



## II Regional Economic International Forum La Rioja Economic Forum

9, 10 and 11 May 2006  
Riojaforum. Logroño. La Rioja

Press Release

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## Introduction

The **II La Rioja Regional Economic International Forum** will be held on **9, 10 and 11 May at the La Rioja Conference Centre and the "Riojaforum" auditorium, in Logroño**. Its aim is to **analyse the regional socio-economic framework** and provide companies with the tools necessary to improve their business management in this framework, in order to promote regional economic development. This initiative has been organised by the Ministry for Agriculture and Economic Development of the La Rioja Government, through the Economic Development Agency and the Chamber of Commerce and Industry of this Autonomous Region.

The **II La Rioja Regional Economic International Forum** reaches beyond the academic field and is aimed at **all three groups of players in the economy (political/administrative, academic/analytical and business)**. Communication and interaction between these groups will allow a real and up-to-date diagnosis of the factors influencing the economy.

The **II Regional Economic International Forum will be of real use to all the attendees**. Specifically, policy makers will be able to adapt policies to this new world order. Economists and analysts will have the chance to exchange points of view and obtain extremely useful information for their work. Lastly, employers will be able to adapt their strategies, organise and lead their companies in the framework of the new scenario provided by the Forum.

In the business area, the Forum is particularly aimed at improving the situation of the regional sector, which is made up of small and medium sized companies (96%) and family companies (92%). It therefore intends to **respond to the needs of these companies and solve their problems with regard to information, management, profit and security**, enabling them to continue to be competitive in the future and to promote development in the regions in which they are located.

La Rioja is a region which provides a clear example of harmonious and balanced socioeconomic development and has some of the best economic indicators in Spain and Europe. As a result of the **II Regional Economic Interanational Forum** it will also become a centre for the **generation of ideas to promote regional socioeconomic development**.



## Advisory Committee

The content of the **II La Rioja Regional Economic International Forum** has been drawn up by an **Advisory Committee** that comprises renowned experts. The aim is to analyse issues of current relevance and real use for the three economic players (political/administrative, academic/analytical and business).

### Honorary Chairman

**Mr. Juan Velarde Fuertes.** A member of the Court of Auditors and Professor Emeritus at the Complutense University of Madrid. He has been awarded the Prince of Asturias Prize for Social Sciences, the King Jaime I Prize for Economics and the King Juan Carlos Prize for Economics. He is a permanent member of the Royal Academy of Moral and Political Sciences and has received the title of Doctor Honoris Causa from the universities of Oviedo, Seville, Pontificia de Comillas, Alicante and Valladolid. He is also Chairman of the Libertas Forum for Quality in Education and an honorary member of the Spanish Association of Business Accounting and Administration (AECA).

### Chairman

**Mr. José Villaverde.** Professor of Foundations of Economic Analysis at the University of Cantabria. Doctor Villaverde is on the Board of Editors of the "Papeles de Economía Española" magazine, the Advisory Board of the "Cuadernos de Economía" journal, and the Scientific Board of the "Investigaciones Regionales" journal. He is a specialist in international, regional and European economics.

### Committee Members

**Mr. Julio Alcaide.** Statistician. He has been awarded the King Jaime I Prize for Economics and is Head of the Regional Statistics Office of the Confederated Savings Banks Foundation (FUNCAS). He has been the Planning Director in the Economy Ministry and Director of Economic Environment Research at the Bank of Bilbao. He formed part of the Group of Experts of Economic Forecasting (GEPE) and has taught Economic Statistics on several Masters Degree courses.

**Mr. Fernando Casado.** General Director of the Family Enterprise Institute and a member of the Royal Academy of Economic and Financial Sciences. Chairman of the Business Administration School.

**Mr. Jaime Lamo de Espinosa.** Professor at the Polytechnic University of Madrid. He is the XIII Marquis of Mirasol, Baron of Frignani and Frignestani, and was Minister of Agriculture from 1979 to 1981. Jean Monnet Professor and Professor of Agricultural Economics at the Technical Agricultural Engineering School of Madrid.

