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INDIAN LEADERS PROGRAMME 2013

May 27-31
Madrid & Barcelona

Gonzalo de Benito greets the members of the Indian Leaders Programme at a meeting in which he stressed the importance of India in the strategic plans of Spain in Asia

Welcome from minister of State for Foreign Affairs to the Indian leaders

Minister of State for Foreign Affairs has welcomed the Indian leaders at a meeting held at Torres Agora headquarters of the Ministry of Foreign Affairs and Cooperation. In the meeting also participated several representatives of the Ministry, the ambassador of India to Spain and members of the Spain-India Council Foundation, organizers of the Indian Leaders Program.

Gonzalo de Benito explained Spain's current economic situation, with particular emphasis on the growth of our exports. The participants in the encounter agreed on the interest

of both countries to increase trade and cultural exchanges. According to the ambassador, Sunil Lal, India offers distinct business opportunities in sectors such as pharmaceuticals or IT.

The secretary of State emphasized the leadership of some Spanish companies in Latin American markets, affirming that Spain could "lead India on its way to South America." He also recognized the need to "promote understanding between Spanish and Indian companies to compete in those countries together."

The leaders were particularly



interested in the Spanish military technology. Gonzalo de Benito said that "we are good at military communications and work with very demanding markets such as Swiss and Australian".

On a different matter, participants highlighted the initiative of the Spanish government to grant residence permits for foreigners who buy a home appraised at more than 150,000 euros. This measure will help to ease the migration regime and therefore refinance the Spanish property market.

This meeting starts the Indian Future Leaders Programme. This

initiative aims to strengthen bilateral relations between Spain and India, besides positioning the two countries as strategic partners. This was highlighted by the minister of State for Foreign Affairs. During his speech, he encouraged "to solve the lack of mutual understanding" between the two nations. In this regard, he stressed the importance of the Indians Leaders Programme of the Spain-India Council Foundation, to become a real and effective platform to promote dialogue between the two countries to boost economic and trade relationship and strengthen ties between the two countries.



The participants of the Indian Leaders Programme have paid a visit to the Financial City of Group Santander. They had a working lunch with president of Spain-India Council Foundation and president of Santander Foundation, Antonio Escámez.

Director of the Research Department, Alejandra Kindelan took the opportunity of her meeting with the journalists that make the Indian Leaders Programme, to explain “the international growth experienced by the company due to its business focus.” Then, she gave the leaders an updated view of the national economic situation, showing Spain as “a competitive country” that stands in infrastructure, transportation and industrial machinery, but in which “we must diversify our activities even further.”

Furthermore, president of the Spain-India Council Foundation, talked about Santander’s interest to continue growing in

First business meeting of the Indian leaders in Group Santander City

They have been received by Alejandra Kindelán and Antonio Escámez, president of the Spain-India Council Foundation

the Asian continent because nowadays “the presence of the group in Asia is focused on China, but with high pretensions to enter India on a near future. “ Antonio Escámez has recognized that “India is a huge market with enormous potential.” Therefore, the intentions of Bank Santander in India are to access through corporate services, to

“gradually move, depending on regulation and opportunities to reach also the field of personal banking.”

During the rout through Group Santander City, Indian leaders have visited the auditorium and the golf course, among other facilities. They have also been able to admire the pieces

of the Art Gallery of the Bank Santander Foundation. Currently, there are 90 pieces from the Cranford collection exposed, mainly paintings from British and German contemporary creators. The exhibition also features a sculpture of one of the most famous Indian-born British artists, Anish Kapoor.

The headquarters of Santander occupies around 365 hectares in Boadilla del Monte and came into operation nine years ago. The resort has two data processing centers, training school, residence, nursery, auditorium, sports courts and a wide range of dining options. Currently, it is among the best corporate headquarters worldwide. The aim of this ambitious project was to create a high-quality environment for employees. Such was the case that this year Group Santander has become the first European company in receiving the prize for excellence in conciliation ‘The Work-Life Innovative Excellence Award’.



