Friday, 18 November: ACADEMIC PROGRAM*

Venue:
Palacio Municipal de Congresos
Av. de la Capital de España Madrid, s/n
Campo de las Naciones
28042 Madrid
www.madrideyc.es

08:00 - 08:45 Holy Mass for the Deceased Alumni

08:00 - 09:00 Registration

09:00 - 09:30 Welcome Address
  - Jordi Canals – Dean, IESE BUSINESS SCHOOL
  - Antonio González-Adalid – President, IESE ALUMNI ASSOCIATION
  - Prof. Javier Quintanilla and Prof. Julián Villanueva – Academic Directors, IESE GLOBAL ALUMNI REUNION
  - Mireia Rius – Director Alumni Division, IESE BUSINESS SCHOOL

09:30 - 10:00 Insights on Leadership
  - Isidro Fainé – Chairman, CAIXABANK
  - Interviewer: Santiago Álvarez de Mon – Professor, IESE BUSINESS SCHOOL

10:00 - 11:15 Perspectives of the Global Economic Landscape
  - José Manuel González-Páramo – Member of the Executive Board, EUROPEAN CENTRAL BANK
  - Susan Segal – CEO & President, AMERICAS SOCIETY & COUNCIL OF AMERICAS
  - Pedro Videla – Professor, IESE BUSINESS SCHOOL
  - Introduction & MC: Juan José Toribio – Professor, IESE BUSINESS SCHOOL

11:30 – 12:00 Coffee Break

12:00 – 13:00 Business Opportunities in Developing Economies
  - Pankaj Ghemawat – Professor, IESE BUSINESS SCHOOL
  - Bruno di Leo – General Manager, IBM GROWTH MARKETS
  - Introduction & MC: Adriana Hauser – Anchor and Correspondent, CNN

13:00 – 14:00 Challenges & Opportunities for Global Companies
  - Jay Ireland – President & CEO, GE AFRICA
  - Kees Storm – Chairman of the Executive Board, AEGON N.V.
  - Introduction & MC: Eric Weber – Professor, IESE BUSINESS SCHOOL

14:00 – 15:30 Lunch

15:30– 16:30 Unleashing Creativity in the World of Business
  - Luis Abril – General Technical Secretary, TELÉFONICA
  - Ferran Adrià – Chef & Co-owner, EL BULLI FOUNDATION
  - Introduction & MC: Julián Villanueva – Professor, IESE BUSINESS SCHOOL

www.iese.edu/GlobalAlumniReunion
16:30 – 17:30 Biomedical Innovation for Society
- Dr. Carlos Cordón-Cardó – Chair of the Pathology Department, THE MOUNT SINAI HOSPITAL
- Dr. Jesús María Prieto – Director, Division of Hepatology and Gene Therapy, CIMA, UNIV. OF NAVARRA
- Introduction & MC: Beatriz Muñoz-Seca – Professor, IESE BUSINESS SCHOOL

17:30 – 17:45 Break

17:45 – 18:45 Next Steps for International Companies
- Ángel Cano – President & COO, BBVA
- Patricia Francis – Executive Director, INTERNATIONAL TRADE CENTRE
- Hans Ulrich Maerki – Member of the Board, ABB
- Introduction & MC: Francisco Iniesta – Professor, IESE BUSINESS SCHOOL

18:45 Closing Speech
- Jordi Canals – Dean, IESE BUSINESS SCHOOL
- Antonio González-Adalid – President, IESE ALUMNI ASSOCIATION
- Mireia Rius – Director Alumni Division, IESE BUSINESS SCHOOL

* Simultaneous translation will be provided.