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*Benita Ferrero-Waldner*

I became President of the Euroamérica Foundation in March 2011, with the firm conviction of organizing activities in order to strength relationships between the old continent and America. I have always worked to promote this dialogue, as European Commissioner for External Relations and Neighborhood Policy First, and later as Trade Commissioner at the European Commission after being Federal Minister for Foreign Affairs of Austria.

This European Foundation, located in Madrid, is formed by an important group of Latin American and European personalities that have in common the idea of reinforcing relations between the two continents, regardless of their political views or their fields of action. After an experience of many years we have already found our place in the Latin American Scene.

Much of our success lies in the eminently practical character of our activities. The forums we organize on both continents are intended to be useful to all those taking part.

The investment in innovation, the internationalization of SMEs, trade and political relations between countries, the importance of an inclusive and quality education; infrastructure investment, innovation, ICT and energetic sector as a factor of development and growth, and the role of banking in all these, are recurring themes in our international forums, held annually at the highest level in Latin-American country where European and

American personalities during two days discuss in detail the current issues on both sides.

In Euroamérica Foundation we know that relations between Europe and Latin America are now based on a dialogue between equals. It should not be neglected that these two regions are part of the western world and therefore they shared cultures and values that do not exist in other relationships also defined as strategic. Focus in these ties can bring important benefits for both and bi-regional commitment that is necessary to maintain and promote by governments, involving the private sector which is the engine of world economic development.

Euroamérica Foundation will not miss in effort and enthusiasm to continue promoting these relationships, as it has been since 1999.

A handwritten signature in blue ink that reads "Benita Ferrero-Waldner".

# The Foundation



SAR Prince of Asturias -now HM King Felipe VI-



Group photo, fifteenth anniversary, May 2014

The Euroamérica Foundation is an independent organization. Its overriding objective is to stimulate cooperation and understanding between Europe and America -mainly Latin America- primarily from the private sector. The Euroamérica Foundation wishes to reinforce the excellent opportunities to be had in both directions.

It was founded in 1999 by an important group of European and Latin American institutions and personalities. Membership is open to public and private entities on both sides of the Atlantic, those shearing the Euroamérica Foundation objectives. The Foundation welcomes anybody who brings their experience and knowledge,

ideas, projects and initiatives to broaden the areas of agreement between the two continents.

The Euroamérica Foundation has had the honor of being received twice by HM King Juan Carlos I. The first time at the beginning of its establishment (2001) and, on the occasion of its tenth anniversary (2009). The Foundation is proud of the presence of SAR Prince of Asturias -now His Majesty King Felipe VI- in the celebration of the fifteenth anniversary in May 2014.



Official audience offered by His Majesty the King Juan Carlos I to the board of trustees in 2001



Official audience offered by His Majesty the King Juan Carlos I to the board of trustees in 2009

# What we do

We celebrate **annual meetings in Latin America** at the highest level with the participation of the President of the host country, as well as senior representatives from the European Commission and the European Parliament. The forum programmes are dedicated to infrastructure, telecommunications, finance, energy, commercial relationships, education, culture, SMEs, etc. Euroamérica Foundation, aware of the growing importance of the Hispanic community in the United States, has organized seminars in **NYC**, at the New York University and in **Miami**, at Miami Dade College.

In **Europe**, Euroamérica Foundation organizes in **Madrid** as well as in **Brussels**, **Lisbon** or **Heidelberg** **other meetings** focusing on several issues such as political and economic relations, highlighting the **International Seminar European Union-Latin America**, launched in 2005 together with the representation of the European institutions in Madrid, as a debate forum to analyze the relations between Latin America and the European Union from different perspectives such as trade, cooperation programs between the two geographical areas, regional integration processes, the role of SMEs and Multilatinas companies, or the innovation and new technologies and their impact on different sectors of the economy.

After the **EU-Celac Summits**, we organize a seminar to expose their conclusions. Additionally, a meeting about the current state of relations between the two regions and the opportunities offered in both directions was held at the **European Parliament in Brussels**, together with the EP Delegation in the Eurolat Assembly. With an **eminently economic-financial** format, we celebrate **International Financial Conferences** on Europe and America, attended by representatives of the world's leading financial and economic institutions. It should be noted the International Forums on Corpo-

rate and **Social Responsibility**, which began in 2005 and were held in Mexico and Madrid, with the aim of exposing the different initiatives and visions that, on a global scale, have been promoted in terms of corporate social responsibility and promotion of public-private partnerships for development. Other important forums are yearly organized about **specific topics** such as the impact of new technologies on culture and education, the economic value of Spanish language in the world, the Audiovisual Iberoamerican Industry, among others.

We also celebrate in **Madrid**, "Chatham House Rule" **breakfast and lunch colloquiums**, with the presence of well known speakers who are experts to talk about current affairs such as politics, economy, science, cybersecurity, Brexit consequences in Europe and America, art or diplomacy.

