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# CONCORDIA EUROPE AMCHAMSPAIN SUMMIT

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## SUMMIT REPORT

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CONCORDIA EUROPE - AMCHAMSPAIN SUMMIT

June 26, 2019 | Madrid, Spain

# Partnerships For Social Impact

## About the Concordia Europe - AmChamSpain Summit:

*The inaugural Concordia Europe - AmChamSpain Summit took place in Madrid, Spain on June 26, 2019. Through a unique partnership between Concordia and the American Chamber of Commerce in Spain, the Summit provided an international platform through which to elevate action-oriented dialogue around the outlook for both Spain and Europe as a whole, while also exploring the critical relationship between the European Union and the international community.*

For more information about Concordia, visit:

[www.concordia.net](http://www.concordia.net)

For more information about AmChamSpain, visit:

[www.amchamspain.com](http://www.amchamspain.com)

*Thank you to our note takers: Phoebe Hering, Marta Rodriguez Lanseros, Blanca Bennassar Aleñar, Alba Compadre Sánchez, Samuel Talman, Sarah Zia, Cristina Capdevila, Susana Orcera Bokobo, Daniel Rubio Sánchez, and Daniel Varón.*

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# **2019 Concordia Europe - AmChamSpain Summit**

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## A Message from AmChamSpain's Chairman

With the current state of international affairs, Europe remains at the forefront of many of the most pressing global issues, among them the changing landscape of global commerce, addressing mass migration, achieving the UN Sustainable Development Goals (SDGs) before 2030, and adapting to technological developments. Within this complex continent, Spain is particularly well positioned to strengthen ties between Europe, Latin America, Africa, and the United States.

For over 100 years, the American Chamber of Commerce in Spain (AmChamSpain) has played an important role in developing relationships between the US and Spanish business communities, while improving the Spanish economy's competitiveness, productivity, and internationalization. In the framework of the Digital Revolution, AmChamSpain has also prioritized fostering private sector adaptation to technological disruption. To this day, the Chamber is comprised of almost 300 member companies and organizes regular events with world leaders, CEOs, and public officials as part of its ongoing commitment to finding solutions to the challenges faced on both sides of the Atlantic.

In this ever-connected world, it goes without saying that cross-sector collaboration is critical in achieving the SDGs set by the 2030 Agenda. Over the years, AmChamSpain has been committed to supporting the SDGs through its diverse working groups. This event in particular hones in on Goal 17: the promotion of global partnerships and cooperation. The first edition of the Concordia Europe – AmChamSpain Summit brought some of the brightest minds together to address the challenges and uncertainties before us today. Discussion themes included the future of cities, technological disruption, relations between Spain, the U.S., Latin America and Africa, the future of the European Union, reaching gender equality, and the Venezuelan crisis. As one of the largest economies in the world with historical ties around the globe, Spain should continue to be a leader in advancing these conversations.

To that end, I would like to extend my most sincere appreciation to everyone who participated in this Summit: Concordia, for what we hope to be a long and fruitful relationship, as well as our members, sponsors and governing board, who enrich our events and help make them possible. ♦



**Jaime Malet**  
Chairman  
AmChamSpain

## A Message from Concordia's Co-Founders

Europe is entering uncharted territory. Against a backdrop of unprecedented political development, we're witnessing change like nothing we've seen before, and the potential for opportunity is unparalleled. A hub of activity, innovation, and development, the European continent is poised to capitalize on this evolving landscape.

Partnership and collaboration are the cornerstones of our mission at Concordia. Drawing on an arsenal of diverse perspectives, communities, and resources, we believe it takes participation from a multitude of sectors to establish tangible solutions to the greatest challenges facing our time.

Europe has remained a focal point of our work since our inaugural Europe Summit in Athens, Greece in 2017, which took place at a pivotal time for the continent following significant shifts in regional leadership. Through our partnership with AmChamSpain, it's been an honor to gather

in Madrid for the inaugural Concordia Europe - AmChamSpain Summit. Continuing many of the issue areas and outcomes from our 2017 Concordia Europe Summit, we are proud to have built a forum for nonpartisan dialogue around the issues facing both Spain and Europe as we enter an important crossroads for the region.

Thank you to AmChamSpain—an incredible partner and nothing short of essential to the development of this Summit. Thank you, in particular, to Jaime Malet and Aida Casamitjana. We'd also like to thank our Members, Sponsors, Partners, Advisors, Speakers, Board, and, of course, our Leadership Council, for their ongoing guidance and support.

This is just the beginning of Concordia's work in Spain, and we look forward to continuing these critical conversations at the 2019 Concordia Annual Summit in New York City in September. ♦



**Matthew A. Swift**  
Co-Founder, Chairman & CEO  
Concordia



**Nicholas M. Logothetis**  
Co-Founder & Chairman of the Board  
Concordia



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## The Future of the European Union

**With populism's ascendance, European politics are becoming increasingly polarized as the far-right and far-left views gain more mainstream political traction.**

With the United Kingdom's departure from the European Union (EU) imminent, uncertainty abounds around the future of economic and political unions across the continent. With political fault lines and structural imbalances in existence within the EU, there is a need for continued connectivity and integration across the region. With populism's ascendance, European politics are becoming increasingly polarized as the far-right and far-left views gain more mainstream political traction. Populism's strength is most notable in Britain's soon-to-be exit from the EU, while populist leaders and their parties across the continent have established political footholds and regional influences in their respective countries.