MAY 27 MADRID

H.R.H. Prince of Asturias welcomed the delegation of the Indian Leaders Programme

Don Felipe transmitted the Indian journalists the special relationship between our country and regions such as South America and Middle East.

His Royal Highness the Prince of Asturias has received the nine pundits from the II Indian Leaders Programme organized by the Spain-India Council Foundation. To the audience, held at La Zarzuela Palace, have also attended the minister of State for Foreign Affairs, Gonzalo de Benito, the president of Spain-India Council Foundation, Antonio Escámez, and representatives of the various patrons entities.

Don Felipe has talked with the leaders about the special relationship between our country and regions such as South America and Middle East and has welcomed the gradual increase of bilateral relations with India.

The Indian leaders have conversed with the Spanish heir about the economic situation



of the country. Regarding this issue, Don Felipe has conveyed confidence in the structural reforms that are taking place in Spain and the importance of betting on our talent. In addition, the Prince wanted to give special emphasis to the importance of immigration as a factor of growth in our country, stressing that Spain strives to

maintain the welfare state of each citizen.

In a relaxed atmosphere, H.R.H. Prince Felipe has told the journalists about the special bonds between the Spanish royal family and India. His own family history connects him to the country owing the fact that his maternal grandmother

and aunt lived there for several years. He has also told them about the predilection of Their Majesties for the Asian country which they have repeatedly visited.

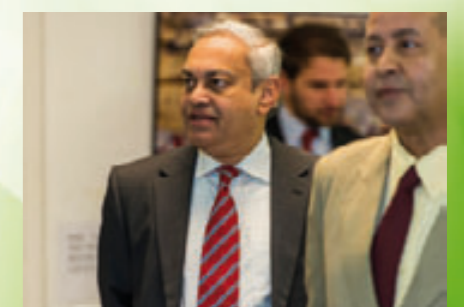
Don Felipe has thanked the Indian leaders visit and has encouraged them to disclose an actual image of Spain in India.

The Federation of Associations of Spanish Journalists (FAPE) organized this event under the second Indian Leaders Programme, in collaboration with the Press Association of Madrid and the International Press Club. The meeting took place at the International Press Centre in Madrid.

The large group of Spanish journalists who participated in the event was composed by representatives of the mainstream media of our country. The Indian “talking heads” were able to share their opinions with Berna González Harbour, deputy director of El País; Emilio Contreras, Opinion deputy director of ABC; Rafael de Miguel, News deputy director of radio station SER; Anna Bosch, news editor of TVE; Iñaki Gil, News deputy director of El Mundo, Angel Boixadós, former president of the Association of Economic Journalists; Edurne Arbeloa, news editor of Cuatro; Angel Nieto Lorasque, international editor of La Razón and Alvaro Zamarreño from SER.

Indian leaders were received by the president of FAPE, Elsa González, and Manuel Cacho, secretary general of the Spain-India Council Foundation. The latter emphasized that the goal of the Indian Leaders Program this year is “bridging the Indian and Spanish civil societies to promote the exchange of information and opinion, in order to know each other better.”

During the gathering, they discussed issues such as the polarization of Spanish journalism



MAY 28 MADRID

Meeting between Spanish journalists and Indian leaders at FAPE

The professionals of both countries have exchanged information and views about the socioeconomic and cultural reality of Spain and India.

or the structure of written and audiovisual information services. They also discussed the effects of the economic crisis in the news industry, where 10,000 jobs have been destroyed in recent months and around 40 media have disappeared.

Regarding the current contents of the two countries' media, Indian professionals have been particularly interested in delving into the “indignados” citizen movement; youth unemployment; political

corruption; the position of Spain compared to other European countries or the role of the monarchy. Meanwhile, Spanish colleagues highlighted the last events related to sexual harassment against Indian women as the most important issue about India recently covered by Spanish media. Both groups of journalists agreed that there are many similarities between Indian and Spanish media, and that, despite efforts, mutual knowledge is still based on stereotypes.

