Thursday, November 1: WELCOME RECEPTION

Mr. Geraldo Alckmin, Governor of Sao Paulo; Mr. José María Matres Manso, Consul-General of Spain in Sao Paulo; and Prof. Jordi Canals, Dean of IESE Business School, will welcome all participants of the IESE Global Alumni Reunion 2012 at the Spanish Consulate in Sao Paulo.

Venue
SPANISH CONSULATE IN SAO PAULO
Avenida Brasil, 948
Jardim América
01430-000 – Sao Paulo (SP)

Timetable
19:00 – 23:00

Price
The Welcome Reception is free of cost. Transport to the Welcome Reception is 20€.

Transport
There will be a bus service available (optional) to and from the Welcome Reception. At a later date we will announce the location, departure time and price of the bus transport.
Friday, November 2: WORKSHOPS “NEW BUSINESS OPPORTUNITIES IN BRASIL”

Parallel workshops on venture capital, investments in Brazil, social entrepreneurship, talent, business management and work environment at ISE Business School.

Venue
ISE BUSINESS SCHOOL
Rua Martiniano de Carvalho, 573 – Bela Vista
01321-001 – Sao Paulo (SP)

Price
55 € (Members of the IESE Alumni Association)
60 € (Non-member IESE Alumni)
65 € (Guests and non-Alumni)
Price includes Lunch

Timetable
09:30 - 10:45 Morning workshops

BERTELSMANN
Investment opportunities & Venture Capital in Brazil
- Eric Acher – Founding Partner, Monashees Capital
- Roberto Giannetti da Fonseca – President, Kaduna Consultoria
- Richard Lapper – Principal, Brazil Confidential, Financial Times
- Pedro Vasconcellos – Managing Director, Bertelsmann Brazil
- Moderator: Prof. Dr. Juan Roure – Professor, IESE Business School

CÁTENON
Global talent: current situation, the challenges of attracting and retaining
- Anjaney Borwankar – Managing Director, Asia, Cätenon Worldwide Executive Search
- Prof. Dr. Nuria Chinchilla – Professor, IESE Business School
- Iñaki Saltor Camero – Managing Director, Brazil, Cätenon Worldwide Executive Search

FNQ - FUNDAÇÃO NACIONAL DA QUALIDADE
Excellence in business management
- Jairo Martins da Silva – General Superintendent, FNQ
- Pedro Melo – Chairman, KPMG Brazil
- Moderator: Prof. Dr. Juan José Toribio – Professor, IESE Business School

GREAT PLACE TO WORK
Building an excellent work environment: the essential foundation for businesses and individuals
- Guiherme Cavaliere – Director of Human Development, Serasa Experian
- Ednalva Costa Vasconcelos – Director of HR and Finance for Brazil, Chile and Argentina, SAS
- Moderator: José Tolovi Jr. – Chairman of the Executive Board, Great Place to Work Institute Inc.

10:45 - 11:30 Coffee break

ART AND CULTURE
Presentation during the coffee break offered by the Museum of the University of Navarra

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11:30 – 12:45 Noon workshops

**BERTELSMANN**
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**ENTREPRENEURSHIP**
*Learning from business with social impact in Brazil*
- Leonardo Letelier – CEO and Founder, Sitawi
- Antonio Ermírio de Moraes Neto – Co-Founder and Partner, Vox Capital
- Moderator: Prof. Dr. José Ramón Pin – Professor, IESE Business School

**GREAT PLACE TO WORK**
*Building an excellent work environment: the essential foundation for businesses and individuals*
- Marcio Fernandes – President and CEO, Elektro
- Ricardo Loureiro – Presidente, Serasa Experian; Chairman, Experian Latin America
- Moderator: Ruy Shiozawa – CEO, Great Place to Work Brazil

13:00 – 14:00 Afterwork Networking Lunch
Sao Paulo, Cosmopolitan City

Influenced by a multitude of nationalities, cultures, beliefs and ideas, Sao Paulo is one of the few places in the world capable of harmoniously integrating modernity and history. It has been the scene of many famous events involving Brazilian independence, undergoing political and cultural revolutions and protests in favour of democracy.

