Friday, November 8: PROGRAM

Palau de Congressos de Catalunya
Avinguda Diagonal, 661–671, 08028 Barcelona

08:00 – 08:30 Holy Mass for Deceased Alumni
Room A, Floor -1
Access through main entrance

08:00 – 09:00 Registration

09:00 – 09:50 Welcome and Opening Remarks
- Prof. Jordi Canals, Dean, IESE Business School
- Prof. Antonio Argandoña, Academic Director, IESE Global Alumni Reunion
- Prof. Marc Sachon, Academic Director, IESE Global Alumni Reunion
- Jorge Sendagorta, President, IESE Alumni Association
- Mireia Rius, Director of the Alumni Division, IESE Business School

09:50 – 10:50 Boosting a Dynamic Economy
Taking decisions today that will allow us to take advantage of opportunities tomorrow requires understanding the environment in which companies operate. The macroeconomic environment is currently volatile and uncertain, so we need guideposts to help us understand existing problems and their probable evolution within the global framework set to shape business in the future.

- Prof. José Manuel González-Páramo, Professor of Economics, IESE Business School
- José Viñals, Financial Counsellor and Director of the Monetary and Capital Markets Department, IMF
- Alfredo Pastor, Professor of Economics, IESE Business School

10:50 – 11:15 Coffee break

11:15 – 12:30 Global Shifts in Business Strategy
Global power shifts and developments in competitiveness across regions have resulted in changing regional manufacturing footprints. At the same time, the question prevails, whether Europe has and/or can achieve the necessary competitiveness, innovation and manufacturing base, not only to overcome the crisis it’s immersed in, but also to uphold its position in the global arena going forward.

- Bruno Di Leo, Senior VP, Global Sales & Distribution, IBM
- Dr. Siegfried Russwurm, Member of the Board and CEO Industry, Siemens AG
- Surinderdeep Singh, General Manager, Shell Marine

12:30 – 13:30 How to Think About Education & Investment in People
The real social investment and impact required in many parts of the world is the one of employment and underlying education. Many companies and institutions are focusing efforts (more than we may think or be aware of), in context of sustainability and ensuring opportunity for future generations on this front.

- Donna Gent, Global Head of Talent, Bloomberg
- Eric Noel, SVP North America, Oxford Analytica
- Simon Paris, Global Head Financial Services, SAP

#IESEGAR
www.iese.edu/GlobalAlumniReunion
13:30 – 15:30  
**Lunch**

15:30 – 16:45  
**Innovation in the Digital Era: the Healthcare Industry**

*Healthcare has been a specific topic in the IESE Global Alumni Reunion during the last 3 years. It's a sector at the vanguard of technological change and apart from technological developments themselves, also fascinating in how the challenge is addressed to align organizational adjustment (by its many stakeholders) to this change. The healthcare systems themselves in countries, the technological evolutions (in tele-medicine, radio-diagnostics, bio-tech advancements, scientific advancements, etc.)*

- Dr. Keith Dreyer, Vice Chairman and Associate Professor of Radiology, Massachusetts General Hospital
- Francisco Errasti Goenaga, General Manager, CIMA
- Catalina Hoffmann, Founder and CEO, Vitalia
- Josep Mª Piqué, Director, Hospital Clinic de Barcelona
- Introduction & MC: Prof. Núria Mas, IESE Business School

16:45 – 17:45  
**How to Think About Corporate Growth**

*The largely difficult socio-economic environment, together with continuous increasing competitiveness, is forcing corporations to re-think their growth outlooks and strategies, business models, markets, and regional focus (among many other things). For many players in big industries, it goes to the extent that it's a make-or-break situation. How are some key global players addressing these challenges?*

- Markus Langes-Swarovski, Member of the Board, Swarovski
- Simon Liang, CEO, Sino Pacific
- Francisco Reynés, CEO, Abertis
- Introduction & MC: Prof. Pedro Nueno, IESE Business School

17:45 – 18:45  
**Entrepreneurship with Social Impact**

*Along the lines of the above, social impact is increasingly pursued from an entrepreneurial perspective. Returns are not only measured in monetary terms, but also in specific social impact returns. A new paradigm in social enterprise? How to define and measure impact and return?*

- Dr. Pedro Alonso, Director of the Barcelona Centre for International Health Research, Hospital Clinic de Barcelona
- Ibukun Awosika, CEO, The Chair Center Group
- Valeria Budinich, Vice President, Ashoka
- Antonio González-Barros, President, Grupo Intercom
- Introduction & MC: Prof. Julia Prats, IESE Business School

18:45 – 19:00  
**Closing Session**

- Prof. Jordi Canals, Dean, IESE Business School
- Prof. Antonio Argandoña, Academic Director, IESE Global Alumni Reunion
- Prof. Marc Sachon, Academic Director, IESE Global Alumni Reunion
- Jorge Sendagorta, President, IESE Alumni Association
- Mireia Rius, Director of the Alumni Division, IESE Business School

Simultaneous translation English–Spanish will be available