With the support of the IE Business School, and Centro de Estudios Garrigues (members of Euroamérica Foundation' Board of Trustees) and the co-sponsorship of Carolina Foundation, Euroamérica Foundation has set up a post-graduate **scholarship programme** with the aim of providing specialized training for overseas students mainly from Latin America.

Euroamérica Foundation publishes the magazine **Forum** and its shorter electronic version, **Forum News**, which periodically collects information of recent events we have organized. The website [www.euroamerica.org](http://www.euroamerica.org) contains all the detailed information about objectives, board of trustees and activities that have been held.

Our activities are intended to be useful and practical for our trustees and institutions which take part in them.

# Euroamérica Foundation Activities

## International forums and conferences in America

Centering mainly on one specific country. Forums have been held in Argentina, Brazil, Chile, Colombia, Mexico, Panama, Peru and the United States. The Forums are a two-day events for professional exchanges and reflections supported by companies and institutions of proven prestige. These events provide a dynamic platform for profitable discussions among European and American personalities and experts, and increase synergies in ways that will be beneficial for those who take part on them.

### Argentina

The President Macri has enacted a programme of economic policy adjustments sending a signal that Argentina is back on the global stage and open for business, but significant challenges to rebalancing its economy remain. In this context Euroamérica Foundation has organized the **II Forum Argentina-European Union** that took place in Buenos Aires on the **1st and 2nd on June 2017**, under the title: **Opportunities of a new strategic relationship**.

Important Argentinian and European personalities, and business leaders took part to evaluate Argentina's progress and to exchange views of the conversations about the signature of the treaty between UE and Mercosur, the reforms undertaken and to answer questions such as What is next for multinationals doing business in the country? What can the government do to attract more private-sector investment? How can it restore Argentina's image abroad?

This Forum was closed by **Marcos Peña, Chief of Cabinet of Ministers** and attended by Argentinian personalities as the President of the Senate, **Federico Pinedo**; Minister of Foreign Affairs, **Susana Malcorra**; Minister of Production, **Francisco Cabrera**; Minister of Energy and Mines, **Juan José Aranguren**; President at Argentina Investment and Trade Promotion Agency, **Juan M. Procaccini** and Presidential Legal and Technical Secretary, **Pablo Clusellas**. Europe was represented, among others, by **Adrianus Koetsenruijter**, EEAAS; **J.I. Salafranca**, member of European Parliament, **Lorella de la Cruz**, DG Trade of European Commission; Ambassadors of Italy, Germany and France and important European investors.



Marcos Peña, Chief of Cabinet of Ministers, Argentina / 2017



Federico Pinedo (President of the Senate) Benita Ferrero-Waldner y Adrianus Koetsenruijter (UE), First day / 2017

In **July 2000**, Euroamérica Foundation organized the **First Forum Argentina-European Union** under title **Consequences of globalization on economic, social and political development: experiences in Argentina and in European Union**. It took place in Buenos Aires with the **President, Fernando de la Rúa**, in its closure together with the Vicepresident of Spanish government, **Rodrigo Rato**, Argentinian Ministers **Rodríguez Giavarini** (Foreign Affairs), **Machinea** (Economy), **Gallo** (Infrastructures), among others European and important Argentinian personalities.



Fernando de la Rúa, President of Argentina / 2000



**Juan Miguel Márquez (ICEX), Bernhard Graf Von Walderssee (Amb. of Germany), Teresa Castaldo (Amb. of Italy), Juan M. Procaccini (President, Argentina Investment Agency), Pierre H. Guignard (Amb. of France) and Angel Durández (Euroamérica Found.) / 2017**



**Francisco Cabrera, Minister of Production, Argentina / 2017**



**Juan José Aranguren, Minister of Energy and Mines, and François Roudié, UE / 2017**



**Andres Rugeles (CAF), Sergio Aranda (Gas Natural Fenosa), Francisco Cabrera (Minister of Production), Carlos López Blanco (Telefónica), José Luis López-Schümmer (Mercedes-Benz) and Guillermo Stanley / 2017**



**President Fernando de la Rúa and Vice-president of Spain, Rodrigo Rato / 2000**



**Susana Mabel Malcorra, Minister of Foreign Affairs, Argentina / 2017**



**Luís Machinea, Minister of Economy of Argentina / 2000**



**Douglas Hurd, former Minister of United Kingdom, during his speech at the opening ceremony / 2000**

# Brazil

The **III Brazil-EU Forum: Reasons for a strategic relationship** (Rio de Janeiro, **May 2010**) was attended by Special Advisor of President of Brazil, **Marco Aurélio Garcia**; Secretary for Development of Production, **A. de Mello**; Secretary for Transportation National Policy, **M. Perrupato**; and President of National Development Bank. From Europe it was attended by important European investors.

The **II Brazil-EU Forum: New stages, opportunities, and social policies** (Sao Paulo, **October, 2003**) was closed by the **Prime Minister of Spain, José María Aznar**, and was attended by European personalities and investors. From Brazil, by **M. Bastos**, Minister of Justice; Mayor **Marta Suplicy**; Governors **Geraldo Alckmin** and **Jose O. dos Santos**; and Secretaries of State, **S. Soares** and **D. Lopes**, among others.