Social work of Real Madrid in India

The Indian Leaders Programme visited Bernabeu stadium and met the work done by Real Madrid Foundation in their country.

On the second day of the Programme, the leaders visited Real Madrid facilities in Madrid. This team has been decisive in the success of Spanish football and the image that our country has beyond our borders. In the stadium, the indian journalists met the press team of Real Madrid Football Club.

In spite of cricket being the national sport in India, football also has million supporters, mostly in Calcutta, where the

two best teams of the country come from. In city, in a southern rural area, Real Madrid Foundation opened its first football school in Asia, the 'Social Sports School IIMC Kheadah', in collaboration with the Indian Institute of Mother and Child (IIMC).

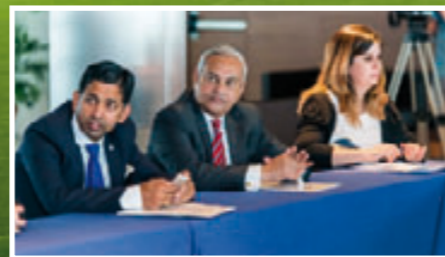
Since 2011, 118 boys and 74 girls, aged between 7 and 15, benefit from the training provided by 5 monitors, under the theme: 'They play, we teach'. But the school not only offers sports

coaching, but also activities to promote values such as respect, gender equality, integration and healthy habits. According to Iñigo Arenillas, from Real Madrid Foundation: "we believe that sport is a great vehicle for development, peace and social cohesion".

During the meeting, Real Madrid Foundation informed about the future construction of another sports school in Tamil Nadu, southeast of India. The project

will be implemented during this year, and will continue to help children at risk of social exclusion, through sports and healthcare.

Later, the group went around the facilities of Santiago Bernabeu stadium, guided by Raul Serrano, from External Relations & Protocol Department. After the visit, some leaders ensured that Spanish football has enhanced the positive image of our country in India and represents a first class exportable item.





MAY 28 MADRID

Spanish company Indra explains its strategy

Indian leaders exchanged views with executives of the company and heard about the projects already operating in India.



The second edition of the Indian Leaders Programme visited Indra, consulting and technology company working in several fields, ranging from energy to health care, control and security systems, transportation, telecommunications and financial services, always with innovation as a brand differentiator.

Juan Socías, director of Institutional Relations, has conveyed on the international vocation of the company, which operates in more than 128 countries and whose 70% of its benefit proceeds from abroad. Actually, in recent years Indra has shown its global approach giving particular emphasis to emerging markets. This fact has been recognized by Juan Jose Gonzalez, director of Strategy and Innovation: “our company is there where there is growth and there are business opportunities for technology” but “despite the strong demand in Asia, it is not useful to implement technology designed in and for Europe. Indra wants to study the specific

needs of each region.” Below this analysis, Gonzalez has said that to lead these new scenarios “is important to find market niches where local leaders do not act”.

Participants in the Indian Leaders Programme have been interested in the projects of the company in India and the difficulties that a foreign company could find to develop their proposals in the Asian country. Juan José González explained that their lines of action in the emerging countries are focused on providing intelligent infrastructures; improve public services and work on personal security as well as on property protection. In India, in particular, Indra is yet developing different projects, mainly in the area of defense. Juan Socías has recognized that “India is a tough market because it is a huge country, complex and largely unknown for Europeans.”

The leaders have completed the visit with a walk through Expolndra, an exhibition in which

they have learned about the company’s projects in the fields of defense, health, energy and software development.

Just out of curiosity, during the encounter it was commented the origin of the company’s name, which comes from the Hindu religion. God Indra, according to Hindu mythology, besides being one of the most powerful, was particularly distrust in maintaining his position as chief god. A philosophy that also fits the Spanish company that has become the # 1 consulting and technology multinational in our country and one of the largest in Europe and Latin America. It currently operates in more than 128 countries.

