

EXTENDED AGENDA

Saturday, March 19

Arrival in Madrid and accommodation at:

[NH Collection Colón Hotel](#)

Calle Marqués de Zurgena, 4. 28001 Madrid
Contact person for the group: Nieves Camuñas
+ 34915760800 | mn.camunas@nh-hotels.com

Free day. Meals on your own

Sunday, March 20

10.00 am Briefing meeting and program overview by Mónica Otero, General Coordinator of the Fundación Consejo España – EE.UU.
Casual/comfortable attire

[NH Collection Colón Hotel](#)

Room: Príncipe de Vergara

11.00 am Guided bus/walking tour through Old Madrid - Barrio de las Letras
Guide: Margit Sperling, founder of [Walk and Eat Spain](#)

2.00 pm Tapas lunch at Plaza Mayor

3.00 pm Bus transfer to the hotel

Free afternoon / Dinner on your own

Monday, March 21

10.30 am Meet the Fundación staff at the hotel lobby to start visits
Business attire / passport required

11.00 am Visit to the [Ministry of Foreign Affairs, European Union and Cooperation](#)
Plaza del Marqués de Salamanca, 8. Madrid
Tel: +34 91 3958731

Welcome by Secretary General and the staff of the [Fundación Consejo España – EE.UU.](#):

- [Fernando Prieto](#), Secretary General
- [Mónica Otero](#), General Coordinator
- [Bárbara Baggetto](#), Head of Educational Affairs and Hispanic Communities
- [María Luque](#), Head of Cultural Affairs
- [Carmen Rodríguez](#), Head of Communications

Noon Meeting with [Ángeles Moreno](#), Secretary of State for Foreign and Global Affairs

1.00 pm Drinks and views from the rooftop of the Madrid City Hall – [Palacio de Cibeles](#)
Plaza de Cibeles, 1. Madrid

1.45 pm Welcome Luncheon offered by the Board Members of the Fundación at [Casa de América](#)
Plaza de Cibeles, 2. Madrid

The Casa de América, housed in the Linares Palace, is a Consortium formed by the Ministry of Foreign Affairs, the Community of Madrid and the Capital City Hall. It has a high-level Board of Trustees chaired by H.M. the King. The Casa de América is the main Spanish institution focusing on the very intense flow of relations among the members of the American Community and Spain.

4.15 pm Visit to [El País](#) newspaper
Calle Valentín Beato, 44. Madrid

El País is the first Spanish newspaper of general information. It first appeared in 1976 (when Spain was beginning the democratic transition. El País has offices in Washington, Brussels and has reporters all over the world, especially in Latin America. Since 1989 it participates in a common informative net with “La República” and “Le Monde”, and since 2001 a supplement published in English integrates the Spanish edition of the International Herald Tribune. Elpais.com is the digital edition for the newspaper and the website for general information on the PRISA group to which it belongs.

Welcome by: [Borja Echevarría](#), Deputy Director

Meeting with:

- **Luis Doncel**, Chief editor, International
- **Lluis Pellicer**, Chief editor, Economics

6.00 pm End of visit. Bus transfer to the hotel. Dinner on your own.

Tuesday, March 22

9.00 am **Meet the Fundación staff at the hotel lobby to start visits**
Business attire / passport required

9.45 am **Visit the [BBVA Financial City](#)**
Calle Azul, 4 - Edificio La Vela, Ciudad BBVA. Madrid

BBVA is a multinational group providing financial services in over 30 countries and to 50 million customers throughout the world. The Group has a solid leading position in the Spanish market, where it began operating over 150 years ago. It also has leading franchises in South America, it is the main financial institution in Mexico, one of the 15 biggest banks in the United States, where it has a leading franchise in the Sunbelt region. Today BBVA employs over 109,000 people worldwide and has about a million shareholders.

- Welcome by: **Miguel Arroyos**, Public Affairs Officer
- Presentation by: [John Rutherford](#), Global Head of Public Affairs

Noon **Visit and meeting at the [United States Embassy](#)**
Residence of the Ambassador. Paseo de la Castellana, 48. Madrid

Meeting with:

- Ambassador [Julissa Reynoso](#) (will join for the second part of the meeting)
- Deputy Chief of Mission, [Conrad Tribble](#)
- Counselor for Public Diplomacy, **Joe Mellott**
- Acting Counselor for Political Affairs, **Jessie Huaracayo**
- Public Diplomacy Officer, **Justen Thomas**

2.00 pm **Lunch with [José Ignacio Torreblanca](#), Director of the Madrid Office, [European Council of Foreign Relations](#)**

[La Maruca](#) Restaurant - Calle Velázquez, 54. Madrid

4.00 pm **"Europe at a time of flux": a round table with Spanish Young Leaders organized by the [Aspen Institute Spain](#)**
Calle Princesa, 18. Madrid

Main speakers and moderators:

- [José María de Areilza Carvajal](#), Secretary General, Aspen Institute Spain and Professor, Jean Monnet Chair at ESADE Business School.