Opening the Summit, **Meritxell Batet, President of the Congress of Deputies, Spain**, acknowledged that the need for change at the institutional level is undeniable. Dialogue and cooperation have become defining aspects of our societies, from political pluralism to decision-making models, which have increasingly adopted a multilateral nature. However, for effective collaboration to take place, we need to proceed on the basis that there are more international treaties and cultural similarities that bring us together instead of tearing us apart. According to Batet, citizens are losing faith in public institutions—a consequence, largely, of economic and social challenges. Therefore, there is an urgent need to recover the institutionalism of our parliaments. Batet explained that we are in a vicious cycle; the only way to overcome an economic and social crisis is by working within parliament, but only after we are able to overcome a crisis will we

be able to recover our appreciation of parliament. Faced with this scenario, pluralism is the only way to achieve solutions, stated Batet. Strong dialogue between the public and private sectors needs to focus on our common ground as a democratic society.

***“There will be no political recovery without social and economic recovery,”***

Meritxell Batet

President of the Congress of Deputies, Spain

A panel session titled ***The Future of the European Union*** focused on the role, power, and influence of the EU in the international community, and addressed tensions between the U.S. and the EU in issues such as security and trade policy. The panel featured introductory remarks from **Gordon Sondland, U.S. Ambassador to the European Union**, and was moderated by **Ian Mount, Journalist for the Financial Times**.

Opening with a discussion around the future of the EU and its relationship with the U.S., Ambassador Sondland emphasized the critical nature of the transatlantic relationship and shared his belief that the relationship is imbalanced, with the U.S. giving more than it receives in return. Offering a contrary viewpoint, **Susan Danger, CEO of AmChamEU**, pointed out that although hurdles exist, U.S. companies favor European businesses, as shown by the fact that 56% of global earnings of U.S. affiliates





come from Europe. However, as highlighted by **Emma Navarro, Vice President of the European Investment Bank**, the relationship with the U.S.—especially in the case of the transatlantic alliance—is a challenge that the EU is currently facing, given today’s turbulent political environment.

**Shada Islam, Director of Europe & Geopolitics at Friends of Europe**, acknowledged the fact that there has been a change in the nature of the EU-U.S. relationship since Trump took office. Trump’s *America First* policy has led Europe to increasingly put its own interests and values first. Support for the EU is also on the rise, despite the populist narrative evident across much of the continent. Brexit and its difficulties—although a tragedy, in Islam’s opinion—has deterred other countries from following the same path. This opinion was reiterated by **Joaquín Almunia, Chairman of the Centre of European Policy Studies (CEPS) and Former Vice President of the European Commission**, who stated that people are more conscious of the importance of being united than they were prior to the Brexit vote.

*“America has been the anchor for the EU. It is a very special friend, but ‘America First’ has woken us up,”*

Shada Islam  
Director of Europe & Geopolitics at  
Friends of Europe

In *Conditions for Peace in a Global World*, **José Luis Rodríguez Zapatero, Former Prime Minister of Spain**, cited the unnecessary conflicts that have taken place across the globe over the last 40 years, stating

that nations use war and conflict to create change, instead of looking towards rational advancements to drive progress. Rather than resorting to war, we need to actively denounce it, the Former Prime Minister reiterated. Prime Minister Zapatero urged the global community to turn to Europe as a leader. Europe has seen the longest reign of peace since the period of Imperial Rome by being a leader in social advancement. Prime Minister Zapatero went on to stress that the single greatest idea to a peaceful world is democracy: if there is no democracy, there can be no peace. Closing his speech, Zapatero pointed out how caring for the planet and creating peace go hand in hand. 80% of today’s conflicts are fought in areas of desertification, meaning that a lack of resources creates the perfect environment for conflict to emerge. Therefore, we as individuals and a community must take care of the planet if we ever hope to achieve a world of peace.

*“An unsafe world is ripe for conflict,”*

José Luis Rodríguez Zapatero  
Former Prime Minister of Spain

**José María Aznar, Former Prime Minister of Spain, Former President of the People’s Party in Spain, and Concordia Leadership Council Member**, described the EU’s history as one of success and urged for efforts to be taken to preserve its existence. In his keynote address, the Former Prime Minister emphasized the role of the EU’s Atlantic allies, which form a political, cultural, and historical pact that ensures stability and prosperity. Prime Minister Aznar cited the following four challenges that the EU is facing: 1. Economic challenges, notably





sluggish growth on the continent; 2. Structural challenges, as outlined by Brexit; 3. Ideological challenges, with many centrist parties entering a grave crisis and slowly being substituted by populist and nationalist movements; 4. Political challenges, with the fragmentation of European political parties making the EU more difficult to govern. He stressed the need to reinforce, or even rebuild, the liberal order, which is under threat. ♦

***“The Atlantic Agreement is a great political, cultural, and historical commitment to act together [...] the principles of the Agreement have created the greatest prosperity in our history,”***

José María Aznar

Former Prime Minister of Spain, Former President of the People's Party in Spain, and Concordia Leadership Council Member

#### **Next steps:**

- Efforts must be made to drive productive dialogue between opponents through politics within the framework of institutions and parliamentarism.
- A stronger commitment from public and private actors in the defense of democracy is necessary.
- Greater financial and fiscal integration, particularly in the eurozone, is needed to strengthen the EU.
- Collaboration is needed to maintain a strong EU-US relationship and navigate hurdles.
- As a global community we need to declare the following things in order to achieve world peace: a sense of community amongst nations; progress through social and universal change; active denunciation of war and conflicts.