Innovation is the foundation of its business and sustainability. Indra has spent 550 million euros on R & D over the past three years, this quantity places it among the first European companies of its sector. 55% of its revenue comes from international markets and it has 42,000 employees.

IE Business School welcomes the Indian leaders

The school, one of the most prestigious worldwide, offers innovative teaching methods based on the concept of “blended education”.



“An unusual business school, with unusual people”. With these words the dean, Santiago Iñiguez, has welcomed the Indian pundits to IE Business School. Next, Jöel McConnell, director of international development in the Asia-Pacific region, took the floor. During his intervention, he explained that from all recruitment offices that IE has spread throughout the world, India is the one with more staff and is one of the fastest growing centers of enrollment.

In the symposium also participated one professor and two students of Indian roots. Students, already graduated, highlighted some

strengths of IE based on their personal experience. On one hand, they appreciated the international atmosphere of the school, because it represents the actual environment that they will have to face in the real world of business, increasingly global. On the other hand IE offers a wide range of possibilities to complete the education.

The Indian leaders exchanged views with the representatives of IE Business School. All of them recognized that it is essential to solve urgently the geographical distance between the two countries by creating direct flights. Nowadays, none of the

Spanish or Indian airlines offer this service.

Finally, leaders pointed to the lack of knowledge of Spanish language as a difficulty for international students. The dean of IE acknowledged that “no business school can close the doors to talent wherever it comes from, now more than ever we need entrepreneurs.” So, to keep their overall essence, the formation of the Instituto de Empresa is taught primarily in English.

The international vocation of IE Business School is represented by the enormous diversity of students and faculty. The teaching staff of IE is close to 500 professors who teach pupils from 88 different countries. The quality of their training is supported by awards such as the one from the Financial Times newspaper, which awarded IE as the best business school in Europe in 2012.



The Indian journalists enjoy Spanish art and cuisine

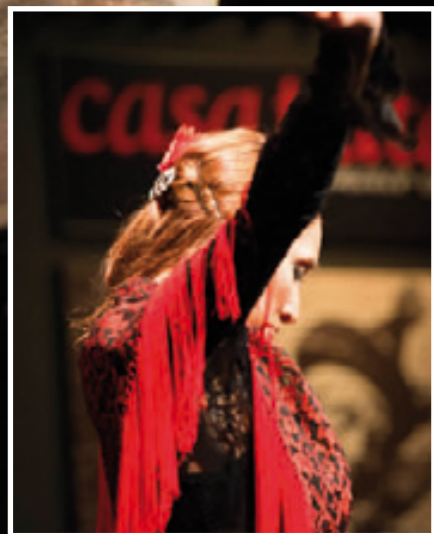
MAY 28 MADRID

Casa Patas entertains the leaders with a selection of tapas and a flamenco show

The second day of the Programme concluded informally with a visit to popular “tablao” (flamenco establishment), Casa Patas. Throughout the evening, the leaders tasted a selection of some of the most popular delights of the Spanish cuisine, washed down with national wines. During the dinner they discussed informally with members of the Spain-India Council Foundation, exchanging impressions of the two days

already spent in Spain, and inquiring about some details of the Spanish cuisine.

After the meal at the popular establishment of Lavapiés district of Madrid, they enjoyed a flamenco show by the dancers Irene “La Sentío” and Sergio Aranda, along with the singing performed by María Mezcle and “Ingueta”; Camarón de la Pitita and Aquilino played the guitar, and “Bandolero” executed the percussion.



Indian Leaders visit the first global news agency in Spanish

The Indian journalists have known the operation of Agency EFE and exchanged impressions on the changing reality of journalism.

The Indian Leaders Program members were received by Rosario Pons, director of Graphics, which offered data about the company and accompanied them during the visit. EFE ranks fourth in the world ranking of news agencies and has a network of 3,000 professionals spread out in 120 countries.

