environment in order to generate new ideas and opportunities. The mix of executives from both nations offers an excellent opportunity for executives to identify potential conflicts, develop solutions to expand international business opportunities and learn from each other's varied experiences as well as from the speakers, who bring a wealth of international business talent to the Program.



## ESTABLISHED IN COOPERATION WITH HARVARD UNIVERSITY EXECUTIVE PROGRAM

SUNDAY  
MAY 2

**8:00 pm RECEPTION - THE INN AT HARVARD / LOBBY AREA**  
(1201 Massachusetts Ave. Cambridge, MA 02138)  
Dress-Business Casual

MONDAY  
MAY 3

**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 - 10:30 am**

### Invest in America: Trends and Tools

#### US Investment Opportunities for Foreign Investors

- Alan D. Solomont-US Ambassador. US Embassy-Spain
- Ellen Lenny-Pessagno-Senior Commercial Officer. US Commercial Service. US Embassy - Spain

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

**11:00 am - 12:30 pm Panel for Discussion:**

#### Managing in the US and Spain: Understanding the Challenges of the Regulatory Environment in the Trans-Atlantic Marketplace

- Charles A. Ford. Former Ambassador of the United States. Former Senior Official at the United States Department of Commerce
- Gary Litman. Vice President for Europe. US Chamber of Commerce, Washington DC.

#### Challenges of Trade and Investment on both sides of the Atlantic

- Ricardo Martínez Rico. CEO of Equipo Economico S.A.

**12:30 pm - 1:00 pm Panel for Discussion: Q & A**

**1:00 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 102**  
(Harvard Business School. Soldiers Field. Boston, MA 02163)

#### 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

**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 DINNER - Sponsored by FMRE «Leading Brands of Spain Forum»**

**Harvard Business School. Spangler Hall (Williams Room)**  
(Harvard Business School. Soldiers Field. Boston, MA 02163)

#### Building Global Brands

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

TUESDAY  
MAY 4

**8:15 am**

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

**8:30 am - 10:00 am**

#### Engaging your Boards on your strategy

- Krishna G. Palepu, Professor of Business Administration at Harvard Business School. Senior Associate Dean for International Development.

**10:00 am - 10:15 am MORNING COFFEE**

**10:15 am - 11:15 am**

#### How to Design and Protect your business in the US Market place

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

**11:15 am - 12:00 pm**

#### The Communications Loop: How to build and leverage good marketing messages during financial crisis

- Jerry Doyle, Principal CommCore, Inc.

**12:15 pm**

**Departing from The Harvard Faculty Club to Real Colegio Complutense at Harvard (26 Throwbridge Street, Cambridge - MA 02138)**  
**RCC Tour. Visit to RCC facilities**

**1:00 pm - 2:30 pm LUNCHEON, HARVARD FACULTY CLUB**

**3:00 pm - 4:30 pm Panel Discussion-Moderator:** Head of the Economic and Commercial Office of Spain, Washington DC Key Issues that Impact two Way Trade & Investment

- **Successful Spanish Companies in the US Market. Case Study**
- **Speakers: Executive Representatives from US and Spanish Business Groups**

- **TELVENT** Mr. Manuel Sánchez, Chairman and Chief Executive Officer of TELVENT

- **FREIXENET** Mr. Juan Furn, President Freixenet América Inc.

**5:30 pm Departing from The Harvard Faculty Club**  
(20 Quincy Street-Cambridge, MA 02138). **City of Boston. Tour**

**6:30 pm Cava Reception / Cocktail**

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

**Sponsored by «Freixenet América Inc.»**

**7:00 pm Welcome Remarks, Thomas M. Menino, Mayor of Boston, Introduction of the Networking Event**

Alberto Echarri, Partner. M & A and Investment Projects. Gómez-Acebo & Pombo Abogados

WEDNESDAY  
MAY 5

**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**

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

**Power Breakfast in America: The Art of Dealmaking**  
Luis A. Vidal. Law Group, P.C.

**9:30 am - 10:00 am The Brands of Spain Forum: Building an Image for Spain Abroad**

- Miguel Otero. General Director of Leading Brands of Spain Forum
- Joaquín Serra. Vice-president of Natura Bissé and Member of the Executive Committee of Leading Brands of Spain Forum

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

- **IBERDROLA** Mr. Pedro Azagra. Chief Development Officer. Iberdrola Case Study: How to become a leader in 10 years
- **MOITI**. Panel organized by Massachusetts Office of International Trade and Investment-Renewable Energy Sector

#### Interactive Discussion with audience

**1:00 pm Program Summary-Conclusions and Closing Reflections**

- **Strategic options**, action plans and next steps (Newsletter will be send it to participants)

#### LUNCH: Bilateral Meetings

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