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Reasons for attending Exporta 2008 Conference

As the Spanish Institute for Foreign Trade ([ICEX](#)) & Desarrollo Internacional de Madrid S.A. (PROMOMADRID) offer many opportunities on the 3rd and 4th of June in Madrid.

As they provide a space for debates, a forum for ideas and a source of information regarding the internationalization of companies.

As all visitors will get personalized advice from over 90 Economic and Commercial Advisors from Spanish Embassies as well as from ICEX & PROMOMADRID Experts.

As in the 2008 edition, the focus will be on a most up-to-date topic: "New challenges for global organizations: human capital, talent and innovation" and provides new opportunities for companies in potentially high growth markets.

Who we are

The **Spanish Institute of Foreign Trade** (ICEX), is a public entity belonging to the Secretariat of State of Tourism and Trade. It provides services for Spanish companies and aims to promote and help them to achieve an international projection by:

- Designing and implementing marketing programs in foreign markets.
- Providing information on Spanish products and on international markets.
- Promoting the technical skills of company managers and training foreign trade experts.
- Promoting investment as well as industrial projects and business cooperation in foreign markets.

ICEX Works abroad through a network of Economic and Trade Offices at Spanish Embassies, and in Spain through the Regional and Territorial Trade Offices.

PromoMadrid, Desarrollo Internacional de Madrid, S.A. is a regional government-owned company under the authority of the Madrid Regional Ministry of Economic and Consumers Affairs, to promote the internationalization of companies from Madrid, and to attract foreign investment in the region as well as to promote the image of the Madrid region within an international economic context.

PromoMadrid works in five main areas:

- Attracting foreign investment.
Our mission is to attract foreign investment and achieve the creation and development of new companies in the Madrid Region.
- Business creation and development.
Working on maintaining the current investments and increasing the business in the region of those companies that have already chosen Madrid as their business destination. For this reason we have a team of experts whose main mission is to help established companies maintain and expand their activities.
- Image
The third area is responsible for the development of those activities aimed at improving the international image of the Madrid Region from an economic perspective.
- Internationalization
In this respect we help companies in Madrid to design and develop their expansion strategies in foreign markets, from the moment they start to export, to commercial or manufacturing activities.
- Institutional relations
The fifth area promotes the creation of stable links with institutions, organizations and other entities that may help strengthen **PromoMadrid's** position and our Region, both in Spain and abroad.

Technical Specifications

NAME: EXPORTA 2008

TITLE: Conference on Internationalization of Businesses

NATURE: Professional

SCOPE: National

ORGANIZER: Spanish Institute of Foreign Trade (ICEX) – Desarrollo Internacional de Madrid S.A. (PROMOMADRID)

DATE: 3 & 4 of June

PLACE: Madrid

VENUE: Parque Ferial Juan Carlos I. Pabellón 9 (IFEMA)

TIMETABLE: 10:00- 19:00

ACTIVITIES:

- Opening Session: "New challenges for global companies: human capital, talent and innovation".
- More than 35 workshops and seminars for SMEs with export activities, structured in thematic sections.
- International Meeting Point (IMP): personalized interviews with 94 representatives from the network of Economic and Trade Offices at the Spanish Embassies.
- Personal advice on services and programs offered by ICEX and PROMOMADRID.
- Guest entities: The High Council of Chambers of Commerce, the Madrid Chamber of Commerce, CEOE and CEIM, will all participate as guest entities in EXPORTA 2008 and will have stands that offer information.

FEE: Register free at www.EXPORTA2008.com or, on the 3rd and 4th of June at Pavilion 9 in IFEMA

Background

EXPORTA was organized for the first time in 2000, aiming to be the most important meeting place for companies that have an international focus as well as for service provider organizations, associations and public and private institutions that promote international competitiveness for these companies.

Ever since its creation EXPORTA has been held in Madrid and in other Regions with large export tradition on alternate years. Thus, EXPORTA 2001 was held in Barcelona, EXPORTA 2003 in Valencia, [EXPORTA 2005](#) in Bilbao and [EXPORTA 2007](#) in Seville. In 2005, the trade fair style format of EXPORTA became more of a conference style, which was consolidated during [EXPORTA 2006](#) with a program of activities carefully structured to include all institutions and stakeholders involved in the internationalization of Spanish companies.

