Created in 1988, the Thyssen-Bornemisza Collection Foundation pioneered a new formula for the private management of public assets in Spain, and its efficacy has been apparent ever since the museum opened its doors in October 1992. Since that time, both the museum and the foundation that manages it have grown and evolved, expanding the collections and facilities with the addition of the Carmen Thyssen-Bornemisza Collection as a long-term loan in 2004 and the extension of the Villahermosa Palace, as well as increasing the number and variety of activities, temporary exhibitions and educational programmes. The team of people who makes the institution's daily existence possible has also been augmented, but the motor that keeps the foundation running smoothly has always been their drive and motivation.

Timetable:
- 20:00–20:30 Registration
- 20:30–21:00 Welcome
  Prof. Jordi Canals, Dean IESE BUSINESS SCHOOL
  Antonio González-Adalid, President IESE ALUMNI ASSOCIATION
- 21:00–21:30 Keynote
  Michel Camdessus, Honorary Governor of Banque de France
- 21:30 Cocktail and private tour of the museum and exhibitions

Venue:
Paseo del Prado 8
Madrid, 28014

Exhibitions:
- Architectural Paintings
- Carmen Thyssen Collection
- Thyssen-Bornemisza Collection

Price:
Free
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.*
Golf Tournament

The tournament will be played on the 18-hole stableford golf course with two categories.

Each player will participate with their exact handicap on the day of the tournament, except those whose handicap is higher than 26.0 for gentlemen and 34.0 for ladies, in whose case will be considered as 26.0 and 34.0 respectively for this tournament.

The event includes:
- Welcome pack for each player.
- Tentempié at half-way point.
- On finishing the course there will be a light lunch in the club.
- Prizes for 1st and 2nd place winners in each category.
- Prize for Scratch winner.
- Prize for the longest Drive and the nearest ball.
- Lucky draw of gifts and travel deals.

Par 72, the Santander Golf course was designed by the well-known American architect Mr. Rees Jones. The diversity and characteristics of this golf course make it challenging and entertaining for players of different levels, allowing experts as well as amateurs to enjoy the course.

Limited Nº of places: 80 (by order of registration)

Important: The deadline for a refund in the event of cancelation is 4 November.

Address:
Golf Santander
Avda. de Cantabria s/n, 28660, Boadilla del Monte, Madrid
Tel.: +34 91 2573929/30 Fax: +34 91 2541027
e-mail: mastercaddie@golfsantander.es
www.golfsantander.es
Royal Palace and Descalzas Reales Monastery

Timetable:

- 10:30 – 15:30

The tours, led by staff from the National Heritage (Patrimonio Nacional), will begin at 11:00 and will finish at approximately 13:30.

Price*:

- 45 Euros (Members)
- 50 Euros (Alumni)

Once the cultural activity is finalized we will have lunch in a traditional and emblematic Madrid restaurant.

* The price includes a bus transportation service. 

Time and meeting point for this service will be announced to those registered to this activity prior to the event.

Important: The deadline for a refund in the event of cancelation is 4 November.

Capacity:

Limited places, assigned on a first-come, first-served basis.

Madrid of the Austrias: Take a tour of the Monastery of the "Descalzas Reales" and the Royal Palace.

Given the celebration of the 50th Anniversary of the Global Alumni Reunion and Madrid as the host for this occasion, IESE collaborates with Nacional Heritage (Patrimonio Nacional) to offer participants the opportunity of visiting two of the most important cultural gems of the city: The Monastery of the Descalzas Reales and the Royal Palace.

Descalzas Reales is a historic Franciscan monastery which the Vatican has made available for visits during certain hours of the day. This ancient palace converted into a convent, combines an important collection of art behind its walls with portraits from the House of Austria, who were key figures in the history of Europe. History and art combine in this unique ensemble in which the staircase, covered in mural paintings, is an unforgettable tribute to Barroque arte.

The Royal Palace, the second stop in this cultural tour, takes us back to a time of change in dynasty, at the beginning of the XVIII century. Following the fire in the old palace, on Christmas Eve of 1734, King Felipe V decided to build a new palace, a trend that his successors continued together with the best artist of the time. The result is the current Royal Palace, museum of paintings, architecture and decorative art, that offers us a surprising ensemble such as the Throne Room, Gasparini, porcelain rooms, fine wooden furniture, painted ceilings and murals, antique furniture, watches and violins.

More information available at Patrimonio Nacional: www.patrimonionacional.es
The Telemadrid building, located in the Ciudad de la Imagen ("Image City"), boasts 27,000 square metres, two production studios of 900 and 400 metres squared, respectively, as well as a news studio and a special recording studio with virtual decorations used for short films or series. All this, together with the new digital post-production rooms.

Thanks to its spectacular design and innovative image, the building was classified as of Special Interes on World Architecture Day in October 1997, and is classified in the category of Outstanding Urban Building.

Timetable:
- The duration of the activity will be approximately 90 minutes (from 13:00 to 14:30) and limited places available.

Price*:
- Free

* This activity includes a bus transportation service.

Get an insider’s view of the Telemadrid national TV station: the film set, newsdesk and control panels. We will have the opportunity to see how a news brief is transmitted live, and share a few minutes with one of the stars of the channels, Ana Samboal, who will discuss the day to day experience of a program like hers, Diario de la Noche (the Evening News). The highlight of this activity will be the practical demonstration of the latest technology in virtual film sets.

Address:
Telemadrid, Onda Madrid y la Otra
Paseo del Príncipe, 3
28223 – Pozuelo de Alarcón (Madrid)
Teléfono: 91 512 82 00
Fax: 91 512 83 00
www.telemadrid.es