

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