The Executive Program will be held at The Harvard Faculty Club and Harvard Business School (Cambridge, MA) from May 1-4, 2016.

For information about the Program content and fee, as well as location and accommodation please contact the Executive Program Director.

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FOR ADDITIONAL INFORMATION:
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With the Collaboration of:
CHRISTA SEEWALD DE VICENTE, General Manager of Finance and Commerce
ROBSULITZ, Corporate Development Advisor of the RCC at Harvard Executive Program Edition 2016
WELCOME!
We are pleased to announce that we have an exciting and dynamic Program planned for May 2016. The Program has been designed to offer participants a unique setting on the campus of Harvard University in order to exchange ideas on global management techniques, business and marketing networking opportunities, cross-cultural understanding, partnership development and business projects. Not only will participants benefit from this opportunity but invited guests will also acquire valuable feedback and resources in their business fields.

Welcome to our 14th Annual: BUILDING COMPETITIVE ADVANTAGE IN THE GLOBAL MARKET: USA & SPAIN. It is an annual Executive Development Program for Spanish and American entrepreneurs and executives interested in promoting business ties between Spain and the United States and will be held at THE HARVARD FACULTY CLUB and HARVARD BUSINESS SCHOOL (Cambridge, MA) from May 1-4, 2016.

WHO SHOULD ATTEND
This unique Program targets American and Spanish executives and entrepreneurs currently working in both markets or who would like to explore opportunities in either country. It is specifically designed to help an elite group of business executives to understand the privileges of doing business in either market, building and sustaining competitive advantage, and managing the innovation process in the global market.

Through this 4-day Executive Program you will expand your knowledge in a dynamic and interactive atmosphere that is created by Harvard’s entrepreneurial business faculty as well as prominent Spanish executives. One of the main Program goals is for you to take advantage of this stimulating environment in order to generate new ideas and opportunities. The mix of executives from both nations offers an excellent opportunity for executives to identify potential conflicts, develop solutions to problems, and work towards common goals.

The mix of knowledge, people and experiences will help you to take advantage of this stimulating environment in order to generate new ideas and opportunities. The mix of knowledge, people and experiences will help you to take advantage of this stimulating environment in order to generate new ideas and opportunities.

WELCOME RECEPTION - LEGAL SEAFOODS RESTAURANT CHARLES SQUARE
8:00 pm - 10:00 pm
Dress-Business Casual

SUNDAY MAY 1
8:00 pm - 10:00 pm
WELCOME RECEPTION - LEGAL SEAFOODS RESTAURANT CHARLES SQUARE
(20 University Road-Cambridge, MA 02138)

MONDAY MAY 2
7:15 am - 8:15 am
BREAKFAST, THE HARVARD FACULTY CLUB-LIBRARY
(20 Quincy Street, Cambridge, MA 02138)

8:15 am
THE HARVARD FACULTY CLUB / LIBRARY ROOM
(20 Quincy Street, Cambridge, MA 02138)

Introductory Remarks
• Marisa del Pozo, Executive Program Director

8:30 am - 10:00 am
Engaging the Board Strategically to Govern Effectively
• Krishna G. Palpu, Senior Advisor to the President of Harvard for Global Strategy Ross Graham Walker Professor of Business Administration Harvard University 10:00 am - 11:00 am
Corporate Innovation: Leveraging on the Startups Ecosystem
• Juan José Guzmán, Chairman IE Entrepreneurship & Innovation Center IE Business School

11:00 am - 11:30 am
COFFEE BREAK
11:30 am - 1:00 pm
New Sources of Growth. Case Study
• Felix Oberholzer-Gee, Professor of Business Administration in the Strategy Unit at Harvard Business School. Senior Associate Dean. Chair, MBA Program 1:00 pm - 2:15 pm
LUNCHEON, THE HARVARD FACULTY CLUB-ROOM 4
(20 Quincy Street, Cambridge, MA 02138)

TUESDAY MAY 3
7:15 am - 8:15 am
BREAKFAST, THE HARVARD FACULTY CLUB-LIBRARY
(20 Quincy Street, Cambridge, MA 02138)

