How will the incorporation of Eastern countries into EU impact business? Is the emerging power of China a threat or an opportunity for multinational companies? What is the best way for firms to face investment risks in Latin America? Which will be the drivers of competitiveness in the forthcoming international context?

The Anselmo Rubiralta Center for Globalization and Strategy promotes a day of debate among senior executives and academics on the processes of internationalization and the new challenges of globalization in the 21st century. Sessions will include presentations, intended to be introductory guides to the key elements of each debate, and ample time for discussion.
Program

09:00 - 09:30 Registration

09:30 - 10:00 Introduction
Prof. Jordi Canals, Dean, IESE Business School

10:00 - 12:00 Opportunities in Emerging Markets
The opportunities for European companies in relation to some emerging markets in the world (China, Latin America, North Africa and Eastern Europe) according to experts on each geographical region.
Prof. Juan José Toribio, IESE Business School
Prof. Pedro Nuño, IESE Business School
Prof. Paulo Ferreira, ISE Instituto Superior da Empresa (Brazil)
Prof. Driss Alaoui Mdaghi, ISCAE (Casablanca, Morocco)
Ricardo Lago, Former Deputy Chief Economist, European Bank for Reconstruction and Development
Moderator: Prof. Joan Enric Ricart, IESE Business School

12:00 - 12:30 Coffee Break

12:30 - 14:00 Globalization and Competitiveness
A conceptual framework for understanding the differences in competitiveness and productivity among the more developed regions of Europe, as well as the United States and Japan.
Augusto López Claros, Chief Economist of the World Economic Forum
José Viñals, General Manager, Bank of Spain
Moderator: Prof. Eduard Ballarín, IESE Business School

14:00 - 15:30 Lunch

15:30 - 17:00 Three Visions on Business Globalization
The latest theories on international strategy
Prof. José de la Torre, Dean, Florida International University
Prof. Pankaj Ghemawat, Harvard Business School
Prof. Don Lessard, MIT Sloan School of Management
Moderator: Prof. África Ariño, IESE Business School

17:00 - 17:30 Coffee Break

17:30 - 19:00 The Experience of European Businesses
A panel of European executives representing diverse sectors will present their business experiences in globalization.
José Mª Rubiralta Vilaseca, President & CEO, CH-Werfen Group
Ignacio Santillana del Barrio, COO, Grupo Prisa
Prof. Jan P. Oosterveld, IESE Business School; Former Member Group Management Committee, Royal Philips Electronics
Moderator: Prof. Josep Tàpies, IESE Business School

19:00 - 19:15 Break

19:15 Conclusions and Closing Comments
Prof. África Ariño, IESE Business School
Prof. Pankaj Ghemawat, Harvard Business School
Prof. Joan Enric Ricart, IESE Business School
Government representative*

* Speaker pending of confirmation.

Objectives
The forum will cover the following areas:
• Investment opportunities from globalization: Low income countries
• A conceptual framework for understanding the differences in competitiveness and productivity among Europe, the United States and Japan
• Contemporary lines of thought in international strategy
• Real experiences in business internationalization

Date & location
IESE Business School, Madrid
July 8, 2004

For further information
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