## Addressing the Venezuelan Crisis

The ongoing crisis in Venezuela—now the largest humanitarian crisis in the Western Hemisphere—has remained a focal point for Concordia over recent years.

The ongoing crisis in Venezuela—now the largest humanitarian crisis in the Western Hemisphere—has remained a focal point for Concordia over recent years. Serving as a continuation of numerous timely discussions from the 2019 Americas Summit, the Concordia Europe - AmChamSpain Summit focused on the immediate policy and investment steps that can be taken at the local level to urgently support the millions of Venezuelans who have fled the country and also addressed the latest geopolitical advancements.

A panel titled *Responding to the Now: What's Next for Venezuela?*, moderated by **Juan Varela**, Director of Business & Digital Strategy for Agencia EFE,

featured **William Davila**, Head of Corporate Relations for IE Business School, **Antonio Ecarri Bolívar**, Personal Representative of the President in Charge of Venezuela, **Mr. Juan Guaidó**, **Carrie L. Filipetti**, Deputy Assistant Secretary for Cuba & Venezuela for the U.S. Department of State, **José Manuel Puente**, Economist at Instituto de Estudios Superiores de Administración (IESA), and **Jorge Fernando Quiroga Ramírez**, Former President of Bolivia and Concordia Leadership Council Member.

The panel opened with a summary of the situation facing Venezuela. The nation is undergoing a five-year recession, with economic and government



turmoil fueling daily protests and the majority of citizens lacking access to basic human necessities, such as water, food, and shelter. Maduro continues to terrorize the country, rigging elections and imprisoning any opposition brave enough to stand up against his reign.

*“The U.S. is committed to achieving a peaceful solution,”*

Carrie L. Filipetti  
Deputy Assistant Secretary for Cuba & Venezuela  
for the U.S. Department of State

The session then covered what needs to be done. First and foremost, it was established that *something* needs to be done. If the rest of the world sits and lets such atrocities happen, it sets a precedent for neighboring Latin American countries. Filipetti laid out the following four vital steps that the U.S. and other nations must take in order to overthrow Maduro and his regime: 1) targeted sanctions, specifically from the EU; 2) treat the National Assembly as the standing Venezuelan government; 3) demand that Cubans and Cuba leave the nation, and leave the nation alone, or face serious consequences; and, 4) force Maduro out of the country before the next elections take place. By developing a plan that revolves around these four main points, Filipetti commented that it's not a matter of *if* Maduro can be overthrown, but rather *when*.

While the outlook for Venezuela may be bleak right now, Puente stated that change is possible, citing both Peru and Colombia as examples. Despite recent economic hardship experienced in Peru and social hardship experienced in Colombia, both countries



were able to overcome a challenging environment and implement change. Puente stressed that Venezuela doesn't need to be different. By establishing a multi-year plan, and with financing from outside nations, Venezuela and its people can look forward to a better future. ♦

*“Without political change, there is no economic and social change,”*

José Manuel Puente  
Economist at Instituto de Estudios Superiores de  
Administración (IESA)

**Next steps:**

- Before any significant change can be brought for the nation, Maduro and his regime need to be forced out of the country.
- In order for Venezuela to formulate change, it will require the planning and financing of outside nations.





## Spain on the Global Stage

**As Concordia builds out initiatives in the Americas, Europe, and Africa, few countries represent as strongly the nexus between these regions as Spain.**

With regional programming comprising a central role in Concordia's work, Concordia recognizes the significance of building collaboration across different regions to confront similar or shared challenges and pursue common goals. As Concordia builds out initiatives in the Americas, Europe, and Africa, few countries represent as strongly the nexus between these regions as Spain. A committed member of the EU, geographically proximate to Africa, and culturally, commercially, and historically closely tied with Latin America, Spain has the capability to play a leading role in bringing diverse regional leaders together. In this context, Concordia and AmChamSpain convened a set of cross-sector leaders to discuss Spain's position on the global stage, both in terms of its capacity as a bridge-builder between regions and its ability to take the lead on 21st Century challenges and problem-solving.

Kicking off a session on *Latin American, U.S. & Spanish Relations*, Richard Duke Buchan III, U.S. Ambassador to Spain & Andorra, emphasized Spain's role as an interlocutor between the U.S. and the EU, and between the EU and Latin America. With strong cultural links, Spain has had an advantage in navigating the Latin American business environment, leading to a close commercial relationship that features a significant amount of Spanish investment in the region, according to Carlos Gutiérrez, Chair of Albright Stonebridge Group and Former U.S. Secretary of Commerce. Trinidad Jiménez, Director of Global Strategy & Public Affairs at Telefónica and Former Spanish Minister of Foreign Affairs, noted that despite some slowing of economic progress in Latin America, it remains an extremely dynamic region that has a promising future. For Álvaro Uribe Vélez, Former

President of Colombia and Concordia Leadership Council Member, the investment relationship is undergirded by the maintenance of good political relationships and constructive dialogue between the two, making convenings like the Ibero-American Summit as well as free trade important for shared prosperity. Moving forward, there must continue to be mutual respect, compromise, commitment, and long-term investment when it comes to the Spain-Latin America relationship.

