

Economic Growth through Pan-Hispanic Cooperation: The Emerging Economic Value of Spanish in the U.S.

December 8th & 9th, 2011
Instituto Cervantes, 31 W Ohio Street, Chicago, IL 60654

This symposium will offer a forum for discussion about the demographic change that the United States is experiencing due to the unprecedented growth of the Hispanic population. The opportunity for greater cooperation and commerce is driven in part by the dramatic growth of the use of the Spanish language in the United States, to the point where there are now approximately 36 million people in the country who speak it. Spanish is the second language of international communication in the world. Right now, 1 in 6 residents of the United States is Hispanic; 1 in 5 public school students is Hispanic and 1 in 4 children born in the United States is Hispanic. By 2025, over half of American families will be multicultural. By 2050, the United States will be the largest Spanish speaking country in the world. According to estimates made by the U.S. Census Bureau 132.8 million inhabitants will be Hispanic by 2050, almost three times the current 46.7 million, which means nearly one in three Americans citizens will be Hispanic.

A new corporate paradigm will have to evolve to address this emerging consumer mosaic and help keep the United States on the crest of this wave of demographic change.

The Spanish language will be a natural component of the new framework, and the ability to speak Spanish *in addition to English* will increase in value (in schools, media, scientific research, business, politics and diplomacy.) How should the United States capitalize on the rising value of Spanish domestically and internationally?

1. How should the U.S. address Spanish in the school system?
2. How are corporations facing this radical multicultural change in the U.S.?
3. How to best manage the impact and growing influence the U.S. Hispanic population has on society, the economy and politics in the U.S.?

This symposium aims to open a national and international dialogue to generate ideas for leveraging these opportunities. The symposium will be conducted in English and Spanish with simultaneous translation.

Organized by:



THURSDAY, DECEMBER 8, 2011

3:30 P.M. REGISTRATION

4:30P.M WELCOME REMARKS

- *Ignacio Olmos, Executive Director Instituto Cervantes of Chicago*

4:35 P.M. to 5:15 P.M. OPENING

- *Jorge Dezcallar – Ambassador of Spain to the United States*
- *Moderated by: Marshall Bouton – President of the Chicago Council on Global Affairs (pending)*

5:15 P.M. to 6:45 P.M. INAUGURAL PANEL: THE ECONOMIC POWER OF HISPANICS

Panel objectives:

- **Understand the economic impact of the major demographic growth of Hispanics as recently published by the US Census and the increasing nature of this trend within the U.S.**
- **Explore the economic impact of Hispanics within the political and social context of the U.S.**
- **Learn how to capitalize on the pivotal role the U.S. Hispanics play in the international relations between the U.S. and all the Spanish speaking countries.**

Speakers:

- *Silvia Puente – Executive Director of the Latino Policy Forum*
- *Fabiola Rodriguez-Ciampoli - Deputy Assistant Secretary for Public Diplomacy in the Bureau of Western Hemisphere Affairs*
- *José María Lasalle – Cultural spokesperson for the Grupo Popular (Conservative party Spain)*
- *Juan Andrade Jr. – President of the US Hispanic Leadership Institute*
- *Kenneth McClintock Hernández – Puerto Rico Secretary of State*
- *Javier Rupérez – Former Spain Ambassador to the US*

Moderator:

- *Ignacio Olmos – Executive Director Instituto Cervantes of Chicago*

6:45 P.M. to 7:00 P.M. Break

7:00 P.M. to 7:05 P.M. WELCOME REMARKS

- *Juan López-Dóriga Pérez – General Secretary of the Consejo España - EE.UU Foundation.*

7:00 P.M. to 8:15 P.M. OPENING BUSINESS OPPORTUNITIES

Panel Objectives:

- Learn about the experiences and strategies of U.S. firms with a bilingual workforce.
- Learn about what the United States Department of Commerce is doing to improve commercial relations with Spain and Latin America.
- Explore the need for a new corporate paradigm as an opportunity for economic growth.

Speakers:

- *Al Zapanta – President & CEO, US México Chamber of Commerce*
- *Omar Duque – President & CEO Illinois Hispanic Chamber of Commerce*
- *Juan Ochoa - President and Chief Executive Officer the Miramar Group*
- *Deirdre Drake – Senior VP Human Resources BMO, Harris Bank*

Moderator:

- *Norman Ruano – Vice President of the Institute for Workforce Education*

8:15 P.M. to 9:00P.M. WELCOMING RECEPTION SPONSORED BY FUNDACION CAROLINA

FRIDAY, DECEMBER 9, 2011

9:00 A.M. to 9:05 A.M. WELCOME REMARKS

- *Patria de Lancer Julnes, President Asociación de Líderes Hispanos*

9:05 A.M. to 10:30 A.M. WINNING THE FUTURE: BILINGUAL EDUCATION

Panel Objectives:

- Understand the policy on bilingualism in the United States for grades K-12.
- Hear the experience of a local university that implemented an English/Spanish bilingual education model.
- Understand strategies for supporting the teaching of Spanish at all levels.

Speakers:

- *Andre Saenz – CPS Chief of Staff*
- *Julio Ortega – Professor of Hispanic Studies at Brown University*
- *Laura Maristany – Hispanic Association of Colleges and Universities (HACU)*
- *Paul Schroeder Rodriguez – Professor and Chair Department of World Languages and Cultures, Northeastern Illinois University*
- *Gary Chico – Lawyer, former board president of the Chicago Public Schools*
- *Beatriz ponce de León – CPS Office of Language and Cultural Education, Bilingual Education and World Language Initiative Project Manager*

Moderator:

- *Andrew C. Sund – President of Saint Augustine College*

10:30 A.M. to 11:00 A.M. Coffee Break

11:00 A.M. to 12:30 P.M. HISPANICS AND THE MEDIA

Panel Objectives:

- Understand how Hispanics in the United States are viewed by the media in the United States, Spain, and Latin America.
- Understand the role the media can play in supporting social progress and economic growth for Hispanics.
- Promote opportunities for collaboration between these countries' media sources in order to improve relations with Hispanics.

Speakers:

- *Juan Manuel Benítez – Host, Pura Política NY1 Noticias*
- *David Alandete – El País, Washington*
- *Kristin C. Moran – Associate professor, Chair, Communication Studies University of San Diego*
- *John Trainor – General Manager Hoy Chicago*
- *Alejandro Escalona – Chicago Sun Times contributing columnist & former Editor of Hoy Chicago*

Moderator:

- *Gerardo Cárdenas - Senior Manager – Communications AARP Illinois and Editorial Director of Contratiempo Chicago*

1:00 P.M. to 3:00 P.M. Lunch

6:00 P.M. to 7:00 P.M. CLOSING CEREMONY

- *A conversation with Carlos Fuentes – writer & essayist (pending)*

Moderator:

- *Allert Brown-Gort - Associate director, institute for Latino Studies Kellogg Institute for International Studies, University of Notre Dame (pending)*