**I Brazil-EU Forum: Realities and Expectations in a Transatlantic Relationship** (Sao Paulo, **December, 1999**) was attended by **Fernando Henrique Cardoso, President of Brazil** in its closure, as well as Ministers of National Integration (**F. Bezerra**), Communications (**J. Pimenta**), and Health (**J. Serra**), among others personalities from the Brazilian Government. On the European side, it was attended by the former Prime Minister **Felipe González**; **E. Pisonero**, Secretary of State for Trade, Spain; and former European Ministers such as **C. Solchaga** (Spain), **H. Genscher** (Germany), **E. Alphandéry** (France) and **N. Lawson** (U.K). The meetings had a great impact in press with presence of local and European media as The Economist, El País or Frankfurter Allgemeine Zeitung.



**Marcelo Perrupato**, Secretary for Transportation National Policy, Brazil / 2010



From left to right: **José Juan Ruiz**, **Fernando Xavier Ferreira**, **Eduardo Serra**, **Geraldo Alckmin**, **José María Aznar** (Prime Minister of Spain), **Tristan Garell-Jones**, **Juan Miguel Villar Mir**, **Ramón Aguirre** and **Ángel Durández**, in the closure / 2003



**José María Aznar**, Prime Minister of Spain, and **Tristan Garell-Jones**, President of Euroamérica Foundation / 2003



**Marco Aurélio Garcia**, Brazil's Special Advisor for International Affairs / 2010



**Luiz Felipe de Seixas Corrêa**, Vice Minister of External Relations of Brazil; **John Grimond**, editor of The Economist; **Walter Haubrich**, Frankfurter Allgemeine Zeitung, and **Felipe González**, Former Prime Minister, Spain / 1999



**Fernando Bezerra**, Minister of National Integration, Brazil / 1999



**José Cândido Muricy**, Coordinator for the State Government's Project Management Office of Rio de Janeiro Government; **Felipe Goes**, Mayor of Rio de Janeiro City; **José Luiz Alqueres**, President, Commercial Association of Rio de Janeiro; **Carlos Nuzman**, President of the Brazilian Olympic Committee and **Josep Acebillo**, CEO of Barcelona Regional / 2010



**Armando de Mello Neto**, Secretary of Development and Production, Ministry of Development, Industry and Foreign Trade, Brazil / 2010



**João Pimenta da Veiga**, Minister of Communications, Brazil / 1999



**Nigel Lawson**, former Minister of Finance, England, and **Edmar Bacha**, President of BBA Securities, NY / 1999



**Audience of The I Brazil-EU Forum: Realities and Expectations in a Transatlantic Relationship / 1999**



**Diego Molano**, Director of Institutional Relations of Telefónica; **Ramón Hernán**, General Manager for North America and Brazil, General YPF; **Juan-Miguel Villar Mir**, President of OHL; **Carlos Moreira**, Ambassador Brazil; **Octavio de Carvalho**, General Director of Nexans Brazil / 2010

# Chile

In **2015** the Euroamérica Foundation organized the **III Chile-EU Forum "Innovation as an engine for development and social inclusion"** that was closed by **President Michelle Bachelet**, and attended by Chilean Ministers such as Heraldo Muñoz (Foreign Affairs); **Pablo Badenier** (Environment); **Máximo Pacheco** (Energy); **Carmen Castillo** (Health); **Felipe Céspedes** (Economy, Development&Tourism), and **Alberto Undurraga** (Public Works); the Vice Minister of Telecommunications, **Pedro Huichalaf**, and other personalities as **Eduardo Bitrán**, VicePresident of CORFO, the Senator **Jorge Pizarro** and **Alicia Bárcena**, ECLAC Executive Secretary. From Europe was attended by **J.I. Salafra**, member of European Parliament; **K. Falkenberg**, General Director of Environment, European Commission; **R. Dochao**, Ambassador of EU Delegation in Chile, among others European personalities and investors.

In **2005** took place the **II EU-Chile Forum: Chile as platform for investment in Latin America** with the participation of **José Luis Rodríguez Zapatero**, Prime Minister of Spain; Joaquín Almunia, European Commissioner for Economic&Monetary Affairs; **Felipe González**, former Prime Minister of Spain and **Lord Garel-Jones**, member of U.K Parliament. Ministers and other members of Chilean government took also part in the Forum that was closed by **Ricardo Lagos**, President of Chile.

In **2000** was held in Santiago, the **I Chile-EU Forum: Economic and political Development of a Relationship with Future**. It was attended by the European Commissioner for Foreign Affairs, **Christopher Patten**; the Spanish Secretaries of State **José M<sup>a</sup> Michavila** (Justice), **Rafael Catalá** (Public Finance); former Spanish Ministers **Joaquín Almunia** (Work) and **Carlos Solchaga** (Industry and Economy&Finance) as well as important European investors as **Emilio Botín**, chairman of Banco Santander. It was closed by **Ricardo Lagos**, President of Chile.



