

# ESADE ASSOCIACIÓ

**Activity report**  
**Academic year 2003-2004**

**Ordinary General Meeting**  
**13<sup>th</sup> December 2004**

## Graduation class reunions

4 <sup>th</sup> March 2004	Lic&MBA 1974	30 <sup>th</sup> anniversary
18 <sup>th</sup> March 2004	MBA 1979 & 1980	25 <sup>th</sup> anniversary
30 <sup>th</sup> March 2004	Lic&MBA 1984	20 <sup>th</sup> anniversary
29 <sup>th</sup> April 2004	Lic&MBA 1989	15 <sup>th</sup> anniversary
20 <sup>th</sup> May 2004	MBA 1989	15 <sup>th</sup> anniversary
15 <sup>th</sup> June 2004	Lic&MBA 1999	5 <sup>th</sup> anniversary

## Programme reunions

28<sup>th</sup> April 2004                      EDOIN and Master in Operations Management

## Student representative reunions

29<sup>th</sup> June 2004                      Lic&MBA and Lic&MD programmes

5<sup>th</sup> July 2004                         MBA programmes

## Territorial clubs

### Andorra

**27<sup>th</sup> November 2003**

Lecture: **Latest trends in family business management**

**29<sup>th</sup> April 2004**

Lecture: **Social responsibility and business strategy**

**16<sup>th</sup> June 2004**

Lecture: **MBO/MBI operations as a way for executives to access the capital of companies**

### France

**14<sup>th</sup> June 2004**

French Club alumni dinner in Paris

### Girona

**22<sup>nd</sup> January 2004**

**Presentation of the Girona Alumni Club**

Lecture: **The tourism industry in the region of Girona: new challenges and opportunities. A future vision**

### Lleida

**9<sup>th</sup> October 2003**

Lecture-discussion: **New challenges for present-day sales management. The VW case: from the Golf to the Phaeton**

**19<sup>th</sup> February 2004**

Lecture: **The internationalization of SMEs**

**16<sup>th</sup> March 2004**

Lunch-discussion **of Lleida alumni with the Mayor, Mr Àngel Ros**

**14<sup>th</sup> May 2004**

Lecture: **Economic and business perspectives 2004-2005**

## **Valencia**

**2<sup>nd</sup> June 2004**

**Annual Conference, Alumni of the Autonomous Community of Valencia**

Academic function:

- **Experiences of a listed company**
- **The socio-economic impact of the America's Cup in the Autonomous Community of Valencia**