We will make an historic visit to main city spots such as: the historic centre, the financial centre, Parque do Ibirapuera, Mercado Municipal and residential neighbourhoods. The following will be focused upon:

- Avenida Paulista and Barrio de Jardín
- Walking tour on the famous Oscar Freire Street

Price

35 € (Members of the IESE Alumni Association)
40 € (Non-member IESE Alumni)
45 € (Guests and non-Alumni)

Price includes city tour, bus and tour guide

Timetable

15:30 – 16:00 Participants picked up
16:00 – 19:00 Tour “Sao Paulo, Cosmopolitan City”

Departure

SHERATON SAO PAULO WTC HOTEL
Av. das Nações Unidas, 12559, Brooklin Novo
04578-903, Sao Paulo (SP)

Arrival

SHERATON SAO PAULO WTC HOTEL
Av. das Nações Unidas, 12559, Brooklin Novo
04578-903, Sao Paulo (SP)
Saturday, November 3: ACADEMIC PROGRAM

Venue
SHERATON SAO PAULO WTC HOTEL
Av. das Nações Unidas, 12559, Brooklin Novo
04578-903, Sao Paulo (SP)

Price
Free

Program
08:30–09:00  Registration

09:00–09:30  Welcome and opening remarks
  - Prof. Jordi Canals, Dean, IESE BUSINESS SCHOOL
  - Prof. Paulo Roberto Ferreira, Dean, ISE BUSINESS SCHOOL
  - Jorge Sendagorta, President, IESE ALUMNI ASSOCIATION
  - Prof. Eduardo Martínez Abascal, Academic Director, IESE GLOBAL ALUMNI REUNION
  - Adriano Amaral, President, BRAZIL ALUMNI CHAPTER BOARD
  - Mireia Rius, Director of the Alumni Division, IESE BUSINESS SCHOOL

09:30–10:00  Opening Keynote: the role of companies in building a fair, global world
  - Antonio Argandoña, Professor, IESE BUSINESS SCHOOL

10:00–11:00  Growth and economic crisis in a wider world
  - José Manuel González-Páramo, Professor, IESE BUSINESS SCHOOL
  - Guilherme da Nóbrega, Chief Economist, ITAÚ SECURITIES
  - Introduction & MC: Pedro Videla, Professor, IESE BUSINESS SCHOOL

11:00–11:30  Coffee break

11:30–12:30  Boosting a country’s future with iconic events
  - Gerhard Heiberg, Chairman of the Marketing Commission, INTERNATIONAL OLYMPIC COMMITTEE
  - Ravi Mattu, Editor of Business Life, FINANCIAL TIMES
  - Eduardo Paes, Mayor, RIO DE JANEIRO
  - Introduction & MC: Paulo Roberto Ferreira, Dean, ISE BUSINESS SCHOOL

12:30–13:30  Charting scientific leadership and innovation for an improved quality of life
  - Dr. Giovanni Cerri, Secretary of Health, SAO PAULO
  - Dr. Lluís Donoso, Director of the Diagnostic Imaging Department, HOSPITAL CLÍNIC OF BARCELONA
  - Introduction & MC: Núria Mas, Professor, IESE BUSINESS SCHOOL

13:30–15:00  Lunch

15:00–16:15  Connecting technology, strategy and business models
  - Santiago Fernández Valbuena, CEO, TELEFÓNICA LATIN AMERICA
  - Francisco Mesquita, Executive President, GRUPO ESTADO
  - Jorge Nobrega, Corporate Vice President, ORGANIZAÇÕES GLOBO
  - Eduardo Ricotta, Vice President, ERICSSON LATIN AMERICA
  - Introduction & MC: Joseph Leahy, Brazil Bureau Chief, FINANCIAL TIMES

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16:15-17:30  Charting connectedness across borders, leveraging global business opportunities
- Stanley Motta, Chairman of the Board, COPA HOLDINGS
- Daniel Servitje, CEO, GRUPO BIMBO
- Kees J. Storm, Chairman, AB INBEV
- Introduction & MC: Pankaj Ghemawat, Professor, IESE BUSINESS SCHOOL

17:30-18:45  Powering the future: investing in infrastructures in a connected world
- Salvador Alemany, President, ABERTIS
- Sergio Aranda, General Director for Latin America, GAS NATURAL FENOSA
- Paulo Ricardo Stark, President and CEO, SIEMENS BRAZIL
- Introduction & MC: Eduardo Martínez Abascal, Professor, IESE BUSINESS SCHOOL

18:45-19:00  Closing
- Prof. Jordi Canals, Dean, IESE BUSINESS SCHOOL
- Jorge Sendagorta, President, IESE ALUMNI ASSOCIATION
- Mireia Rius, Director of the Alumni Division, IESE BUSINESS SCHOOL

21:00  Closing dinner**

*Lunch:
- 70 € (Members of the IESE Alumni Association)
- 75 € (Non-member IESE Alumni)
- 80 € (Guests and non-Alumni)

**Closing dinner:
- 150 € (Members of the IESE Alumni Association)
- 175 € (Non-member IESE Alumni)
- 200 € (Guests and non-Alumni)