

**A WAY TO LEARN
A MARK TO MAKE
A WORLD TO CHANGE**

2nd FAMILY BUSINESS CONFERENCE 2017 **MBA**

Successful Transition and Sustainable Impact

Friday March 31st 2017

Barcelona

Av. Pearson, 21
08034 Barcelona, Spain
+34 93 253 42 00

Madrid

Camino del Cerro
del Águila, 3
28023 Madrid, Spain
+34 91 211 30 00

New York

165 W. 57th Street
New York, NY 10019-2201
USA
+1 646 346 8850

Munich

Maria-Theresia-Straße 15
81675 Munich, Germany
+49 89 24 20 97 90

Sao Paulo

Rua Martiniano de Carvalho,
573 Bela Vista
01321001 Sao Paulo, Brazil
+55 11 3177 8221



2nd Family Business Conference

Successful Transition & Sustainable Impact

Friday March 31st 2017



8.30 - 9.00	Registration <i>South Campus Reception</i>
9.00 - 9.15	Welcome <i>South Campus Auditorium</i> Carlos García Pont, IESE MBA Program Director
9.15 - 10.00	Keynote Speech <i>South Campus Auditorium</i> Stuart Musgrave, Musgrave Group
10.00 - 10.45	Keynote Speech <i>South Campus Auditorium</i> Hugo Serra, Catalana Occidente
10.45 - 11.30	Keynote Speech <i>South Campus Auditorium</i> Alba Tous, Tous
11.30 - 12.00	Coffee Break <i>South Campus Reception</i>
12.00 - 12.45	Keynote Speech <i>South Campus Auditorium</i> Bea Molins, Cementos Molins
12.45 - 13.45	Panel <i>South Campus Auditorium</i> Josep Saperas, Covalco / Esteve Espuña, Espuña / Dolors Novell, Cafés Novell Moderator: Lucia Ceja

13.45 - 15.00	Networking Lunch: Opportunity to sit with the speakers <i>South Campus Lounge</i> Lunch with David Bork: Ask the expert: Any question on any topic you want to address
15.00 - 16.00	Parallel Workshops A. Massimo Maoret – Internal networks and the first 90 days in your new role. How to strategize your entry. B. David Bork – Understanding where you come from: Values, family and the message you carry C. Ian Partridge – Four pitfalls for next generation and how to avoid them D. Lucia Ceja – Flourishing Next Owners – <i>unleashing your full potential as a next owner of your family business</i>
16.00 - 16.30	Discussion on Workshops <i>South Campus Auditorium</i>
16.45 - 17.30	Keynote Speech <i>South Campus Auditorium</i> Arnaud de Coninck, Solvay
17.30 - 17.45	Closing <i>South Campus Auditorium</i> Alfonso Chiner, Family Business, IESE Business School