President **Ricardo Lagos**, with **Tristan Garel-Jones**, President of Euroamérica Foundation / 2000



**Michelle Bachelet**, President of Chile, during her speech / 2015



**Ricardo Lagos**, President of Chile, during his speech / 2005



**Session of Infrastructures: Josep Piqué** [reading desk], **Antonio José Sosa**, **Alberto Undurraga** (Minister of Public Works of Chile), **Rodrigo Azócar** and **Ángel Durández** / 2015



**Jorge Rodríguez Grossi**, Minister of Economy, Energy and Mines of Chile; **Jose Miguel Insulza**, Chile's Interior Minister, **José Luis Rodríguez Zapatero**, President of Spanish Government, and **Carlos Solchaga**, President of Euroamérica Foundation / 2005



**Benita Ferrero-Waldner**, President of Euroamérica Foundation and former European Commissioner for Foreign Affairs, **Heraldo Muñoz**, Minister of Foreign Affairs, Chile and **Rafael Dochao**, Ambassador, Head of EU Delegation in Chile / 2015



**Máximo Pacheco**, Minister of Energy of Chile / 2015



**Felipe Céspedes**, Minister of Economy, Development and Tourism, Chile / 2015



**Soledad Alvear Valenzuela**, Minister of Foreign Affairs of Chile, during her speech in the closing lunch / 2000



**Alicia Bárcena**, Executive Secretary of ECLAC, Economic Commission for Latin America and the Caribbean / 2015

# Colombia

Under the title *Looking towards the Future* and on the eve of the signing of the peace agreement that will undoubtedly boost the economic development in Colombia, the Euroamérica Foundation organized on **May 2016** in Bogota the **III Forum Colombia-European Union**. Once again we were honored by the presence of **President Juan Manuel Santos** at the closing lunch. During the two days celebration, with high presence of press and with our multisectoral format, several members of the Colombian government participated such as Minister **Iragorri** (Agriculture and Rural Development); **Rojas** (Transport), **Luna** (Telecommunications) and **Lacouture** (Trade, Industry&Tourism); as well as Presidential Advisers **Pardo** (Post-conflict), and **Bueno** (Competitiveness and Innovation). On the European side, took part panelists such as former Vice President of the European Commission, **J. Almunia**; the member of European Parliament and co president of Eurolat, **R. Jáuregui**; Special Envoy of the EU for Peace Process in Colombia, **Eamon Gilmore**, and the Iberoamerican General Secretary, **Rebeca Grynspan**.

The **II Forum Colombia-EU: Towards a Democratic Prosperity**, held in Bogotá (**October 2011**), was closed by **President Juan Manuel Santos** with the participation of VicePresident **Garzón**, and Ministers **Echeverry** (Finance and Public Credit); **Cardona** (Transport); **Diaz Granados** (Trade, Industry&Tourism); and **Molano** (Telecommunications), among other members of the Colombian government, as well as the Mayor **López Obregón**. European personalities such as **J. I. Salafranca** (European Parliament), Spanish Minister **Garmendia** (Science&Innovation) or **Ana Pastor** (Congress of Spain) took part in this event, together with some relevant European businessmen.

The **First Colombia-EU Forum: Investment Opportunities and Collaboration**, held in Bogotá (**May 2003**) featured with the participation of **President Álvaro Uribe** in its closure, was attended by Vice President **Santos Calderón**, and Ministers **Botero** (Trade); **Londoño** (Interior&Justice) **Barco**



Juan Manuel Santos, President of Colombia / 2016



Álvaro Uribe, President of Colombia / 2003

(Foreign Affairs); **Palacio Betancourt** (Social Protection) and **Ramírez** (National Defense) among other representatives of the Colombian government. From Europe took part personalities such as Minister for Foreign Affairs of Spain, **Ana Palacio**; former President of Sweden, **Carl Bildt**; former Ministers **Glavany** (France), **Solchaga** and **Almunia** (Spain), **Garel-Jones** and **Rammell** (UK), as well as important European investors. Both events had a great impact in press, with presence of local and European media as *The Economist*, *Le Monde*, *El País* or *Frankfurter Allgemeine Zeitung*.



Rebeca Grynspan, Iberoamerican General Secretary / 2016



Joaquín Almunia, former Vice-President of the European Commission and European Commissioner for Competition, and Economic and Monetary Affairs / 2016



**Juan Manuel Santos** signing the guest book, in presence of **Carsten Moser**, **Rebeca Grynspan**, **Benita Ferrero-Waldner**, **Joaquín Almunia** and **Emilio Cassinello** / 2016



**Angelino Garzón**, Vice President of Colombia, in the opening session of the Forum / 2011



**Third session: Investment in road infrastructure, lever for development and integration in Colombia.** **Josep Piqué**, Vice President of OHL and former Minister for Industry and Foreign Affairs, Spain / 2016