**Mr. Lluís Pugés.** International academic advisor at the ESADE Business School, a business consultant and Professor at the Ramón Llull University. He is the Coordinator of the ESADE-International Advisory Board, a committee of managers from multinational companies which analyses the needs of a globalised society and its impact on business management schools. He is also a founder and honorary member of CEMS, (Community of European Management Schools), an association that comprises the most important European and multinational business management schools.

**Mr. Vicente Salas.** Professor of Business Organisation at the University of Zaragoza and holder of the Chair established through an agreement between the University and the Aragón Institute of Public Works. He has been awarded the King Jaime I Prize for Economics and received the Medal for Professional Merit from the Aragón Government.

**Mr. Alfredo Bonet.** Secretary General for Foreign Trade and Minister for Industry, Tourism and Commerce. Head of the Spanish negotiating team at the Doha Round.

9, 10 y 11 de mayo de 2006. Logroño. La Rioja. España



## Structure and general content

The programme of the **II La Rioja Regional Economic International Forum** will be organised into lectures and round tables. In addition, as a new feature this year, papers on the regional socio-economy will also be presented.

**The Forum has been divided into three subject areas:**

### **The Doha Round and its consequences for regional economies**

This area will analyse the environment in which regional economies develop, and its effects on regional economic development. The following subjects will be examined:

- The global economic framework and its effects on regional and local economies.
- The Doha Round and its consequences for regional economies.
- The European budget.

### **Regional economic development. Regional disparities and convergence**

The second area will take an in-depth look at regional economic development and the relationships between different regional economies. The programme for this area will focus on:

- Regional competitiveness and convergence.
- The situation of Spanish regions and their prospects.
- Regional challenges.

### **The company economy**

Having determined the framework in which regional economies develop in the previous two areas, the effects of this framework, the relationships between different economies and the factors in their development, this area intends to offer companies the tools necessary to develop in this new scenario. The following subjects are included:

- The adaptation of regional companies (small and medium sized and family companies) to the new international and national situation.
- Business innovation.
- Internationalisation.



## Aims

The **II La Rioja Regional Economic International Forum** will bring together **socio-economic policy makers from local**, regional and national governments; **economists and practising professionals** working with the economy; **trainers, producers and managers of information** in economic matters; and **employers**, paying particular attention to family companies and small and medium sized companies, who are the major players in regional economies. The aim is as follows:

- **To diagnose the current situation.** On a biannual basis, periodically identifying and analysing the global situation, developments and changes, in addition to the external and internal factors affecting the economy.
- **To investigate and identify trends** in local, regional and national economies and in macroeconomic areas or confederations.
- **To study the repercussions** of particular economic policies, worker migration and financial and production systems in the different regions.
- **To present the latest economic studies**, reports and papers.
- **To debate the new socio-economic effects** and the problems that they can cause.
- **To provide economic policy makers** with real consensual knowledge to enable them to resolve potential problems and fulfil their role more effectively.
- **To promote networking** between all the players in the regional economy.



## Programme

### Tuesday 9 May

#### First area

#### The Doha Round and its consequences for regional economies

10.00-10.30am. Forum Opening Session

10.30-11.30am. **Lecture**

**Economic growth in China, India and the World**

**Mr. Robert J. Barro.** Professor of Economics at Harvard University,

11.30am-12.00pm. Coffee break

12.00-1.30pm. **Lecture**

**The financial prospects for the EU from 2007 to 2013 and the regional consequences**

**Mr. José Villaverde.** Professor of Foundations of Economic Analysis at the University of Cantabria.

1.30-4.30pm. Lunch break

4.30-6.00pm. **Round table**

**On Doha and global economic growth**

Moderator:

**Mr. Javier Erro.** Minister for Agriculture and Economic Development of the La Rioja Government.

Speakers:

**Mr. Agustín Velilla.** Deputy General Director for Foreign Trade in Food and Agriculture products.  
Secretary General for Foreign Trade.

**Mr. Arturo Gil Pérez-Andújar.** Chairman of FIAB (Spanish Federation of Food and Drink Companies).

**Mr. Víctor Pascual.** Chairman of the Interprofessional Association of Rioja Wine and the Regulatory Board for the Rioja DOC.