All the editions have shared a specialized focus, expressed in Internationalization Workshops and Seminars as well as in the International Meeting Point, with personalized interviews between companies and representatives of the Economic and Trade Offices at Spanish Embassies.



Opening Session

DATE: June 3rd 2008

TIME: 10:00 - 11:30

PLACE: Auditorium Convenciones Norte

TITLE: "New challenges for global companies: human capital, talent and innovation"

SYNOPSIS: The growing dynamism and international activities of Spanish companies highlight the importance of intangible factors which are intrinsically linked to people. The profile of professional people with international vocation and their capacity to innovate, are key elements to guarantee the success of companies in global markets.

The entry and expansion barriers for places as diverse as China, Russia, Japan and the USA are similar: without PEOPLE capable of conveying the advantages of our products and services to local distributors and consumers, we will not be able to succeed and consolidate our business at an international level.

Closing Session

DATE: 4th of June 2008

TIME: 16:30 - 18:00

PLACE: Auditorium Convenciones Norte

TITLE: "Educational Policies in the Global Era. Public Administration and companies' contributions to training matters"

SYNOPSIS: As a conclusion of Exporta 2008, this closing session will elaborate on new contributions, both public and private, that are taking place in education. In a global World, training is a key element for the success of our companies and our professionals. Taking into account that knowledge is the best driving force for development, different Administrations and companies are devoting more and more resources to training their professionals in order to successfully face international markets. This panel will examine the profound changes that are taking place in educational policies to achieve the competitive level that society needs. Policies that take increasing more into account the demands of a progressively globalized world and of companies working in this environment.

Workshops and Seminars

More than 35 Workshops and Seminars on Internationalization will be held on the 3rd and 4th of June, in morning and afternoon sessions, grouped into three thematic sections.

AUDITORIUM I and V.- Human capital, talent and Innovation: The growing dynamism and international activities of Spanish companies show the importance of intangible factors which are intrinsically linked to people. The profile of professional people with international vocation and their capacity to innovate, are key elements to guarantee the success of companies in global markets.

AUDITORIUM II and III.- Will be dealing with the Comprehensive Market Development Plan (PIDM): Algiers, Brazil, Korea, China, USA, India, Japan, Morocco, Mexico, Russia and Turkey, debating differentiating elements and main sectors and opportunities for Spanish companies as well as other topics related to human capital, focusing on this group of countries.

AUDITORIUM IV.- Institutional initiatives that support internationalization. Presentation of different programs and aid instruments that Regional and Central Administrations, as well as other private or public entities, offer to companies to support them in their internationalization process.

AUDITORIUM VI.- Closed circuit TV broadcasting of a selection of Workshops.

International Meeting Point

At the International Meeting Point (IMP) EXPORTA visitors can meet over 90 Advisors from the **Network of Economic and Trade Offices at Spanish Embassies**.

At EXPORTA 2008 representatives from over 90 **Economic and Trade Offices**, offer **personalized advisory** services to those companies interested, answering any doubts they may have related to their internationalization process.

The IMP makes EXPORTA a unique conference due to what it offers to help and support Spanish companies.

Meetings at the IMP will be by appointment. Prior reservations will be made for the date and time of the meeting, with a maximum duration of 20 minutes per meeting. In order to be dynamic and for quality reasons a maximum of 5 meetings will be granted per company.

It is absolutely necessary to state the reason for the meeting. This requirement allows the Advisors to prepare their answers and allows ICEX to transfer the requests for information to other more appropriate channels.

Everything ICEX offers

EXPORTA 2008 visitors will find information and advice on the following services and programs that ICEX offers Spanish companies:

An introduction to exports: Learning to Export (APEX)

APEX makes Spanish SMEs aware of the need to export and provides advice in key areas such as branding, use of technology and the Internet, recruitment and international taxation as well as innovation and design –among others - so that they can successfully enter foreign markets.