8:30 am - 9:30 am
A Transatlantic Perspectives on the factors shaping the Global Economy in 2016
• Ricardo Martínez Rico, President & CEO of Equipo Económico, S.L. 9:30 am - 10:30 am
How to Prepare Yourself to Access Financing Sources in the Americas
• Margarita Olivera, Partner Chadbourne & Parke LLP • Fuensanta Díaz Cobacho, Vice President Structured Finance America. Intesa Sanpaolo, New York Branch

10:30 am - 11:00 am
COFFEE BREAK
11:00 am - 12:30 pm
“Global Compete: The Direction of Global Competition”
• Richard H. Victor, Senior Associate Dean. Harvard Business School. Unit: Business, Government and International Economy 12:30 pm - 1:30 pm
LUNCHEON, HARVARD FACULTY CLUB - ROOM 4
1:45 pm - 3:00 pm
“Making Financial Decisions for International Business Enterprises”. Case Study
• Mihir A. Desai, Harvard Business School. Unit: Finance, Entrepreneurial Management. Senior Associate Dean for Planning and University Affairs

2:30 pm
Walking from The Harvard Faculty Club to Harvard Business School
3:00 pm - 4:30 pm
HARVARD BUSINESS SCHOOL.
BAKER LIBRARY - Seminar Room 102
(Harvard Business School, Soldiers Field, Boston, MA 02163)

Building a Global Enterprise. Case Study
• Pedro Nuño, Professor at IESE, President of CEIBS-China Europe International Business School. Former Member of the Visiting Committee-Harvard Business School

5:00 pm
HARVARD BUSINESS SCHOOL CAMPUS AND INNOVATION CENTER TOUR. Guided by Jim Alasner, Director of Media Relations. HBS 6:30 pm
Class Photo
DINNER - HARVARD BUSINESS SCHOOL. SPANGLER CENTER (WILLIAMS ROOM) (Harvard Business School, Soldiers Field, Boston, MA 02163)
Sponsored by REE-Red Electrica de Espana S.A.U. «Driving Digital and Social Strategy»
• Suml Gupta, Head of the Marketing Department at Harvard Business School

3:00 pm - 3:45 pm
Key Issues that Impact two Way Trade & Investment in the Food and Beverage Industry Sector
• Adding Value: Brands and Marketing in Food & Drink Businesses

5:30 pm
Departing from The Harvard Faculty Club (20 Quincy Street, Cambridge, MA 02138) City of Boston Tour 6:15 pm
NETWORKING U.S. COMPANY DINNER - Sponsored by Santander Group
SEAPORT HOTEL (1 Support Lane, Boston-MA 02210) (FLAGSHIP ROOM) - CAVA RECEPTION - Sponsored by Freixenet
7:15 pm
Welcome Remarks-Introduction of the Networking Event
• Alan Z. Solomont, Chairman of the Spain-US Chamber of Commerce

WEDNESDAY MAY 4
7:30 am - 8:30 am
BREAKFAST
THE HARVARD FACULTY CLUB LIBRARY
(20 Quincy Street, Cambridge, MA 02138)
8:30 am
Hotel Check Out. Guests must check out before 8:30 am 8:45 am - 9:45 am
THE HARVARD FACULTY CLUB LIBRARY (20 Quincy Street, Cambridge, MA 02138)
Key Issues that Impact two Way Trade & Investment in the Renewable Energy Sector
Key Issues that Impact two Way Trade & Investment in the IT Business Sector
9:45 am - 10:30 am
«Building Your U.S. Company» Panel TBC 10:30 am - 10:45 am
COFFEE BREAK
10:45 am - 11:30 pm
Enhance the Brand Image of your Enterprise
• Soldier Design Company
11:30 am - 12:15 pm
“Financing your Business Expansion”
• Venture Capital Firms. Panel TBC 12:15 pm - 1:00 pm
Invest in America: Trends and Strategies for Investing in the U.S.
• Robert Janko, U.S. Commercial Counselor, US Embassy in Spain