- [Rocío Martínez-Sampere](#), Director of the Felipe González Foundation, former Member of the Catalanian Regional Parliament and Aspen España Fellow.

This round table will include 10 young Aspen Institute Spanish fellows, whose biographies will be provided. Previous readings, also attached, are suggested.

Aspen Institute España is a non-partisan foundation, dedicated to promoting values-based leadership and dialogues on critical issues for the future of our society. We offer a plural and balanced forum to debate issues of general interest among participants who aim to turn their ideas into action. Our activities are developed through programs, seminars and conferences on leadership, values and public policies.

- 6.30 pm **Cocktail Dinner with Spanish Young Leaders**
[Barceló Torre de Madrid Hotel](#) - Plaza de España, 18. Madrid
- 8.00 pm End of cocktail. Bus transfer to the hotel

Wednesday, March 23

- 9.15 am **Meet the Fundación staff at the lobby to start visits**
Business attire / passport required

IMPORTANT NOTICE: Please make sure you have checked-out before 9.00 am and have all your baggage with you. We will travel to Valencia in the evening and won't come back to the hotel before departing.

- 9.45 am **Visit to [Cosentino City Madrid](#)**
Paseo de la Castellana, 116. Madrid

Cosentino is a global Spanish family business that produces high-value innovative surfaces for the design and architecture. It works together with its clients and partners to offer solutions that add value and inspire the lives of many people, thanks to leading brands such as Silestone®, Dekton® or Sensa®. Cosentino City Madrid is the perfect environment for architects and designers to interact with the brand's novelties. The showroom has more than 1,000 square meters divided into three floors: workshops, training rooms and exhibition areas give life to this multidisciplinary space.

Visit led by:

- [Javier Reyes](#), Manager, Cosentino City Madrid
- Lorraine Marie García – Showroom coordinator
- [José María Pantoja](#) – Reputation manager

- Noon **Visit to the [Cervantes Institute](#)**
Calle Alcalá, 49. Madrid
- The Cervantes Institute was set up by Spain in 1991 to promote and teach Spanish and to spread the culture of Spain and Spanish-speaking countries. It is based in Madrid and in Alcalá de Henares, the city where the writer Miguel de Cervantes was born. Instituto Cervantes centres are spread across five continents, including 5 in the USA (Albuquerque, Boston, Chicago, New York and Seattle).
- Welcome by: [Philippe Robertet](#), Deputy Director of International Relations
 - Meeting with: [Miguel Utray](#), Director of International Relations
- 2.00 pm **Lunch with Dr. [Fernando Simón](#), Director of the [Health Emergency Coordination Center](#), Ministry of Health: “The Spanish public health system and its strategy against the pandemic”**
- [Paradís](#) Restaurant - Calle Marqués de Cubas, 14. Madrid
- 4.00 pm **Guided tour to the [Museo Nacional Thyssen Bornemisza](#)**
Paseo del Prado, 8. Madrid
- Guide: [Alba Campo](#), curator of the exhibition ‘[Arte americano en la colección Thyssen](#)’
- 6.40 pm **High-speed train AVLO 06510 to Valencia from Puerta de Atocha – Almudena Grandes train station**
Plaza del Emperador Carlos V, s/n. Madrid
- 8.20 pm **Arrival at Valencia - Pintor Sorolla train station and bus transfer to the hotel**
- Accommodation at [Vinc Lys Hotel](#)
Carrer de Martínez Cubells, 5. 46002 Valencia
Contact person for the group: Teresa Castell
+34 96 350 95 50 / teresa.castell@vincihoteles.com
- Free evening. Dinner on your own

Thursday, March 24

- 9.00 am **Meet the Fundación staff at the hotel lobby to start visits**
Business casual attire / passport required

9.30 am **Visit to [Marina de Empresas](#)**
Edificio Lanzadera. Carrer del Moll de la Duana, s/n. Valencia

Marina de Empresas was born with the mission of training, supporting and financing entrepreneurs of today and the future and is committed to the creation of wealth and employment. The initiative is supported by Juan Roig, president of Mercadona, to give back to society part of what it has given to him. Marina de Empresas (made up by EDEM, Lanzadera and Angels) is the place where the necessary conditions are created to foster individual initiative and talent. The project aims to create a large business ecosystem in Spain, capable of attracting and developing talent. A unique initiative that encompasses all phases of starting up and running a company.