In the presentation, apart from Pons, also participated Juan María Calvo, head of international relations and Sara Bhagchandani, from the sales department. Calvo wanted to emphasize that the

agency is focusing on its process of internationalization, especially in South America, where 40% of the news published are distributed by EFE. Despite this international approach, the new strategy of the company is the segmentation of content, as Bhagchandani explained, "tailoring our services to each local client". Juan María Calvo explained the Indian colleagues one of the values of the agency "we come from a medium-sized country. We are not a superpower, so we haven't got the viewpoint of a superpower. We try to show the world our perspective."

special interest in the international department, where they discovered EFE infrastructure in India. The agency has an office in New Delhi with a staff of three journalists who also covers information from neighboring countries like Pakistan, Afghanistan, Bangladesh, Bhutan and Sri Lanka. According to Pons, these professionals are multidisciplinary and are responsible not only for writing, but also for registering the audiovisual information.

The leaders especially enjoyed

the visit to the photo archive, where EFE has a set of 50 million images stored. Among the most recent pictures, the leaders could see the photos of their meeting with the Prince of Asturias celebrated the previous day. Some members of the Programme have been deeply interested in the conservation of older images, dating from the early twentieth century and which are kept in a separate section with special technical conditions. Currently, EFE is digitizing this sort of historical material with the aim of preserving it.



EFE journalism maintains a strong commitment to fairness and ability to adapt to the times. Therefore, the agency is working to integrate its service with new mobile technologies. Pons also explained that there is a constant internal debate about "what is important and what is interesting" from the informative sense.

After the meeting, the leaders have done a tour through several areas of the agency, beginning with the television department. While there, an spontaneous debate has emerged on the evolution of the profession and the influence of social media in today's journalism. On this matter, one of the members of the Programme, Sonia Singh has stated that "now anyone with a mobile thinks is a journalist, without putting events into perspective or analyze the context."

The Indian journalists showed



MAY 29 MADRID

The Spanish language, an upward trend in India

The Instituto Cervantes in New Delhi has significantly increased its number of students since its inception in 2009.

In the middle of the Indians Leaders Programme, participants have visited Cervantes Institute in Madrid where they met Luis Prados, chief of staff, who accompanied them to the Box of Letters and the dome, where they were able to admire an excellent view of the capital.

Cervantes Institute is the organization responsible for the international promotion of the Spanish language. It has a single center in India, in New Delhi. Historically, the language of Cervantes has had limited distribution in India, due to the hegemony of English. However, in recent years, the center has increased the number of enrollments due to the growing interest in learning Spanish. This attraction for the language is growing because of the worldwide projection of our country and the penetration of some Spanish companies in Indian Territory. Prados has explained that the interest of Spanish students in India

is mainly due to “business interests”, although “others decide to study it because they are attracted by Spanish culture.” To handle the Spanish language is considered in India as a primary gateway to Latin American market.

The leaders were interested in the differences between the diverse variants of the language. The chief of staff explained that “although there are lexical differences, the basis of the language is the same and it is perfectly understandable”.

Later, the group visited the Box of Letters. This chamber, located in the basement of the building, was the bank vault of Banco Español del Río de la Plata. Since opening in 2007, many Spanish cultural figures have placed a personal legacy in any of the 1,800 existing chests. The mystery of the objects stored only will be discovered on the date chosen by each character.



MAY 30 BARCELONA

Casa Asia hosts a conversation between Spanish and Indian journalists

Professionals from both countries exchanged views on political and economic issues as well as the image given of the two countries through media.



Ramón Moreno, director general of Casa Asia, welcomed the leaders in the first activity of the Programme in Barcelona, defining India as “a young and raising country, but also millenary and proud of its cultural heritage”. He also wanted to exchange impressions on bilateral relations between the two countries: “In the last five years there has been a qualitative leap and expectations are rising regarding our relationship. In this context, the Indian Leaders Programmewhich becomes more and more significant. “

“F”: food, football and films, could represent an important focus for enhancing mutual interest and flow of tourists. “ The Director General of Casa Asia has understood that cinema can be a very profitable trade route, but lamented the lack of Indian film distribution in Spain. While many Indian citizens have begun to show interest in our country thanks to the movie “Zindagi Na Milegi Dobara” from Zoya Akhtar.