**Alberto Yohai** (CCIT) and **Trinidad Jiménez**, Telefónica and former Minister for Foreign Affairs, Spain / 2016



**Audience of The III Colombia-EU Forum** / 2016



**Diego Molano**, Minister of Technology Information and Communications of Colombia / 2011



**Juan Manuel Santos**, President of Colombia, during his speech at the closure / 2011

# Mexico

The *IV Forum Mexico-European Union: "Mexican and European challenges: synergies in both directions"* held in **November 2013** with major Mexican and European personalities who studied in detail and exchange views of the different reforms undertaken by President Peña Nieto. It was attended by Mexican Minister for Tourism, **Massieu**; Under Secretaries **De Icaza** (Foreign Affairs), **Peralta** (Communications), **Murrieta** (Infrastructures) and **Serrano Migallón** (Education), among others members of the Mexican government. By the European side took part in this event **J. I. Salafranca**, member of European Parliament, Spanish Secretary of State for Infrastructures, **Rafael Catalá**, as well as European investors and members of European governments such as **Chris Bryan** (UK) and **Neisinger** (Germany), among others.

The *III Mexico-European Union Forum: comparative experiences of structural reforms* was held in Monterrey in **2004** with the participation of **Pedro Solbes**, European Commissioner for Economic and Monetary Affairs. The support provided by the Mexican authorities and the prestige of cooperating entities in this forum certainly support this initiative as a link between México and Europe.

In **2001**, in Mexico City, took place the *II Forum Mexico-Europe: Present and Future dialogue of political and economic collaboration* which was opened by **José María Aznar**, **Prime Minister of Spain** and **Vicente Fox**, **President of Mexico**. Important personalities from Mexico and Europe took part such as former Prime Minister of Sweden, **Carl Bildt**; former European Ministers as **Douglas Hurd** (Foreign Affairs, UK), **Peter Mandelson** (Industry&Trade, UK), **E. Alphonse** (Economy&Finance, France). On behalf of the Mexican government took part Secretaries **Castañeda** (Foreign Affairs), **Martens** (Energy); **Derbez** (Economy); **Gil** (Public Finance) and **Usabiaga** (Agriculture and Rural Development), among others members of Mexican government and Mexican and European investors.

In **1999** it was held in Madrid the *First Mexico-European Union Forum:*

The President of Mexico, **Vicente Fox** and President of the Spanish Government, **José María Aznar** in 2001



**Opening Ceremony: Carlos de Icaza**, Undersecretary of Foreign Affairs, Mexico, **Stephan Vavrik**, Deputy Head of the European Union Delegation to Mexico, and **Lord Garel-Jones** former Minister of European and Latin American Foreign Affairs, UK, and Honorary President of the Euroamérica Foundation / 2013

*economic and political scenarios.* This meeting was attended by many relevant European and Mexican personalities such as **Rodrigo Rato**, Vice President of Spain; **Josep Piqué**, Minister of Industry& Energy of Spain; **Felipe González**, former Spanish Prime Minister; Mexican Ministers **Rosario Green** (Foreign Affairs),

**Ángel Gurría** (Public Finance) and **Herminio Blanco** (Trade&Industry); and European and Mexican main businessmen and political personalities. The events had a great impact in local and European media as The Economist, Frankfurter Allgemeine Zeitung, Le Monde, Financial Times, ABC, El País and Grupo Recoletos.



The President **Benita Ferrero-Waldner** and Vicepresidents Mr. **Durández** and Mr. **Moser** (Euroamérica Foundation), with the Secretary of State for Infrastructure, Transport and Housing of Spain, **Rafael Catalá**; under Secretaries of Infrastructure (**R. Murrieta**) and Communications (**J.I. Peralta**) Mexico; Ambassador of Spain in Mexico, Mr. **Alabart**; **Josep Piqué**, former Minister of Foreign Affairs, and Industry; Regional Director for the Americas at UNWTO, **C. Vogeler**; Spanish entrepreneurs **Juan Miguel Villar Mir** (OHL), **Juan Béjar** (FCC), **LF Alvarez-Gascón** (GMV); former Mexican Secretary and President OHL Mexico, **J. A. Oteyza**, and the EU Delegation representative in Mexico, **S. Vavrik** / 2013



**Pedro Solbes**, EU Commissioner for economic and monetary affairs, and **Guillermo Ortiz**, Governor, Bank of Mexico / 2004



**José Ángel Gurría**, Secretary of Finance, Mexico / 1999



**Douglas Hurd**, former Minister of State for Foreign and Commonwealth Affairs, UK / 1999



**Francisco de Rosenzweig**, Under Secretary for International Trade, Mexico / 2013



**Luis Téllez**, Chairman of the Mexican Stock Exchange. [eff], and **José Manuel González-Páramo**, Executive Director, Responsible for Regulation and Institutions and Chairman of the International Advisory Board of BBVA / 2013



**Hermínio Blanco**, Secretary of Trade and Industry, Mexico / 1999



**Rosario Green**, Secretary of Foreign Affairs, Mexico / 1999



**Claudia Ruiz Massieu**, Secretary of Tourism, Mexico / 2013



**Peter Mandelson**, former Minister of Industry and Trade of the United Kingdom; **Rodrigo Rato**, Vice president and Minister of Economy and Finance of Spain; **Francisco Luzon**, General Director of BSCH, Spain; and **José Ángel Gurría**, Secretary of Finance of Mexico / 1999