Visit guided by:

- [Neus García](#), Head of Corporate Communication
- [Helena Bouza](#), Head of International Relations

Meeting with students and entrepreneurs enrolled the different programs of Marina de Empresas.

11.30 am **Guided walking tour through Valencia historic quarters**
Guide: Valeria Valdebenito

1.30 pm **Lunch at [Restaurante Submarino – Oceanográfico de Valencia](#)**
Carrer de Eduardo Primo Yúfera, 1B. Valencia

3.30 pm **Visit to the [Port of Valencia](#)**
Avda. Muelle del Turia, s/n. Valencia

The Port Authority of Valencia is the public agency responsible for the management of three state-owned ports located along 80 kilometers of the Spanish Mediterranean: Valencia, Sagunto and Gandía. Thanks to its strategic location and its area of influence, the Port of Valencia is a key point in Spanish foreign trade.

- Welcome by: **Natalia Alcañiz**, Chief of Staff, Port Authority of Valencia
- Presentation by: [Francesca Antonelli](#), Head of Marketing and Brand Manager, Port Authority of Valencia

Tour of the Port facilities and visit to viewpoints over the Mediterranean.

5.15 pm **End of visit. Bus transfer to the hotel. Free time.**

- 8.00 pm Meet at the hotel lobby to go out for dinner
Casual/Comfortable attire
- 8.30 pm **Dinner by the Malvarosa beach**
[Restaurant Coso del Mar](#)
Passeig de Neptú, 12. Valencia
- 10.00 pm End of dinner. Bus transfer to the hotel

Friday, March 25

- 8.45 am **Meet the Fundación staff at the hotel lobby to start visits**
Business casual attire / passport required

IMPORTANT NOTICE: Please make sure you have checked-out before 8.30 am and have all your baggage with you. We will travel to Madrid in the afternoon and won't come back to the hotel before departing.

- 9.15 am **Visit to the [Berklee College of Music – Spain Campus](#)**
Palau de les Arts Reina Sofía - Anexo Sur. Avda. Profesor Lopez Piñero, 1. Valencia

Berklee is the preeminent institute of contemporary music and the performing arts. Dedicated to nurturing the creative and career potential of the world's most inspired artists, Berklee's commitment to arts education is reflected in the work of its students, faculty, and alumni—hundreds of whom have been recognized with Grammy, Tony, Oscar, and Emmy awards. Berklee's campus in Valencia is the first international campus established by the renowned Berklee College of Music. Located in the iconic City of Arts and Sciences in Valencia, the campus has been designed specifically for music and is equipped with state-of-the-art technology.

Presentation of the Berklee Valencia campus and guided tour led by:

- [María Martínez Iturriaga](#), Executive Director, Berklee Valencia/ Senior Vice President, International Learning Environments
- [Manuel Costa Ruiz](#), Senior Director of Operations and External Affairs

- 11.30 am **Walk around the [City of Arts and Sciences](#)**

The City of Arts and Sciences is a unique complex devoted to scientific and cultural dissemination which is made up of five main elements: the Hemisfèric, IMAX cinema; the Umbracle, a landscaped vantage point; the Science Museum; the Oceanogràfic, the largest aquarium in Europe; the Palau de les Arts Reina Sofía, which takes care of the operatic program, and the Ágora, a multifunctional space.

Along an axis of two kilometers that was formerly the bed of the River Turia, this complex has striking architecture - designed by Santiago Calatrava and Félix Candela - and an endless capacity for entertaining and stimulating visitors.

- 12.45 pm **Quick tapas lunch before catching the train**
Restaurant [La Fragua Gastrotime](#)
Plaça de Manuel Granero, 9. Valencia
- 2.10 pm **High-speed train AVE 05141 to Madrid from Valencia Pintor Sorolla train station**
Calle Sant Vicent Martir, 171. Valencia
- 3.50 pm **Arrival in Madrid, bus transfer and accommodation at [NH Collection Colón Hotel](#)** (details on page 1).
- 5.00 pm **Recording of interviews coordinated by Carmen Rodríguez**

You will be individually appointed every 10 min to shoot a short interview about your experience in the program.

[NH Collection Colón Hotel](#)
Room: Príncipe de Vergara
- 7.00 pm Free time.
COVID tests (when required).
Dinner on your own

-- End of program --