*“We see the future throughout the region because we have long-term relationships [...] In the future, I believe that Latin America is a dynamic region, it is a strong region, of young people, it is rich, it can do things better, in many ways it can perform better, but in general it has a very promising future and I think that is what we have to put in value today,”*

Trinidad Jiménez

Director of Global Strategy & Public Affairs at Telefónica and Former Spanish Minister of Foreign Affairs

Because of strong ties with Latin America, several of the panelists framed Spain as key to engaging the EU at large on investment—politically and commercially—into Latin America. Financially, Jiménez cited the EU's status as the top investor



in Latin America, a title being driven especially by Spanish leadership and positioning. Politically, panelists characterized Spain as uniquely situated to steer EU policy on several problems facing Latin America today, namely the Venezuelan crisis and Cuban authoritarianism. President Uribe Vélez laid out the imperative for Latin America to retain open societies and governments, and avoid backsliding into a region of restrictiveness. To this end, resolving the crisis in Venezuela is a first-order priority, and President Uribe Vélez cited Spain's ability to unify Europe in support of Juan Guaidó and a democratic transition. Ultimately, democratic restoration will allow private business to again flourish in Venezuela—a concern shared by Carlos Gutiérrez—providing much greater opportunities for the Europe-Latin America commercial relationship. Ambassador Buchan III echoed this point in his remarks, calling for Spain to support the alignment of EU policy with the U.S. pressure strategy through rhetoric, sanctions, visa restrictions, and other measures. On Cuba, too, the effort to make the country more democratic and open would benefit greatly from joint pressure from Spain and the EU.

*“Let’s not allow there to be a new  
Syria in Latin America,”*

Álvaro Uribe Vélez  
Former President of Colombia and  
Concordia Leadership Council Member

Similarly, speakers in a session on *North Africa, U.S. & Spanish Relations* framed Spain at the nexus of the Western Hemisphere, Africa, and Europe. Linked geographically and historically with North Africa, **Alfonso Bosch, CEO of Equatorial Coca-Cola**, highlighted the growing importance and “complementarity” of Spain’s relationship with the African countries on the southern Mediterranean. In the panel, North Africa was cited as the next successful emerging market, with numerous factors—such as lower living and labor costs and its massive youth demographic—offering enormous business potential. Advances in digital opportunities, too, hold the promise of revolutionizing access to education and information for small and medium enterprises.

Despite these conditions, session participants noted that political instability has been a major

barrier to greater economic development in North Africa. In this context, **Dwight L. Bush, Former U.S. Ambassador to Morocco and President & CEO of D.L. Bush & Associates**, warned of the significant displacements that can stem from the digital economic transition. **Emilio Lamo de Espinosa, President of the Elcano Royal Institute**, observed the difficult trap North Africa faces—greater stability would usher in greater investment, but the current level of investment is not enough to ensure socio-economic stability. Further, growth in the youth population presents both an opportunity and a challenge, as the task of improving education, training, and employment for such a large portion of the population is large and with high stakes. Presenting an African perspective, **Taous Feroukhi, Algeria’s Ambassador to Spain**, acknowledged the challenges North Africa faces but pointed to the evident economic dynamism on the continent and the untapped potential that will be able to confront these challenges and align toward the African Union’s ambitious 2063 development agenda. **Josep Piqué, Economist and Former Spanish Minister of Foreign Affairs**, noted the power of Spain’s historical example, moving away from dictatorship toward a more prosperous democracy by opening the market economy and establishing a strong bedrock of rule of law.

*“The 21st Century Molotov cocktail  
is young individuals with access to  
the internet who have an issue they  
want to change,”*

Dwight L. Bush  
Former U.S. Ambassador to Morocco and  
President & CEO of D.L. Bush & Associates

Yet there are gaps in the relationship between Europe and North Africa that keep both regions from maximizing the benefits they provide one another. Cultural, political, demographic, and economic differences have limited the amount of investment and overall attention paid to North Africa by the rest of Europe. The EU, as contended by Emilio Lamo de Espinosa, has looked more to its east than to its south, neglecting both the problems and great opportunities posed by the southern Mediterranean countries. **Rosa Cañadas, Founder of Fundación Tanja**, cited immigration as something Europe often





views as a problem to manage rather than something that can be taken advantage of in a positive way. North African diaspora, when leveraged, can be helpful in attracting more investment, growing collaboration, and stimulating more cooperation between civil society, governments, and the private sector. Civil society groups, along with the diaspora, can facilitate a stronger flow of information, raise confidence, and connect companies across the regions to increase investment. Ambassador Bush also emphasized the impact growing trade can have in addressing the unemployment or underemployment of millions of young people in North Africa, citing the success of the U.S.-Morocco Free Trade Agreement.

