

PROGRAM

Thursday, March 24

8:00 PM Dinner with speakers and IE directors in La Huaka restaurant

Friday, March 25

7:30 AM **Registration**

8:15-8:30 AM **Introduction**

Gonzalo Garland, Vice President for Development, IE and Professor of Economic Environment, IE

8:30-9:30 AM

Current Situation of the Global Economy. Outlook for Spanish companies in Latin America. Investment in Peru. Opportunities for Entrepreneurship.

Julio Velarde, Central Reserve Bank of Peru (confirmation pending)

Pablo Martín de Holan, Professor of Entrepreneurship and Director of Department of Entrepreneurship, IE

9:30-11:00 AM

Corporate experience and case study

Carlos Añaños, Vice President of Administration and Finance, AJEMEX

Moderator: Gonzalo Garland, Vice President for Development, and Professor of Economic Environment, IE

11:00-11:30 AM

Coffee Break

11:30-12:15 PM

Corporate experience and case study.

Juan Javier Roca, CEO of Chilean Group Falabella

Moderator: Pablo Martín de Holan, Professor of Entrepreneurship and Director of Department of Entrepreneurship, IE

12:15-1:30 PM

Entrepreneurship: success stories in Europe. Lessons.

David Bach, Dean of Programs and Professor of Strategy and Economic Environment, IE

1:30-3:00 PM	Lunch
3:00-4:00 PM	Corporate experience and case study: Ica Group Gabriel de la Concha , Managing Director of the Ica Group, Mexico
4:00-5:00 PM	Innovation. The role of companies and government. Pablo Martín de Holan , Professor of Entrepreneurship and Director of Department of Entrepreneurship, IE
5:00-6:00 PM	Conclusions Gonzalo Garland , Vice President for Development, IE and Professor of Economic Environment, IE Francisco Miroquesada , Director of El Comercio Group
6:00 PM	Cocktail
8:00 PM	Closing Cocktail at the invitation of Ica Group