**Felipe González**, former Prime Minister of Spain / 1999

# Peru

The *II Forum Peru-EU: Towards a Prosperous democracy*, Lima (October 2007) was closed by **President Alan García**. During the conference important panelists took part on it such as Ministers **García Belaunde** (Foreign Affairs); **Carranza** (Economy & Finance); **Zavala** (Transport & Communications); **Araoz** (Trade & Tourism); as well as the President of the Central Bank, **J. Velarde** or the Vice Minister of Energy. By European side took part in this event **J.I. Salafranca**, member of European Parliament; **T. Jiménez**, Spanish Secretary of State for Foreign Affairs; **J.M. González-Páramo**, member of BCE and former Spanish Prime Minister, **Felipe González**, as well as important European investors.

The *I Forum Peru-EU: The new Peru and its opportunities: Investment, Development, Modernity*, held in Lima -July 2002- was attended by **Peruvian President Alejandro Toledo** in its closure and was



Alan García, President of Peru, in 2007, during his speech at the closure

attended by the Prime Minister, **L. Solari**; The President of the Central Reserve Bank, **R. Webb**; Ministers **Wagner** (Foreign Affairs); **Reátegui** (Transports&Communications); **Villarán** (Labour and Social);

as well as ViceMinisters **Zavala** (Economy&Finance) and **Salas** (Tourism), among other representatives of the Peruvian government. On the European side, some personalities took part in this event such as Spanish Minister for Science & Technology, **J. Piqué**; Secretary of State for Cooperation, **M. A. Cortés**; former Ministers **Alphandéry** (France), **Lord Garel-Jones** (U.K.), **Almunia** (Spain), as well as **Astrid Schomaker**, European Commission and some European investors.

Both events had a great impact in the press, with presence of *Le Monde*, *El País*, *Frankfurter Allgemeine Zeitung* or *ABC*.



Alejandro Toledo, President of Peru in 2002



Jorge del Castillo, Chairman of the Board of Ministers, Peru / 2007



Audience of *The First Forum Peru-EU: The new Peru and its opportunities: Investment, Development, Modernity* / 2002



**José García Belaunde**, Minister of Foreign Affairs of Peru, y **Carlos Solchaga**, President of Euroamérica Foundation / 2007



**Verónica Zavala**, Minister of Transport and Communications of Peru, and **Miguel Vergara**, Director of Communications and Institutional Relations of AETIC, Spain / 2007



**Pedro Larrea**, CEO of Endesa International; **Juan Miguel Villar Mir**, President of OHL; **Luis Carranza**, Minister of Economy and Finance of Peru; **Gonzalo Prialé**, President of AFIN, Peru; **Javier Manzanares**, President, Telefónica Peru; **Guillermo Muñoz-Delgado**, Director of Exploration and Production of Repsol YPF / 2007



**Josep Piqué**, Minister for Science and Technology, Spain / 2002



**Luis Carranza**, Minister of Economy and Finance of Peru, signing the guestbook in presence of **Patricia Alfayate**, Deputy Director of Euroamérica Foundation / 2007



**Trinidad Jiménez**, Secretary of State for Ibero-America, Spanish Ministry of Foreign Affairs and Co-operation, and **Felipe González**, former Prime Minister of Spain, entering the conference room / 2007

## United States / New York, Miami

**II Forum United States-European Union: Looking towards the future (Miami, May 2014).** During the two-day event, different topics of interest were treated such as: Revitalizing the Transatlantic Relationship: Transatlantic Trade and Investment Partnership (TTIP); Intellectual property: Driving force for audiovisual and entertainment industry; The role of Information and Communications Technologies (ICT's), Innovation and Internet in developing countries, growth of business and creating new markets and its influence on different production sectors.

It included the participation of representatives of European institutions such as **Antonio de Lecea** or **Felix Leinemann**, and European businessmen. On the American side it was attended by Congressmen **M. Diaz-Balart** and **Joe Garcia**; Lt. Governor of Florida, **C. López-Cantera**; Mayors of the City of Miami and Miami Dade, **T. Regalado** and **Carlos Giménez**; The Secretaries of Transportation, Health and Energy of Florida: **A. Prasad**, **J. Armstrong** and **P. Sheehan**; **Mindel de la Torre**, Chief of the International Bureau at the Federal Communications Commission, USA; President of Miami Dade College, **Eduardo Padrón**; as well as American institutions such as IDB or ASBA.

Together with NY University, Euroamérica Foundation organized in **March 2010** the **first Forum EEUU-European Union: Looking to the future**, in the city of **NY**, with the participation of American and international economical and politics experts, such as the former Prime Minister **Felipe González**; the member of BCE, **José Manuel González-Páramo**, **José Viñals** (FMI), **R. Doar** (City of NY), professor **W. Easter** (NYU) or renowned scientists such as **V. Fuster**, **J. Massagué**, **E. Mendez** and **L. Rojas-Marcos**, among others.