Beyond Spain's ability to bridge regions through its specific advantages, a thread that emerged at the Summit was Spain's leadership on issues of global nature. In a fireside chat with **Jaime Malet, Chairman of AmChamSpain, Pablo Casado, President of the People's Party in Spain**, presented his case for Spanish leadership within the EU and the world at large. In Casado's opinion, the EU is a powerful and important vehicle, but debates on its future have, in some ways, crowded out progression on other key areas, such as promoting innovation. East Asia and Silicon Valley are widely accepted as the forefront of the technological revolution, and European innovation often drops out of the conversation. Casado called for revisiting the Lisbon Agenda and working on measures to increase the EU's competitiveness, reduce Euroscepticism, and, for Spain in particular, develop its own leadership on technology and education to adjust with digitalization. Finally, Casado cast the situations in Venezuela and Cuba as matters of global—not just regional—import, and called for Spain to take proactive action to pressure the leadership of both countries to allow for democracy to take root. ♦



#### *Next steps:*

- Spain should leverage its strong relationship with the Latin American region to mobilize greater European engagement in the continent, politically, commercially, and on issues of shared concern such as the Venezuelan crisis.
- Leaders from across sectors in Spain should come together around an agenda for promoting greater technological innovation and investing in education for 21st Century skills and needs, in order to adjust to new realities and to boost Spain's leadership on global issues.
- Cross-sector leaders in Spain should engage with their European counterparts to ensure that the European continent is fostering economic competitiveness and innovation through a synchronized regional agenda.
- Through a combination of civil society and private sector efforts, Spain should use its close ties with North Africa as a way of promoting regional opportunities in the Southern Mediterranean and expanding Spanish and European investment into the region.



## PARTNERSHIPS ADDRESSING THE REFUGEES AND MIGRATION CRISIS

### Refugees & Migration

According to the International Rescue Committee, there are now more than 70 million refugees or displaced people around the world.

A refugee is defined as someone who is forced to leave their country as a means of escaping persecution, war, or natural disaster. According to the International Rescue Committee, there are now more than 70 million refugees or displaced people around the world. As that number continues to grow amid increased turmoil and civil unrest throughout the world, it has never been more important for countries to have a plan in place to deal with refugees. In a discussion titled *Partnerships Addressing the Refugees & Migration Crisis*, moderated by Jeannette Neumann, Madrid Correspondent for Bloomberg News, some of the world's leading experts on the refugee crisis discussed the pathways

for integrating refugees into new countries and explored how the public and private sectors could help facilitate this integration.

*“The private sector plays an important role in integration, formation, employability, and occasional training.”*

Francesca Friz-Prguda  
Representative & United Nations High  
Commissioner for Refugees in Spain





**Francesca Friz-Prguda, Representative & United Nations High Commissioner for Refugees in Spain**, opened the conversation by explaining the difference between refugees and immigrants, emphasizing that refugees are not able to return back to their home countries because their security and rights have been threatened. As of today, the countries producing the most refugees are Syria, South Sudan, and Venezuela, with over 4 million people fleeing Venezuela in the last five or six years. Even with most of the EU treating the refugee crisis as an emergency, the majority of refugees remain in the global south. But if we are going to adequately deal with this crisis, we must first realize that “it is not sustainable for countries in the global south to have most of the immigrants. We need to balance the imbalance.” However, according to **Fernando Ruiz Mudarra, General Director of Ayuda en Acción**, it is imperative that the high flows of migration are not treated as a short-term emergency but as a long-term project.

*“We have a narrative that worsens the situation because politics tend to see migration as a short-term phenomenon that can be solved by applying emergency instruments, but it is not short term, and it is not an emergency,”*

Fernando Ruiz Mudarra  
General Director of Ayuda en Acción

According to **Carolina Barco, Ambassador to Spain & Andorra for the Republic of Colombia**,

this is where the private sector comes in. Specifically focusing on Colombia, she explained how millions of Venezuelan refugees and immigrants have come through the country and Colombia has provided aid, healthcare, and education. But in order for the refugees to be truly integrated into society, there must be a way for them to be employed. She argues that the private sector should look at immigration and refugees and see an opportunity, not just a crisis. **Estrella Galán, Secretary-General for the Spanish Commission for Refugee Aid**, further expanded on this notion, providing two different strategies that have worked to integrate refugees into welcoming countries. The first strategy is to have partnerships with universities that allow refugees and migrants with full access to higher education. Second, there needs to be action taken, again by the private sector, to improve the autonomy of migrants so that they may establish their own small businesses. She believes firmly that “integration includes inclusion, employability, equality, and access to all fundamental rights,” and these strategies put refugees on the path to full integration. The refugee crisis is one that is not going to be solved any time soon. However, with the collaborative initiatives between the public and private sectors, it is a crisis that can be managed if all parties are willing to adapt. ♦

#### **Next steps:**

- Establish partnerships with universities so that migrants have full access to higher education.
- Implement actions to improve their autonomy so that they can create small businesses.
- Increase the dialogue surrounding migration, but focus on concrete facts to enhance integration.







## The Future of Technology

**The world currently finds itself on the verge of a technological revolution—one characterized by the rapid development of new technology and the growing reliance on it in our everyday lives.**

The world currently finds itself on the verge of a technological revolution—one characterized by the rapid development of new technology and the growing reliance on it in our everyday lives. From the growing popularity of social media apps such as Facebook and Twitter to the breakneck pace at which artificial intelligence, cryptocurrencies, and 5G networks are being developed and implemented around the world, one thing has been made clear: the world is more connected now than it has ever been before. At the Concordia Europe - AmChamSpain Summit, some of the world's leading experts in technology sought to address the implications that this revolution has on businesses, governments, and civil society, as well as how to avoid being outpaced by the advancement.

