

SPONSORSHIP OPPORTUNITIES

GOLD BENEFACTOR 25,000 (EUROS or USD)

- * Recognition in the promotional materials displayed at event
- * Logo published in brochures
- * Recognition in the next issue of "Doing Business in Spain"
- * Two invitations to private Guests of Honor Reception
- * Full page color advertisement in the Luncheon Journal
- * Listing as a Gold Benefactor in the Luncheon Journal
- * Free participation of four managers
- * Premium seating at Luncheon

SILVER BENEFACTOR 15,000 (EUROS or USD)

- * Recognition in the promotional materials displayed at event
- * Logo published in brochures
- * Free participation of two managers
- * Premium seating at Luncheon

BRONZE BENEFACTOR 10,000 (EUROS or USD)

- * Recognition in the promotional materials displayed at event
- * Free participation of one manager
- * Logo published in brochures.

The Executive Program will be held in Real Colegio Complutense at Harvard (Cambridge, Boston, MA) from May 16-19, 2004.

For information about the Program content and fee, as well as location and accommodation please contact:

El Curso para Directivos tendrá lugar en el Real Colegio Complutense en Harvard (Cambridge, Boston, MA) del 16 al 19 de Mayo de 2004.

Para recibir información sobre el contenido del programa, inscripciones, alojamiento o cualquier otra información, no duden en contactar con:

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Tel. (34) 91 394 16 58

WEB's informativas:

www.realcolegiocomplutense.harvard.edu
(Cursos/Actividades)

www.buyusa.gov/spain
Other business services

www.amchamspain.com/events.php

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BRIDGING INTERNATIONAL BUSINESS OPPORTUNITIES BETWEEN THE US. AND SPAIN



Boston, Massachusetts, May 16-19, 2004

Offered jointly by Real Colegio Complutense established in cooperation with Harvard University

OPORTUNIDADES EMPRESARIALES ENTRE ESPAÑA Y ESTADOS UNIDOS

WHO SHOULD ATTEND

This Executive Program is addressed to American and Spanish Managers who currently work in both markets or would like to explore opportunities in both countries. The mix of executives from both nations offers an excellent opportunity for managers to identify potential conflicts, develop solutions to expand international business opportunities and learn from each other's varied experiences as well as from the faculty, who bring a wealth of international business talent to the program.

NOW IS THE BEST TIME EVER TO EXPLOIT BUSINESS OPPORTUNITIES BETWEEN THE U.S. AND SPAIN

Relations between the U.S. and Spain today are marked by an unprecedented level of cooperation extending from governmental relations to business affairs to cultural exchanges.

For US businesses, Spain's economy (the fastest growing of all EU nations) offers opportunities for a wide range of business interests. Companies taking advantage of those opportunities also gain a foothold into doing business in the EU, the world's second largest economy.

For Spanish businesses, the U.S. economy (the world's single largest) offers export and investment opportunities for a wide range of Spanish products and services.

Capitalizing on these opportunities takes determination and, most of all, preparation.

THE EXECUTIVE PROGRAM

BRIDGING BUSINESS OPPORTUNITIES BETWEEN THE U.S. AND SPAIN

The Executive Program is designed to help top business leaders capitalize on the wealth of business opportunities that exist today between the U.S. and Spain. Understanding the distinct business practices and corporate cultures at work

in the U.S. and Spain is essential to the success of any business venture seeking to expand into either market.

Through the 4-day Executive Program, business leaders will gain a deeper understanding of business practices and corporate cultures distinct to the U.S. and Spain. They will leave the program with specific knowledge about how to manage those differences in ways that maximize the prospects of success for their business ventures. Just as importantly, participants in **The Executive Program** will have made valuable contacts and connections with people who will be a source of continued assistance as their business ventures unfold.

The Executive Program provides a challenging, interactive environment that helps business leaders learn how to best position their companies to capitalize on business opportunities in the U.S. and Spain. Participants engage in roundtable discussions with their counterparts from the U.S. and Spain, they hear from executives of businesses that have successfully entered the U.S. or Spanish markets, and they learn about cutting edge research that is relevant to expanding business into the U.S. or Spain.

Real Colegio Complutense at Harvard, as main sponsor of **The Executive Program**, bring all its resources to ensure that participants emerge better informed in the following areas:

EXECUTIVE PROGRAM CONTENT

Identifying Key Markets in the U.S. and Spain

- * Key Markets for Spain in the U.S.
- * Doing business in the U.S. for Spanish Managers
- * Key Markets in the U.S. for Spain
- * Doing business in Spain for U.S. Managers
- * Defining and Identifying promising products and services
- * Market Research for business success
- * Differing regulatory environments in the U.S. and Spain.
- * Legal forms of business in the U.S. and Spain.

Managing in Two Cultures

- * Organizational Cultures: what they are, how they are created and what they mean for organizational effectiveness and change
- * Integration vs Differentiation: managing cultural differences
- * Negotiation, decision-making and mediation strategies in each market
- * Potential Sources of Conflict: What they are and how best to manage them

Successful Communication Strategies

- * Knowledge about the "media" for business managers
- * How to address an effective message to the target audience
- * Communication as a tool for International Business
- * Main Distribution Channels for business in the U.S. and Spain
- * Developing Communication Skills (USA and Spain)



QUIÉN DEBE PARTICIPAR

Directivos Españoles y Norteamericanos que estén trabajando actualmente en ambos mercados o quieran poner en marcha iniciativas empresariales en ambos países (España y Estados Unidos).

OPORTUNIDAD ÚNICA EN LAS RELACIONES COMERCIALES ESPAÑA-ESTADOS UNIDOS

La participación de directivos Españoles y Norteamericanos que se enfrentan diariamente a las características de ambos mercados permitirá establecer relaciones comerciales entre las distintas empresas y sectores, favoreciendo una oportunidad única de potenciar las relaciones de negocio entre los dos mercados: el mercado Español y el Norteamericano.

Este Curso para Directivos Españoles y Norteamericanos está diseñado para formar a los líderes empresariales del futuro que se enfrentan día a día a las consecuencias de una economía cada vez más globalizada y sofisticada donde la especialización, la capacidad de adaptarse a las culturas locales y el dominio de las estrategias de comunicación son la ventaja competitiva de los mercados del futuro.

Entre los principales objetivos del curso podemos destacar la posibilidad de identificar oportunidades empresariales en ambos mercados. Desarrollar y potenciar relaciones comerciales entre España y Estados Unidos. Descubrir para resolver, situaciones conflictivas, además de aprender unos de otros aprovechando el conocimiento y la experiencia de profesionales y académicos especializados y con prestigio en ambos mercados. Favorecer el marco adecuado para resolver diferencias y detectar elementos comunes, descubriendo estrategias de comunicación eficaces en ambos mercados.