



## Workshop

### SPANISH BUSINESS IN THE FACE OF THE CHALLENGE TO ESTABLISH TRIANGULAR SYNERGIES WITH LATIN AMERICA AND ASIA

Barcelona, 19 March 2007

Casa Llotja de Mar. Passeig Isabel II, 1, 08003 Barcelona

On the occasion of the presentation of the document, "Asia-Spain-Latin America Triangulation: A View from Business", in Barcelona (CIDOB Foundation - Casa Asia), it is inviting to reflect on the possibilities offered to Spanish business by the economic internationalisation of Asia, with special attention placed on projection toward Latin America but also considering the advantages offered by Spain's strategic situation with respect to Europe and Africa.

#### 19:30h Inauguration

**Miquel Valls.** President, Barcelona Chamber of Commerce

**Narcís Serra.** President, CIDOB Foundation

**Ion de la Riva.** Director General, Casa Asia

#### 19:45h "Asia-Spain-Latin America Triangulation: A View from Business" (CIDOB Foundation-Casa Asia), presentation of conclusions

**Jacinto Soler Matutes.** Author of the paper and director of Soler Padró / Hispachina Consulting

*Based on a review of the theoretical foundations of triangulation and its application in the sphere of business, this research work has the objective of analysing new possibilities for increasing the internationalisation of the Spanish economy. Enquiring into the role that Spain could play in a renewed transpacific movement that the growing exchanges between Asia and Latin America entail, this work analyses the opportunities offered by logistic and fiscal triangulation, among other types. Underscoring the links between cultural and business triangulation, thanks to the existence of multicultural human resources that are potential generators of alliances, the document considers the need to broaden the sectorial focus of business triangulation in the face of its potential in areas such as finance, telecommunications and automobile manufacturing.*

#### 20:00h Debate: What kinds of triangulation are offered to small and medium-sized businesses in Spain?

Moderator: **Josep Maria Cervera.** Business Internationalization Area,  
Barcelona Chamber of Commerce

Business contributions:

- **Gerardo Múgica Jiménez de la Cuesta.** Managing director, Hispano Carrocera in alliance with Tata Motors.
- **Josep Maria Tarrago.** Co-chairman, FICOSA International
- **Adriana Casademont.** Managing director, Casademont

Organised by:  
Barcelona Chamber of Commerce  
Casa Asia  
CIDOB Foundation

Registration:  
Free attendance, with limited seating.  
Attendance must be confirmed by telephone on 902-448-448