## **Careers**

### **Seminars**

**29<sup>th</sup> September, and 1<sup>st</sup> and 2<sup>nd</sup> October 2003** (1<sup>st</sup> session) - Barcelona

**1<sup>st</sup>, 3<sup>rd</sup> and 8<sup>th</sup> March 2004** (2<sup>nd</sup> session) - Barcelona

**7<sup>th</sup>, 9<sup>th</sup> and 14<sup>th</sup> June 2004** (3<sup>rd</sup> session) - Barcelona

Seminar: **Me, "my best ally"**

**12<sup>th</sup>, 14<sup>th</sup> and 19<sup>th</sup> January 2004** (1<sup>st</sup> session) - Barcelona

Seminar: **Assessment of potential**

**1<sup>st</sup>, 3<sup>rd</sup> and 9<sup>th</sup> December 2003** (1<sup>st</sup> session) - Barcelona

**9<sup>th</sup>, 11<sup>th</sup> and 16<sup>th</sup> February 2004** (2<sup>nd</sup> session) - Barcelona

**10<sup>th</sup>, 12<sup>th</sup> and 17<sup>th</sup> May 2004** (3<sup>rd</sup> session) - Barcelona

Seminar: **Networking**

**23<sup>rd</sup> and 24<sup>th</sup> April 2004** - Valencia

Career Seminar: **Networking**

**From 27<sup>th</sup> to 30<sup>th</sup> April 2004** (1<sup>st</sup> session) - Barcelona

**From 26<sup>th</sup> to 29<sup>th</sup> April 2004** (2<sup>nd</sup> session) - Barcelona

Seminar: **Personal and professional strategy**

**7<sup>th</sup> and 8<sup>th</sup> May 2004** - Valencia

Seminar: **Assessment of potential**

### **Workshops - Barcelona**

**15<sup>th</sup> October 2003**

**Do I need a professional change?**

**12<sup>th</sup> November 2003**

**How to undertake the change?**

**10<sup>th</sup> December 2003**

**Strategic plan to tackle the change**

**28<sup>th</sup> January 2004**

**Personal strategic preparation (I)**

**28<sup>th</sup> February 2004**

**Personal strategic preparation (II)**

**24<sup>th</sup> March 2004**

**Our personal knowledge**

**21<sup>st</sup> April 2004**

**Our professional knowledge**

**19<sup>th</sup> May 2004**

**The principal and basic tool for any process of change: the CV**

**16<sup>th</sup> June 2004**

**The selector is not “our friend”**

**20<sup>th</sup> May 2004**

**Round table: Interim management, an alternative for professionals with experience**

## **Continuing education**

Alumni refresher programme

- **Managing Brand Meaning**  
22<sup>nd</sup> January 2004. Madrid  
29<sup>th</sup> January 2004. Barcelona
- **Corporate finance for emerging markets**  
18<sup>th</sup> February 2004. Barcelona
- **Cost of capital: What is the correct approach?**  
25<sup>th</sup> February 2004. Madrid
- **Content, strategy, innovation**  
11<sup>th</sup> March 2004. Madrid  
18<sup>th</sup> March 2004. Barcelona
- **Lateral Marketing**  
25<sup>th</sup> March 2004. Madrid  
31<sup>st</sup> March 2004. Barcelona
- **Management by trust**  
22<sup>nd</sup> April 2004. Madrid  
28<sup>th</sup> April 2004. Barcelona
- **Agenda of the new Government’s economic team**  
12<sup>th</sup> May 2004. Barcelona  
13<sup>th</sup> May 2004. Madrid
- **Corporate Entrepreneurship**  
3<sup>rd</sup> June 2004. Madrid  
9<sup>th</sup> June 2004. Barcelona
- **CRM: Customer strategy and business strategy**  
21<sup>st</sup> June 2004. Barcelona  
22<sup>nd</sup> June 2004. Madrid

## **Sectorial clubs**

### **Real Estate Club**

**13<sup>th</sup> October 2003** - Barcelona  
Networking dinner

**22<sup>nd</sup> and 23<sup>rd</sup> October 2003** - Barcelona

Conference: **Strategic development of the concepts of corporate real estate management**, in the Symposium of Barcelona Meeting Point

**25<sup>th</sup> May 2004** - Barcelona

Conference: **Housing demand: An illusion or the driving force of the economy?**

**10<sup>th</sup> June 2004** - Barcelona  
Networking dinner

## **Public Management & Politics Club**

**27<sup>th</sup> October 2003** - Barcelona  
Round table: **Catalonia at the beginning of the century: economy, company and society.** (Debate on the economic and social programmes of the political parties).

## **Innovative Management Club**

**19<sup>th</sup> November 2003** - Barcelona  
Round table: **Unchaining innovation in the 21<sup>st</sup>-century company**

## **Health & Pharma Club**

**31<sup>st</sup> March 2004** - Barcelona  
Lecture: **Lines of action of the Department of Health and Social Security**

## **Marketing Club**

**17<sup>th</sup> November 2003** - Madrid  
Round table: **Best practice in sports sponsorship**

**7<sup>th</sup> July 2004** - Barcelona  
Seminar: **Applied CRM. The integration and management of customer relationship marketing programmes**

## **Culture and leisure**

**September-October 2003** - Barcelona  
**5<sup>th</sup> ESADE Alumni Association Golf Tournament**

**14<sup>th</sup> and 27<sup>th</sup> November 2003** - Barcelona  
Exhibition: **Rubens, Van Dyck, Jordaens - CaixaForum**