In *The Future of Technology: The Brink of a Technological Revolution*, moderated by **Ricardo de Querol Alcaraz**, Deputy Editor-in-Chief of *El País*, panelists discussed the various ways in which technology can and will affect our lives. **Dr. Robert Miller**, CEO of *Skydwell Aero Inc.*, in a prelude to the panel discussion, stated that in the next few years, “information and transport are going to be the next big changers of society.” He explained that while we currently have information in the form of large-scale cloud computing, it is up to the next generation to make use of that information and bring it to the edge. This not only includes large-scale computing but artificial intelligence, data security, and even infrastructure, all of which are reliant upon information being provided in a way that people can consume it. In terms of transport, Dr. Miller focused on the need for cities to be connected to each other and the necessity of new technology to further connect society. However, as the needs for technology rise, so too do the risks. Concerns surrounding data protection, security, and

infrastructure continue to dominate the discussion regarding the future of technology.

One of the major challenges that society faces is the capacity to understand the changes that technology has brought as well as being able to benefit from these changes. As **Helena Herrero**, **President of HP in Spain & Portugal**, stated: “Big Data is the new oil.” It is an invaluable resource for society and must be exploited for everyone's benefit, but this historically has not been the case. In order to benefit, one must first be connected to the resource. **Enrique Medina Malo**, **Chief Policy Officer for Telefónica**, explained that “connectivity is the first step in digitalization. Not being connected is a new way of social exclusion.” Yet less educated communities are often left behind during revolutions, thereby creating a technological disadvantage for these communities. **Dr. Jabulane Mabuza**, **Chairman of Sun International Limited and Concordia Leadership Council Member**, explained that “unless we find a way to bring less educated communities with us in the fourth revolution, technological advantage is sabotaged.”

***“We need to look at technology not only as a platform, because it has the power to transform societies,”***

Dr. Jabulane Mabuza

Chairman of Sun International Limited and  
Concordia Leadership Council Member

**Dr. Manuel Muñiz**, **Dean of the IE School of Global and Public Affairs**, then argued that inequality does not only occur in regards to connectivity, but also productivity. As the world continues on its pattern of becoming more digitized, he noted that there has been a concentration of productivity in two



markets—the U.S. and China—while the rest of the world is seemingly left behind. He gave the example of the Chinese government already having the capability to use big data to acquire the information of its citizens. But with this example arises another issue: data privacy and the right to it. Who has the right to use the information and what are they doing with it? As it stands currently, there are very few regulations surrounding big data and information as we simply don't understand the technology and the laws that are in place are too focused on tangible goods. As such, it is paramount that we as a society not only learn how to apply new norms and ethical perspectives to these challenges, but that we urge both the public and private sectors to take it seriously.

*“Definitely there are tectonic changes, radical changes, which are complete changes in the way we live and in the way we use technology,”*

Robert Koffler

Founder & CEO of Lera Investment Technologies

**Robert Koffler, Founder & CEO of Lera Investment Technologies**, added a different perspective. While he did agree that there is an urgent need for society to understand new technology as it advances, he noted that this is not the first technological revolution and is not something to be feared. He stated that technological revolutions come around every decade, from electricity to the cell phone to the internet, and while this one is taking place at a much more rapid pace than previous revolutions, society has to adapt to the ways in which we deal with change. “Technology is changing and it is



changing our life. Our unique function is trying to understand what we are exposed to,” he commented. Once we understand what we are dealing with, we can create regulations and figure out how to best adapt and prepare for this inevitable change. The only way that happens, though, is if the government and businesses cooperate with each other to make sure that technology does not get abused.

The idea of the public and private sectors working together to better understand and utilize technology was echoed in a panel discussion titled ***The Future of Cities: Public & Private Cooperation***, moderated by **Yolanda Gómez Rojo, Deputy Director of ABC**. Gómez Rojo began the discussion by posing the following question: how should cities of the future be planned and designed in order for them to be habitable? According to **Remy Raisner, Founder & CEO of Proteus Capital Management**, there are two essential points that must be taken into account when planning future cities. First, we must understand that living in cities is becoming a polarized concept. More and more people are opting out of living in cities unless they have to. Second, this polarization provides ample opportunity for innovation—a chance for new technology to help create cities in a more centralized and connected way.

**Antonio Villaraigosa, Former Mayor of Los Angeles & Co-Chairman of Mercury Public Affairs**, answered by stating that technology is one of the main reasons for developing cities. The world is growing at a substantial rate and within the next 50 years, the majority of people on the planet are going to be living in urban environments. If the trend continues as it is, technology is going to be crucial in developing smart, connected cities because that is where the mass majority of people will congregate. He gave the example of New York, Chicago, and Los Angeles sometimes being considered as countries





because of the amount of power that they have—power that is often the result of innovation.

*“Cities are going to take the leading role in innovation,”*

Antonio Villaraigosa

Former Mayor of Los Angeles & Co-Chairman of Mercury Public Affairs

**Thomas Eymond-Laritz, Managing Director of Mercury**, agreed that cities are currently thriving due to innovation; however, he argued that for future cities to thrive they must take back their independence from rural areas. The fates of cities and the decisions that affect them the most are often made by people who don’t live in them. Eymond-Laritz emphasized that there is currently a divide between urban and rural areas, with the divide being especially noticeable in areas like technology, employment, wealth, and innovation. He used the example of autonomous cars to demonstrate the next major technological change in cities, pointing out that much like self-driving cars, the next step for large cities is to be self-governed.