**Opening Ceremony: Antonio de Lecea** (Minister, Principal Advisor for Economic and Financial Affairs, Delegation of the European Union to the United States), **Eduardo Padrón** (President of Miami Dade College), **Tomás Regalado** (Mayor of the City of Miami), **Benita Ferrero-Waldner** (President of Euroamérica Foundation), **Rafael Catalá** (Secretary of State of Infrastructures, Transports and Housing, Spain) y **Ángel Duráñez** (Vicepresident of Euroamérica Foundation, Member of Board of Directors Repsol and Member of the Mediaset Board) / 2014



**Paul A. Wachtel**, professor of Economics, NYU [standing], and **José Manuel González-Páramo**, Member of the Board of the European Central Bank, among others / 2010



**Luis Rojas Marcos**, professor of Psychiatry at New York University School of Medicine / 2010



**Carlos Solchaga**, President of Euroamérica Foundation; former Minister for Industry, and Economy&Public Finance of Spain; **Felipe González**, former Prime Minister of Spain / 2010



**Rafael Catalá**, Secretary of State of Infrastructures, Transports and Housing, Spain, **Benita Ferrero-Waldner**, President of Euroamérica Foundation, and former European Commissioner for Foreign Affairs, and Trade; and **Carlos López-Cantera**, Lieutenant Governor of Florida / 2014



**Carlos A. Gimenez**, Mayor of Miami Dade /2014



**Raquel Regalado**, **Esther Aguilera** (Caucus Spanic Congressional Institute), **Eduardo Padrón** (President, Miami Dade College) and **Carne Chacón**, former Spanish Minister of Housing, and Defence / 2014



Congressman **Mario Díaz-Balart** and **Benita Ferrero-Waldner** / 2014



**Fourth session, first day: The importance of the audiovisual and entertainment industry** / 2014



**Patrick J. Sheehan** (Director, Florida Office of Energy), **Francisco Ortigosa** (Repsol), **Stephanie Kleiner** (Microsoft) y Congressman **Joe García**, Florida / 2014

# Panama

As part of the 500th anniversary commemoration of the discovery of The Pacific Ocean, Euroamérica Foundation organized, for the first time on a Central American country, the **First Panama-European Union Forum (December 2012)**. The event was closed by **President Ricardo Martinelli** and was attended by Panamanian and European personalities such as **Roberto Roy**, Minister for Panama Canal Affairs; **Ricardo A. Quijano**, Minister of Trade & Industry of Panama, and **Lucy Molinar**, Minister of Education. On the European side, **Ana Pastor**, Minister of Public Works of Spain; **J.I. Salafranca**, member of European Parliament; **Piero Venturi**, European Commission, and other important European personalities and representatives of worldwide institutions.



**Ricardo Martinelli**, President of Republic of Panama / 2012



First day Lunch: **Ricardo Quijano**, Minister of Commerce and Industry, and **Tristan Garel-Jones**, Honor President of Euroamérica Foundation / 2012



**Roberto Henríquez**, Minister of the Republic of Panama; **Benita Ferrero-Waldner**, President of Euroamérica Foundation and **Marta Linares de Martine-lli**, First Lady of the Republic of Panama / 2012



**Marta Linares de Martinelli**, First Lady of the Republic of Panama, and **Ana Pastor**, Minister of Public Works of Spain / 2012



**Audience**. First row, among others, **Miguel Ángel Cortés**, Congressman of Spain, and **Ana Pastor**, Minister of Public Works / 2012



**José I. Salafranca**, Member of the European Parliament, Spokesperson of the EPP Group on the Committee of Foreign Affairs. President of Eurolat, Chairman of the Monitoring Group on the Southern Neighborhood and the Middle East / 2012

# International forums and conferences in Europe

## High-Level Seminar / European Parliament - Brussels

The High-Level Seminar “The future is today: The European Union and the Americas facing a unique opportunity” was co-organized with the [Delegation of the EP to the Euro-Latin American Assembly, EuroLat](#). The Seminar took place in Brussels, at the headquarters of The European Parliament.

The aim was to highlight, with the participation of personalities from both sides of the Atlantic, the advances and challenges that both regions face in, such as the fight against climate change, human rights, cooperation in innovation, science and technology, or trade agreements between EU-LA&C, as well as the transfer of business knowledge. It was attended by MEPs, members of European Commission, experts from the two areas and representatives of multinational companies.



## Seminar after the EU-CELAC Summit

Euroamérica Foundation organized, together with [Casa de America](#), this seminar to expose the [conclusions of the EU-CELAC Summit](#) celebrated in Brussels, and analyze the future relations between European Union and America Latina & Caribe.



Opening session



Jaime García-Legaz, Secretary of State for Trade

## International Seminar European Union–Latin America

The European Parliament and Commission representations in Madrid, together with Euroamérica Foundation, launched in **2005** a **yearly** discussion forum that allow European and American personalities and experts to analyze the relations between Latin America and the European Union focused on topics of mutual interest. Representatives of international institutions such as SEGIB, OCDE, BID, CAF, OMT, Unesco, CUIB, Eurolat, etc. usually take part in this event.



