



### ***III INTERNATIONAL EXCELLENCE CONVENTION:***

**“Leading the entrepreneur change: Keys to create a business-friendly environment”**

**Madrid, Wednesday, October 27, 2010**

[www.madridexcelente.com](http://www.madridexcelente.com)

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## Tentative Program

9:15-9:50 a.m. Welcoming Reception and Distribution of Documentation

9:50-10:00 a.m. Presentation of the International Excellence Convention

10:00-11:00 a.m. Official Inauguration

- ✓ Spanish Guest Speaker
  - **Mr. Manuel Pizarro.**  
Former President of ENDESA, IBERCAJA and the Madrid Stock Exchange.
  
- ✓ International Guest Speaker
  - **Mr. Michael Portillo.**  
Ex- Minister and Ex- Deputy of the Conservative Party of Great Britain.
  
- ✓ Hostess
  - **The Honorable Esperanza Aguirre Gil de Biedma.**  
President of the Autonomous of Madrid

11:00-11:45 p.m. Keynote Speaker

- **Mr. Guy Sorman.** Distinguished Economist, journalist, French philosopher and author. He has written several books that argue for the ideals of creativity and modern capitalism.

11:45-12:00 p.m. Delivery of the European Excellence Award 2010 to Guy Sorman by the President of the Autonomous Region of Madrid: The Honorable Esperanza Aguirre.

12:00-12:30 p.m. Coffee Break

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**12:30-14:00 p.m. Round Table: "Example of leadership and business success"**

Participants: Sponsoring company executives.

**2:00-3:30 p.m. Lunch**

**3:30-4:30 p.m. Round Table: "Keys to entrepreneurship"**

- **Moderator: Mrs. Ana Samboal.** Journalist and television presenter.
- **Mr. Carlos Espinosa de los Monteros.** INDITEX Second Vice President and former CEO of MERCEDES BENZ in Iberia. ACCIONA Counselor and President of MUPRESA FRATERNITY.
- **Mr. Carlos Rodríguez Braun.** PH.D. in Economics from the Universidad Complutense de Madrid, Professor of History of Economic Thought and columnist of ABC, Expansión and Libertad Digital.

**4:30-5:30 p.m. Keynote Speech**

- **Mr. Ken Robinson.** Professor of Economics of the London School of Economics. Expert in developing creativity, innovation and human resources.

**5:30-6:15 p.m. Official Closing of the Convention**

- **Mr. Arturo Fernández.** President of the CEIM and President of the Madrid Chamber of Commerce.
- **The Honorable Mr. Antonio Beteta Barreda.** Minister of the Economy and Taxes of the Autonomous Region of Madrid.

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