*“The key to equity relies on big cities governing themselves and relating to the rest of the country, arguably in a much less favorable position, while continuing to drive innovation,”*

Thomas Eymond-Laritz

Managing Director of Mercury

**Cristina Gallach, High Commissioner for the 2030 Agenda for Spain**, stated: “we need to assume the

responsibility of starting to build our future cities now and not hesitate.” She also stressed the need for those plans to be environmentally conscious. As cities continue to grow denser and more concentrated, it is necessary for city planners to utilize information technology to tackle the question of pollution and congestion. The data available to us in this respect is vast, yet it is up to us to use it in a way that creates sustainable cities. **Juan Carlos Pinzón, Former Ambassador to the U.S. for the Republic of Colombia and President of ProBogotá**, echoed these sentiments directly but advocated for taking the city-planning process away from the political debate. He argued that both the public and private sectors need to cooperate with each other in order to realize a plan for more concentrated and renewable cities in the future. It will take both sectors working together to not only come up with the best plan for future cities but to also attract the talent and innovators that it’s going to require. There is no better time to plan for future cities “because in the era of technology we will be able to capture great amounts of information that will help us plan in an efficient way.” ♦

#### **Next steps:**

- It is necessary to combat myths related to migration and promote tolerance and acceptance so that this phenomenon is an opportunity for inclusive growth for all. Migration should be embraced as an opportunity, not a problem.
- Colombia must make the most of its intake of young, educated, and talented individuals to aid the country’s future.
- Efforts must be made to strengthen the link between humanitarian development and the private sector.

# CHINA & GLOBAL COMMERCE



## China and Global Commerce

**In recent years, China has rapidly evolved from a manufacturing powerhouse into a global innovator.**

In recent years, China has rapidly evolved from a manufacturing powerhouse into a global innovator. Much of the country's success has been found through the development of cutting-edge technologies, making it a fierce competitor in the global market. As western companies adapt to this shifting landscape, governments will need to level the playing field for investment, commerce, and trade. However, as the growing nation has faced repeated criticism of World Trade Organization convention violations, many critics of the Chinese government have claimed they have an unfair monopoly in this sector.

In the *China & Global Commerce* session, Jose

**Luis Bonet, President of the Spanish Chamber of Commerce**, commented that China's unprecedented growth has not only boosted its economy, but become a primary driver of social change. Rooted in this success is China's centralized government, according to **Jaime Malet, Chairman of AmChamSpain**. But this has come at a price, jeopardizing other global economies through tariffs and trade wars.

***"We need to encourage our allies, not isolate them,"***

Nelson Cunningham  
Co-Founder of McLarty Associates





**Nelson Cunningham, Co-Founder of McLarty Associates**, argued that this volatile behavior has set a dangerous precedent. In such a threatening environment, the potential to destabilize economies and established transnational alliances has become a stark reality. Bonet maintained that in times like these, there are only two routes: conflict or cooperation. The panel also featured **Tim Pataki, Deputy Assistant to President Donald Trump and Director of the Office of Public Liaison, Executive Office of the President of the United States**.

***“We’re not going to see a Cold War like that of the past, but instead one that is based off a capitalism versus dictatorship economy,”***

Jaime Malet  
Chairman of AmChamSpain

Historically, as the globe’s oldest and most powerful trading partner, the U.S. has faced

tough decisions as it strives to be competitive and maintain its strongest alliances. In a world where we are increasingly interconnected and rely on partnership-building, isolationism simply won’t work. However, the unpredictable nature of global commerce can also present great opportunities for collective cooperation and building multilateral alliances. The panel agreed that this approach was the most productive way to strengthen regional and global ties. ♦

#### **Next steps:**

- The U.S. must be careful to maintain, not isolate, its strongest allies.
- Nations that strive to build multilateral alliances strengthen the global economy.





## Gender Equality

**Gender equality has become a priority for many nations around the world.**

Gender equality has become a priority for many nations around the world. It even falls under UNESCO's 2030 SDGs. However, despite prolonged efforts to increase global awareness around this issue, women still face widespread oppression around the world.

*“Begin to build on equality from a young age through education. Invest more resources in showing the youth how inequality is detrimental to the progress of modern societies,”*

Saniye Gülser Corat

Director of Gender Equality at UNESCO

In *Reaching Gender Equality*, a session moderated by Gloria Lomana, Founder of 5050GL, **Madame Saniye Gülser Corat, Director of Gender Equality at UNESCO**, detailed her frustrations in the fight for women's rights. She urged the audience to consider the reality that no modern country holds 100% gender equality, including western nations, which are often at the forefront of progressive policy on women's rights. Madame Corat spoke of concerning developments in the technology sector, which have fallen under UNESCO's purview as the digital world expands. In recent years, significant and widely-reported findings of online abuse against women have gone both unnoticed and unaddressed. Though online bullying and violence against women are a serious problem, Madame Corat also noted the importance of gender socialization and its role in shaping gendered ideas about girls. The

voices and language used by Siri, Alexa, Cortana, and other female voice assistants were used to highlight how technology can reinforce negative gender stereotypes, portraying women as servile and submissive. Since women only comprise some 10% of leadership roles in the technological field, this has arguably discouraged many young women from entering the force. But these are also the women who would, ideally, be able to shift the narratives on gender and the treatment of women.