**Mr. Miguel Ángel Díaz Yubero.** General Director of COVAP (Andalusian Farmers Cooperative for the Los Pedroches Valley).

6.00-7.00pm. **Lecture on projects**

**Coordinator: Mr. Juan Carlos Ayala.** Professor of Business Economics and Director of the Family Enterprise Chair of La Rioja University.



## Wednesday 10 May

### Second area

#### Regional economic development. Regional disparities and convergence

9.30-10.30am. **Lecture**

**European competitiveness and the regional economy**

**Mrs Loyola de Palacio.** Former European Commissioner of the European Union and former Agriculture Minister.

10.30-11.30am. **Lecture**

**Competitiveness and convergence of European regions**

**Mr. Xavier Sala i Martín.** Professor of Economics at Colombia University in New York.

11.30am-12.00pm. Coffee break

12.00-1.30pm. **Lecture**

Paper by **Mr. Julio Alcaide** on the current **situation and prospects of Spanish regions.**

**Presentation: Mr. Pablo Alcaide.** Economist and member of the Regional Statistics Office of FUNCAS.

1.30-4.30pm. Lunch break

4.30-6.00pm. **Round table**

**Regional challenges**

Moderator:

**Mr. Jesús Aguado.** Iberdrola Representative in La Rioja.

Speakers:

**Mrs Inmaculada García Martínez.** Economy and Treasury Minister of the Murcia Regional Government.

**Mr. Javier Erro.** Minister for Agriculture and Economic Development of the La Rioja Government.

**Mr. Juan Ramón Cuadrado Roura.** Director of the University Institute for Economic and Social Analysis at the University of Alcalá de Henares.

**Representative of the European Commission.** Directorate General for Regional Policy. Brussels.

**Mr. Juan Carlos Ayala.** Professor of Business Economics and Director of the Family Enterprise Chair of La Rioja University.

**Mr. Telmo Martínez.** Financial Director at Rioglass.

6.00 -7.00pm. **Lecture on projects**

**Coordinator: Mr. Juan Carlos Ayala.** Professor of Business Economics and Director of the Family Enterprise Chair of La Rioja University.



Thursday 11 May

**Third area**  
**The company economy**

9.00-10.30am. **Round table**  
**Internationalisation**

Moderator:

**Mr. José María Ruiz-Alejos.** Chairman of the La Rioja Chamber of Commerce and Industry.

Speakers:

**Mr. Vicente Salas.** Professor of Business Organisation at the University of Zaragoza.

**Mr. Antonio Argandoña.** Professor at the IESE, University of Navarra.

**Mr. Basilio García.** Chairman of AICCOR Calzado and General Director of the Hergar Group.

**Mr. Alfredo Bonet.** Secretary General for Foreign Trade.

**Mr. Florencio Nicolás.** Managing Director of the La Rioja Economic Development Agency.

10.30-11.15am. **Lecture**

**Family Enterprises**

**Mr. Joachim Schwass.** Professor of Family Enterprises and Co-Director of the IMD-Lombard Odier Darier Hentsch FB Research Centre.

11.15-11.45am. Coffee break

11.45am-1.00pm. **Round table**

**Innovation**

Moderator:

**Mr. Javier Erro.** Minister for Agriculture and Economic Development of the La Rioja Government.

Speakers:

**Mr. Juan Mulet.** General Director of the Foundation for Technological Innovation, COTEC.

**Mr. Julio Guzmán.** Manager of the National Policies Coordination Unit of the Directorate General for Research and Management of the European Commission.

**Mr. Rita Buckley.** Associate Professor of Economics at the Kemmy Business School, Limerick University, Ireland.

**Mr. Lluís Pugés.** International academic advisor for ESADE and business consultant.

1.00-2.00pm. **Lecture**

**The challenges faced by the Spanish economy in the twenty-first century**

**Mr. Juan Velarde.** Member of the Royal Academy for Moral and Political Sciences.

2.00-2.30pm. **Concluding lecture to close the Forum**