## ABC International Conference about Europe and America

With an *eminently economic-financial format*, we celebrate **International Financial Conferences** on Europe and America, attended by representatives of the world's leading financial and economic institutions.



## Seminars about corporate and social responsibility (CSR)

The International Forums on *corporate and social responsibility* began in 2005 and were held in Mexico and Madrid, with the aim of exposing the different initiatives and visions that, on a global scale, have been promoted in terms of corporate social responsibility and promotion of public-private partnerships for development.



## Seminars about education and Spanish language

Euroamérica Foundation, aware the growing importance of the education as well as the economic value of Spanish language has celebrated at the headquarters of the Bertelsmann group in Madrid two seminars focused on both topics, under the titles: “The Spanish language in a globalized economy: challenges and opportunities” (2014) and “New technologies in education. Challenges in Latin America and Europe” (2015).



## Seminars about the impact of technology in culture

Euroamerica Foundation, together with Google, has organized a series of seminars, offering a new vision about the impact of new technologies on culture.

In 2015 it was held a show cooking, performance by the National Gastronomy Award Pepe Rodríguez, which served as a framework for the director of the Google Cultural Institute, Amit Sood, to detail his Art Project which aim is to “attract more people into culture through technologies that make it accessible to anyone anywhere.”

In 2012 was held the colloquium “Challenges and opportunities of the Spanish language in a digital age”, attended by RAE director, José M. Blecua, and writer Carmen Posadas. We also celebrated, under the title “Digital Culture: report technology in the conservation and promotion of heritage”, a lunch colloquium with the participation of José María Pérez “Peridis” and some directors of several museums that contributed with their vision to analyze the impact of the digitalization in the dissemination of the art.



# Lunches and breakfasts colloquium

## Lunches colloquium

In a private salon of a well known restaurant in Madrid, the Euroamerica Foundation often celebrates, *Chatham House Rules*, some lunches-colloquium with experts on politics, economy, science, cyber security, Brexit consequences in Europe and America, art or diplomacy to discuss the topic with the attendees.



## Breakfasts colloquium

With the same aim as lunches, also *Chatham House Rules*, we celebrate some **breakfasts-colloquium**, at the Foundation's seat, with a reduced number of invitees.



## Post-graduate scholarships for young Latin Americans

Since **2001**, with the support of the IE Business School and Centro de Estudios Garrigues, and the co-sponsorship of the Carolina Foundation, the Euroamerica Foundation has set up a post-graduate **scholarship programme** with the aim of providing specialized training for overseas students mainly from Latin America.



The scholarship agreement is signed (September 2001) by Minister for Science and Technology, **Anna Birulés**; Secretary of State for International Cooperation, **Miguel A. Cortés**; President of IE Business School Fundation, **Diego del Alcázar**; and President of Euroamérica Foundation, **Tristan Garel-Jones**



## Forum and Forum News

The Euroamerica Foundation publishes the magazine **FORUM** and its shorter electronic version **Forum News**, which periodically collects information of recent events we have organized. The website [www.euroamerica.org](http://www.euroamerica.org) is a platform to inform about objectives, and activities that are held.



# MEMBERS OF THE BOARD OF TRUSTEES

## Personalities

### Esperanza Aguirre

Former Minister of Education and Culture. Former president of the Community of Madrid

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Former Vice-president and European Commissioner for Competition; Former European Commissioner responsible for economic and monetary affairs

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Former President of Costa Rica and Nobel Peace Prize

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Institutional Relations Director of El Corte Inglés

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### José Ignacio Salafranca

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### Jorge Semprún (Deceased) \*

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### Fernando Solana (Deceased) \*

Former Secretary of Foreign Affairs, Mexico

### Carlos Solchaga

Former Minister of Industry&Energy, and Economy&Finance of Spain

### Simone Veil (Deceased) \*

Former President of the European Parliament

### Miguel Vergara \*

Vice President of the Alliance Française of Madrid

\* Founding member

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Consultant

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Partner, Garrigues in Latin America. Euroamerica Foundation Scholarship holder

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Former Ambassador of Brazil in Spain

### Leonor Ortiz Monasterio

President of the Board of APAC, Mexico

### José Eladio Seco

Consultant

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#### Benita Ferrero-Waldner

Former European Commissioner for Foreign Affairs and Neighborhood Policy, and Trade



### Honorary presidents:

**Lord Garel-Jones**, Former Minister of State for Europe and Latin America, and Member of the Parliament of UK. President of the Foundation from 1999 to 2004



**Carlos Solchaga**, Former Minister of Industry&Energy, and Economy&Finance of Spain. President of the Foundation from 2004 to 2010



### Vice-Presidents:

**Emilio Cassinello**, Spanish Ambassador. Director-General, Toledo International Center for Peace (CITpax)

**Ángel Duráñez**, Member of the Board of Mediaset and Prosegur, and film producer

**Carsten Moser**, German journalist and economist. Counselor of Claro Sol

### General manager:

**Luisa Peña**



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