The session also featured **Maria Teresa Fernández de la Vega, President of the Spanish Council of State**, who echoed Madame Corat's sentiments of a global fight for equality. She also stressed the role that legislation plays in making this goal a worldwide reality. In her view, the U.S. has the power to lead on this issue. Of particular interest to H.E. Fernández de la Vega were the unique struggles women in the developing world face, lacking the resources to help them transcend poverty. Gender equality, she argued, must be the starting point in order to fully combat other forms of social injustice.

*“The endless cycle of suffering and inequality for women needs to be broken. It begins with strong legislation from those at the top, such as representatives in Washington D.C, and it is up to them to assist the world in moving forward with equality,”*

Maria Teresa Fernández de la Vega

President of the Spanish Council of State



**Kimberley Lewis, Director of Engagement for Hermes Investment Management**, firmly advocated for gender parity in the corporate world. More gender parity can only benefit the workforce by strengthening economies and fostering greater economic sustainability overall. When women's rights are truly prioritized, all members of society benefit, and through collaborative efforts across sectors, gender equality can eventually be achieved.

***“We see gender equality as essential for economic sustainability and social resilience,”***

Kimberley Lewis  
Director of Engagement for  
Hermes Investment Management

Meanwhile, the Summit also explored the role of the technological sector in providing infinite economic and employment opportunities for young people in a competitive arena. But there's one problem: gender parity. In the U.S., women represent roughly 25% of the science, technology, engineering, and mathematics (STEM) workforce. For women of color, the numbers are abysmally low. Black women represent just over 1.5%, while Asian women comprise just 6%. However, in stark contrast to the U.S., Europe has become a leader on gender inclusivity in STEM fields, where women comprise around 40% of the sector in some EU states.

However, in this traditionally male-dominated sector where women make up even less of the top leadership and decision-making positions, more women are needed to help shift the culture around gender and STEM. After all, these are the roles that allow for the greatest influence and opportunities for future progress. This is also why it is key to encourage young girls to consider futures in STEM. A promising sign, nations around the world have caught on and we've seen a concerted effort in various nations to push more women into this highly-competitive sector.

A session titled ***Inspiring Girl of the Year: Valeria Corrales*** was opened by **Hannah Buchan, Honorary President of AmChamSpain's Gender Diversity & Inclusion Committee**, and hosted by **María Eizaguirre Comendador, Journalist at TVE**, and served to highlight the need for more women and girls in STEM. Featured in the talk was 10-year-

old aspiring STEM engineer and YouTuber, **Valeria Corrales, Founder of Youtube Channel ValPat STEAM**.

***“If I want to be a princess, I can be a princess. If I want to be an engineer, I can be that too,”***

Valeria Corrales  
Founder of Youtube Channel ValPat STEAM

Corrales, who was discovered through her YouTube channel, has aimed to influence other young girls in Europe and Latin America, with the hope that they, too, will consider futures in STEM. In the session, Corrales' mentor and teacher, **Patricia Heredia, CEO of MiniVinci**, spoke about the importance of increasing accessibility to STEM and eradicating the societal and cultural barriers that limit young girls. In an effort to address this, Heredia and Corrales created ValPat STEAM, a Youtube channel where they post tutorials on electronics, programming, mathematics, 3D design, and robotics. For those with less advanced technological skills, the duo have also shared videos that teach young girls how to solve day-to-day problems with technology. Heredia also shared her experiences with MiniVinci, a technological and educational association and academy that aims to make STEM simpler, more accessible, and fun.

***“There are many girls like Valeria, but if they don't become familiar with technology they will not be able to achieve their full potential,”***

Patricia Heredia  
CEO of MiniVinci

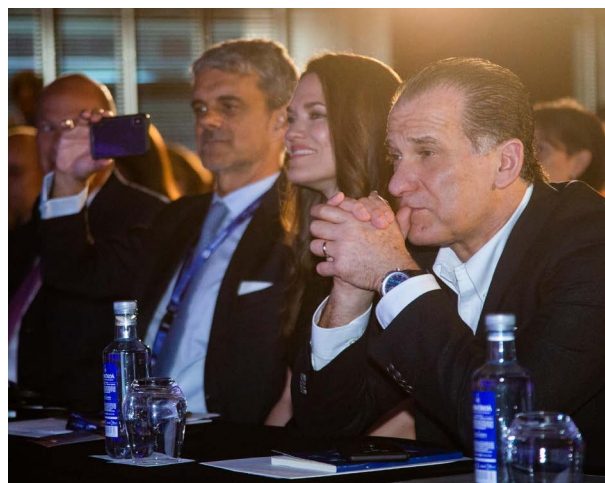
In this uplifting discussion, it was clear that beyond increasing gender parity in STEM fields, it's equally important to inspire young women to dream beyond what they once thought possible. There should be no limitations to any girl's career aspirations, argued Heredia. As the technology industry continues to grow, it's imperative that women and girls are represented in greater numbers across the sector. Gender equity in STEM fields is about much more than quotas: it's about showing young girls that STEM is an option and that their aspirations can be supported. ♦





**Next steps:**

- STEM fields must invest in programs to encourage greater gender parity.
- Young girls should be encouraged to pursue STEM careers and shouldn't limit themselves to traditional career paths.
- Addressing poverty, hunger, education, and health must all be included in the intersectional approach to achieving gender equality.
- Ethnic diversity must also be included gender equality.





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# CONCORDIA EUROPE AMCHAMSPAIN SUMMIT

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