Pranay Sharma has raised some reflections on the global crisis. From his point of view, Spanish crisis should be understood “not as a bad thing. The main problem is that Spain, as a brand, is not known in India. Many people know the shop Zara, for example, but they do not know that it is a Spanish company. “ According to

The Indian journalist Saurabh Shukla has expressed one of the first thoughts: “We know that Spain is suffering a financial crisis, but we couldn’t notice that on the street. I think three



the journalist of Outlook India, we should continue this trend of coalition that is beginning between Spain and India.

One of the participants in the Indian Leaders Programme, Sonia Singh, wanted to know how the Spanish journalism helps to give visibility to international relations. Ana Bordas, TVE, has responded that media try to create a balance between national and international content.

Then, the conversation has turned to how communicators should position themselves in situations of political and

economic effervescence as the one we are living. To this question, Milagros Pérez-Oliva, opinion editor of EL Pais, said that “we are in a moment of radicalization and polarization of thoughts. These days, moderation always suffers, and this is one of the difficulties for journalists when creating an honest and open debate without pressures “.

India's news in Spain.

Shaili Chopra wanted to know the real interest in India shown by Spain. The journalist Ana Bordas has ensured that we see India as “a great opportunity”. Meanwhile,

Vaiju Naravane has emphasized the major projects underway that can benefit both countries. In her opinion, we also need a political commitment so Spain does not see India anymore “as a country full of corruption, traffic and complexities”. Naravane has opined that to resolve this hole of knowledge, “we need to make India more friendly and understandable. There is a big mistake when explaining who we are”, specially now that Spain needs India more than India needs Spain.

Journalists, both Spanish and Indians, have also commented the distorted focus in the

news from India. The director of Casa Asia, Ramon Moreno, believed that the incorporation of Spanish correspondents in New Delhi can serve as a way to give India a more faithful image close to reality: “Now India is present in the main international forums and from Spain we understand the importance that the country is taking.” Joaquin Luna, international editor of La Vanguardia, has explained that “Spain hasn’t had powerful colonies in Asia, except Philippines, so can not be compared to other European countries relationship with the continent.” Luna wanted to note a number of optimistic

points in our relationship, “first because in our country there are no anti-immigration political parties, and secondly, because unemployment and other problems are creating a very supportive society in Spain.” From this perspective, Shoma Chaudhury believes that we must seize the challenges that we face in this new global scenario and it is a must to develop a “new economic thinking”.

The Spain-India Council Foundation as a tool for mutual understanding.

Manuel Cacho, secretary general of the Spain-India

Council Foundation, wanted to summarize the symposium recognizing the lack of knowledge that characterizes India-Spain connections and poor presence in mass media. “The image of Spain in India focuses on the crisis, a bad image. And in Spanish media in general, India has little presence, gradually becoming bigger due to India’s growing influence in the world and we need to reflect this.” Cacho, stressed that “promoting mutual understanding and bringing closer public opinion and civil societies, is one of the goals of the Spain-India Council Foundation”.



Shoma Chaudhury

“The world needs a new economic thinking to move in and get out of the crisis”



Vaiju Naravane

“In Indian press, Spain only exists in the context of the crisis and we should look at it from another perspective”.



Pranay Sharma

“The problem is that Spain is not known in India as a brand. We know Zara, but we do not know that it is Spanish “



Saurabh Shulka

“Food, football and films, the three F, are a good focus to enhance the interest of India in Spain”



Ramón Moreno

“India is a young and emerging country, but also millenary and proud of its heritage and traditions”



Manuel Cacho

“Promoting mutual understanding is one of the goals of the Spain-India Council Foundation”



MAY 30 BARCELONA

Mayor of Barcelona exposed the challenges of the city to the leaders

Barcelona, world's capital of sustainable urban mobility 2013, aims to become a self-sufficient city at all levels.