**21<sup>st</sup> November 2003** - Barcelona  
Exhibition: **Henri Cartier-Bresson. Retrospective- CaixaForum**

**25<sup>th</sup> April 2004** - Valencia  
**Car testing at the Cheste Circuit**

**15<sup>th</sup> and 16<sup>th</sup> May 2004** - Madrid  
**Car testing at the Jarama Circuit**

**27<sup>th</sup> May 2004** - Barcelona  
**Car testing at the Montmeló Circuit**

**3<sup>rd</sup> and 12<sup>th</sup> June 2004** - Madrid  
**Paddle tennis Tournament**

**5<sup>th</sup> June 2004** - Barcelona  
**II ESADE Alumni Association Sailing Regatta – Olympic Harbour**

## **Matins ESADE - Barcelona**

**25<sup>th</sup> September 2003**

**Enrique Lacalle**, special delegate of the Spanish Government for El Consorci, Zona Franca de Barcelona

**22<sup>nd</sup> October 2003**

**Pere Vicens**, General Manager, Editorial Vicens Vives

**18<sup>th</sup> November 2003**

**Jaume Roures**, Director, Media Pro

**21<sup>st</sup> January 2004**

**Jordi Oliveras**, General Director, Forum 2004

**6<sup>th</sup> February 2004**

**Fernando Francés**, President, DMR Consulting

**17<sup>th</sup> February 2004**

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

**6<sup>th</sup> March 2004**

**Salvador Alemany**, Chief Executive, Abertis Infraestructuras, SA

**28<sup>th</sup> March 2004**

**Jean-Leopold Shuybroek**, President, Interel-PROI

**27<sup>th</sup> April 2004**

**Carlos Colomer**, President, The Colomer Group

**12<sup>th</sup> May 2004**

**Gabriel Masfurroll**, President, USP-United Surgical Partners Europe

**26<sup>th</sup> May 2004**

**Joan Majó**, Director General, CCRTV

**16<sup>th</sup> June 2004**

**Albert Esteve**, Director, General Management Area, Esteve

**7<sup>th</sup> July 2004**

**Ignacio Fernández-Simal**, General Manager, BMW Ibérica

## **Others**

**November 2003-April 2004 - Barcelona**

Seminars: **Human quality through personal balance** (11 sessions)

**19<sup>th</sup> April 2004 - Barcelona**

Lecture: **The executive leader of 2004**

## Annual Conference, 4<sup>th</sup> December 2003

### The company in the face of the new global challenges

#### Academic function

- **Discussion**

Presenter and moderator

**Àngel Castiñeira**, Associate Professor, Department of Social Sciences, ESADE

With the participation of:

**Javier Elzo**, Chair of Sociology, Universidad de Deusto (Bilbao)

**Luis de Sebastián**, Professor, ESADE and Chair of International Economics, ESADE-Universitat Ramon Llull

**Manuel Puig Rocha**

President, Prestige Beauty Brands Division, Puig Beauty & Fashion Group

- **Paper**

Presented by:

**Mr Rodrigo Rato**

First Deputy Prime Minister and Minister of Finance, Spanish government

- **Presentation of the "Jaume de Cordelles" awards**

Prizewinners:

**Ricard Fornesa**

President, Caja de Ahorros y Pensiones de Barcelona, "la Caixa"

**Javier Godó**

President, Grupo Godó de Comunicación

## Ordinary General Meeting, 15<sup>th</sup> December 2003

In accordance with the regulations established in the Bylaws, the members of the Executive Board were partially renewed. The following were elected from among the candidates presented:

- **Xavier Argenté Ariño (MBA 1983)**, General Manager, Caprabo, SA
- **Núria Bosch Balada (Lic&MBA 1988)**, Financing Programme Manager, CIDEM
- **Cristina Domingo Bernal (MBA 2001)**, Manager, Manubens & Asociados
- **Calamanda Grifoll Rossell**, Vice-president in charge of Catalonia, Citygroup Private Bank
- **Antoni M. Güell Fortuny (ADE 1976)**, General Secretary, ESADE
- **Sebastià Sastre Papiol (MBA 1970)**, Director of Legal Services, "la Caixa"
- **Xavier Viver Gaspà (MBA 1993)**, Iberia & Latin America Regional Director, Philips

## **Publications**

- **Alumni Association Magazine**
  - **No. 105. September-October 2003**
  - **No. 106. November-December 2003**
  - **No. 107. January-March 2004**
  - **No. 108. May-June 2004**
  - **No. 109. July-August 2004**
  
- **ESADE Alumni Association Annual Report.** December 2003
  
- **Service Companies Directory 2003**
  
- Publication: **Matins ESADE 2003-2004**
  
- Electronic agenda (fortnightly)