Introduction to exports: Promotion Abroad Introductory Plan (PIPE)

Specialized professionals help companies which are exporting for the first time, cooperating with them in the design of their internationalization strategies and in entering new markets.

Promotion of food and agriculture products

Sectorial Business Promotion: Trade Fairs, Missions, Sectorial Portals, establishing trade relations and brand awareness.

Promotion of Services

Sectorial Business Promotion: Trade Fairs, Missions, Sectorial Portals, trade relations and brand awareness.

Promotion of Industrial Products and Technology

Sectorial Business Promotion: Establishing trade and brand awareness; technical support trips; full project funding; funding for consultancy work...

Promotion of Consumer goods

Sectorial Business Promotion: Fairs, Missions, Sectorial Portals, trade relations and brand awareness.

Investments, Business cooperation and Setting up Production

Program to identify, communicate and support new investment initiatives; support program for investment prospective trips; support program for investment projects; investment and business cooperation forums.



Training in internationalization

Courses on Foreign trade; thematic seminars; conferences on markets and sectors; passport abroad: an on-line management tool for internationalization; Spanish interns for companies; foreign professionals for companies...

Information Services:

Market research; Spanish and world-wide statistics; business opportunities; international tenders and bids, ICEX services on the internet; inverse portals; electronic markets.

Publications

Revista El Exportador (The Exporter Magazine); Spain Gourmetour; Keys to the World Economy; other publications.

Visitors can make appointments with ICEX technical staff in order to organise their agendas

We advise you to explain the reason for the interview. In this way, the technical staff will be able to prepare the interview and provide better information.

Everything PROMOMADRID has to offer

Exporta 2008 Visitors will find information and advice on the following services and programs that **PromoMadrid** offers companies in the Madrid Region:

INTERNATIONALIZATION OF COMPANIES IN MADRID

Training and information

- **Training Program:** informative conferences, specialized seminars, training courses.
- **Enterprise Europe Network:** consulting services (legislation on the EU or its member states, market information, European funding) and help and information on participation in European programs.
- **Experts on the Internationalization of companies:** Information on foreign markets (queries, sectorial notes, market research...), information services for companies.

Business cooperation

- **Business Meetings:** companies participating in meetings will have a series of interviews planned according to their activity, products and partner profile in each market.
- **Foreign partners' search services:** Offers for collaboration from foreign companies; search for partners for European projects.
- **Experts on the Internationalization of companies:** our experts organize work agendas, and accompany and assist companies in the countries they visit.

An introduction to exports

MadridExporta: personalized study of the company's situation, and a final objective report with recommendations to start the internationalization process and guidance to access the available support mechanisms for the company's international expansion.

- **Foreign Promotion Introductory Plan (PIPE):** support tool for companies willing to start or consolidate their internationalization process. It provides SMEs with a wide range of services in terms of information, promotion and training as well as technical and financial assistance.

Sectorial promotion

Participation in international trade fairs: support for companies in Madrid at international trade fairs and in the organization of marketing and other image events prior to, or during the fair.

Sectorial plans: development of foreign promotion plans in cooperation with Sectorial Associations, including, among other things, the organization of ad hoc activities in different markets, coordination or inverse missions, carry out studies and information material, international sectorial marketing actions etc... Special attention is given to strategic areas such as food and agriculture, culture, technology and services, which are a driving force for the internationalization of the Madrid Region.

ATTRACTING INVESTMENTS AND SERVICES FOR INVESTORS

- **Information:** we provide up-to-date information for a viability study on Madrid as an investment destination (macro and microeconomic data, legal framework, tax and accounting framework, operational and business expenses, service and product providers, etc)
- **Advisory services:** we act as representatives for other public institutions. We help to find private or public land for new set-ups and for partners or sponsors. We also help with management and administrative procedures such as those related to subsidies and incentives.

SUPPORT PROGRAM FOR SMEs IN THE MADRID REGION

At the PromoMadrid stand, companies will find information on the wide range of subsidies SMEs can have access to in the Madrid Region.

Visitors can make appointments with PromoMadrid technical staff in order to organise their agendas

We advise you to explain the reason for the interview. In this way, the technical staff will be able to prepare the interview and provide better information.