Mayor of Barcelona, Xavier Trias, accompanied by other members of the municipal corporation, have received the Indian leaders to explain them the most innovative projects in which the city is immersed. Trias has offered an overview of Barcelona and stressed that one of his priorities is to diversify the economy. According to the mayor, "we live in times of recession but Barcelona is a small oasis. Cities are essential to overcome the crisis and Barcelona and its

metropolitan area are."

For its part, urban planning city councillor, Antoni Vives, explained to Indian reporters that this year the city is the world's capital of sustainable mobility. The council is reinforcing this responsibility by strengthening the commitment of being a 'smart-city'. Vives detailed the challenges ahead for Barcelona: "We want to build a self-sufficient city connected at all levels". These goals, as explained, intended

to be achieved through several initiatives including enhancing functionality of the city; paying special attention to green areas; achieving excellence in urban design; creating efficient and productive neighborhoods and promoting new urban attractions.

The mayor of Barcelona also emphasized the openness of the city for business and entrepreneurship, and shown his awareness of Barcelona brand being "traditionally associated with culture and sports. A change in our image that occurred during the 1992 Olympics."

The meeting has been completed with a typical Indian meal, prepared by Moti Mahal restaurant, on the terrace of the town hall.





MAY 30 BARCELONA

Visit to Generalitat of Catalonia

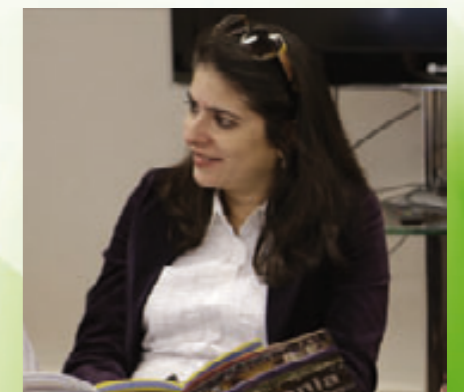
Indian leaders were received by secretary of Foreign Affairs of the Catalan Government, Roger Albinyana



During the visit to Palau de la Generalitat, the leaders made a brief tour through the facilities of the imposing building of medieval origin. Afterwards, they had a meeting with Roger Albinyana, who has detailed the main assets that Catalonia can offer to India. In this sense, he stood out the capabilities of Catalan pharmaceutical industry as a possibility of trade with India, which is the largest producer of generic drugs in the world.

The secretary of Foreign Affairs, also highlighted the touristic activities in Catalonia and the powerful food industry, which already works with other emerging countries such as Russia.

Finally he rostered some companies that already have presence in India like Cepsa, Torres, Taurus or Roca.



Barcelona, touristic reference

Indian leaders visited some of the main attractions of the city.

Indian pundits of the Indian Leaders Programme, spent part of their first day in Barcelona visiting many of the touristic assets that increase the projection of the city abroad. During the tour they made a visit to Casa Mila, declared World Cultural Heritage by UNESCO in 1984. Currently, the building houses a cultural center and embraces the headquarters of Catalunya-La Pedrera Foundation.

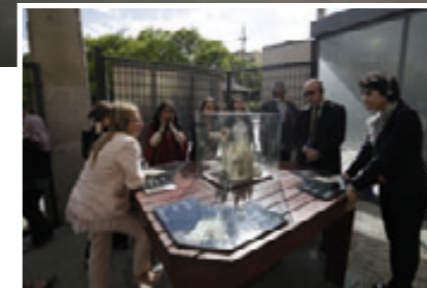
During their visit to the also known as 'La Pedrera', the journalists have admired the various units of one of the most representative works of Gaudí's naturalistic period. From the roof of Casa Mila they were able to observe spectacular views of the city.

Later, the leaders have visited the Templo Expiatorio de la Sagrada Familia, whose works

continue today since its start in 1882. They have been able to admire several perspectives of this brilliant architectural work. The church was originally designed with neo-Gothic style. But when Antoni Gaudí assumed the Project, he redesigned it under its own peculiar characteristics. From general sketches, he was improvising the construction as it went along. Since the Catalan architect died,

in 1926, had only been built one tower. However, work continues based on his drawings and plaster models.

During their sightseeing tour around Barcelona, the leaders have been accompanied by the director of Casa Asia, Ramón M^o Moreno, the manager of the same institution, Montserrat Riba, and its director of communications, Josep Casaus.



Indian leaders visiting La Caixa

Juan María Nin, CEO of CaixaBank and vice president of the Spain-India Council Foundation: “India is a good example of self-sufficiency.”

The vice president of Spain-India Council Foundation has begun his meeting with the Indian journalists offering a perspective on the current economic situation and some reasons for the present crisis, “in 2007, when the financial system collapsed, many countries responded with immediacy but as Spain continued to grow, the measures were taken later”. However, Juan María Nin transferred some confidence: “for the first time in six years, the discipline of these measures, based on a German model, is producing positive results at a macroeconomic level.” CEO of CaixaBank justifies this horizon to the growth of the external sector. A sector that looks into the BRICS: “We need India to grow, we need China to grow [...] India is a good example of self-sufficiency, not

so exposed to the mistakes we made at one time.”

Until now, the presence of the Caixa in India focuses on the social work done its foundation. This nonprofit organization already has several projects in the asian country to support women entrepreneurs and to cooperate with local farmers. In addition, Caixabank Foundation in collaboration with Casa Asia, has an educational assistance program to achieve higher studies in India.

CaixaBank is leader in retail banking in Spain, with over 13 million customers. Currently maintains a strong commitment to growth, both domestically and internationally, thanks to their proven experience in investment banking.



Inspiring the future in ESADE

Indian leaders exchanged views with teachers and students of this prestigious business school.

Journalists have been received by Beatriz Escriña, head of international communications at ESADE. The school has 30 Indian pupils this year studying MSc and MBA programs. Katie Carr, regional director for EMEA and India, has revealed that each year the number of students recruited for the school in India is increasing

significantly. According to Carr, most of them comes to Spain "because they have been raised in a predominantly Indian environment and want to expand their international vision. "Studying in Spain gives them flexibility and a friendly atmosphere," added Katie Carr.

The leaders wanted to know why

an Indian student may prefer a Spanish school before an American or British one. "Firstly, our international diversity. And second, because in Spain they assume the challenge of living in a very different environment, and that helps them for their future," replied Carr.

During the day there have been various talks, which have addressed issues such as the potential for cooperation between Europe, Spain and India, or Spain as a gateway to South America. ESADE Professor Josep M. Sayeras said that Spain needs to grow and it is doing it, partly thanks to the development of the foreign sector. Meanwhile Xavier Mendoza, who has focused on investments in South America, has highlighted the position of Spain as the second foreign investor in the region, after the United States. In the last years,

India has also become interested in the area with the presence of some of its biggest companies like Tata, Wipro, Infosys, Glenmark and others, which have about 20,000 employees in the territory. According to Mendoza, most Asian companies suffer a lack of knowledge around South America that also affects the economic sphere, although this fact has not stopped attracting investors. Spain, due to its presence in the area and its language, could become the best partner for Asian investors in Latin America.

Finally, another round table has focused on family business, a model thoroughly widespread in Spain and India. Alberto Gimeno was the teacher who addressed this issue with Indian leaders. The Indian journalists have raised the problem that many third and fourth generations are detached

from the business, which at the end of the day, destroys the company. To Gimeno both in India and in Spain "families should move away from the direction or management of the company, to focus on the control of it and have more presence in the business."

The working day at ESADE concluded with the presentation of a project by a group of students from different countries. These students are among the 16 finalists who will compete for the Hult Prize in Dubai. This award, reward with one million dollar the business proposal which better tackles urban food security worldwide. ESADE project aims to create a model of cooperation among small traders of "slums" in India. Indian leaders have shared with the students their ideas and recommendations to improve the proposal.





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