

# ANNUAL REPORT 2021





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# 1.

## Letter from the Chairman

Dear members,

At the time of writing this Annual Report on the Chamber's activities in 2021, we are experiencing an extremely concerning geopolitical moment that is having a major impact on the global economic system.

The illegal and unjustified invasion of Ukraine by Russia continues to advance, leaving a humanitarian crisis in its wake that Europe has not seen in decades. As of the end of May 2022, more than 6 million people have been forced to flee their homes in search of a safe place, far from the horrors of the war. Faced with this situation, the European Union and its allies have implemented strong sanctions against the Kremlin which will have a major impact on Russia's economy and destabilize its financial system. However, taking into account that we live in a completely globalized world, the impacts of the war are also reaching Spain: inflation levels unseen for decades, cutbacks in growth forecasts, supply problems of raw and basic materials, and more.

Although I would like to continue discussing our current situation, this annual report aims to describe our situation in 2021, a year that was still marked by the pandemic. The pandemic continued to put limitations on people's daily activity and required flexibility in companies to create hybrid models that combined in-person and remote work. With the arrival of the COVID-19 vaccines, however, the situation improved and we were able to recover a little of the normalcy that we were all seeking.

The economy experienced a 5% growth in GDP, the biggest in 21 years, but lower than the forecasts from most analyses that expected a greater recovery from the abrupt and pronounced recession from the previous year.

The unemployment rate also showed signs of recovery. Before the pandemic, Spain had a 13.8% unemployment rate; at the end of 2021, it was 13%. This drop in unemployment was perhaps the best economic figure from 2021. However, we cannot be overly optimistic. Spain continues to be one of the countries with the highest rates of unemployment in the OECD, which has an average of 5.4%. One of the Chamber's Goals is to provide support for the proper legislative framework to create mass, high-quality employment.

In 2021, *AmChamSpain* continued working alongside its member companies, giving them a voice to address the government in order to raise the visibility about the members' priorities and concerns. Once again in 2021, our Committees were highly active and put in excellent work, helping to send numerous measures and proposals to government institutions in order to improve the business climate, the cooperation between Spain and the United States and foreign direct investment.

Due to the limitations imposed by the pandemic, we had to adopt a virtual format for many of our events. These included the CEO Breakfasts promoted by our Diversity and Inclusion Committee, which aimed to create spaces for contacts and to promote gender equality. Though they were held remotely, the breakfasts were a major success both in terms of content as well as participation. Following up on the importance that the Chamber places on the principle of equality, we also led a seminar to analyze how social media can act as a forum to empower diversity.

Although we hosted virtual events, in 2021 we were able to recover a bit of the normalcy lost in 2020, as the number of in-person events increased compared to the previous year. In particular we emphasized

hosting discussions and meetings with highly important figures in Spain. Among others, our members had the opportunity to meet with His Majesty King Felipe VI, the President of the Government Pedro Sánchez and the President of the Community of Madrid Isabel Díaz Ayuso.

*AmChamSpain* continued to promote the Young Leaders Network program, now in its second edition, which aims to contribute to the professional development and training for the leaders of the future. More than 40 executives under 35 years old from our companies participated in the workshops organized as part of this program.

Finally, it is an honor for the Chamber to announce the addition of 23 new member companies to our association, as well as to highlight the work of the

*AmChamSpain* staff under the management of Aida Casamitjana. It is a true pleasure to see how our entity is stronger each and every year and has a greater impact on public affairs in Spain.

On behalf of the Board of Directors I want to wish the best to you and your families.

Sincerely,

A handwritten signature in blue ink, appearing to read 'J Malet', with a large, stylized initial 'J'.

Jaime Malet

## 2. Events held in 2021



### Board of Directors audience with His Majesty the King of Spain

FEBRUARY 16, MADRID

The new AmChamSpain Board of Directors was received by **His Majesty King Felipe V** of Spain at the Zarzuela Palace. During the meeting, the members of the Board of Directors presented AmChamSpain's priorities related to the promotion of economic recovery and strengthening of the the transatlantic relationship.

The meeting included leading executives from 3M, AIG, American Express, Amgen, Bank of America, BCW, Citigroup, Clairfield, Costco, Facebook, Gilead, Hotusa, HPE, HP, IBM, McKinsey & Co., Microsoft, Pfizer, Telam and Walt Disney.

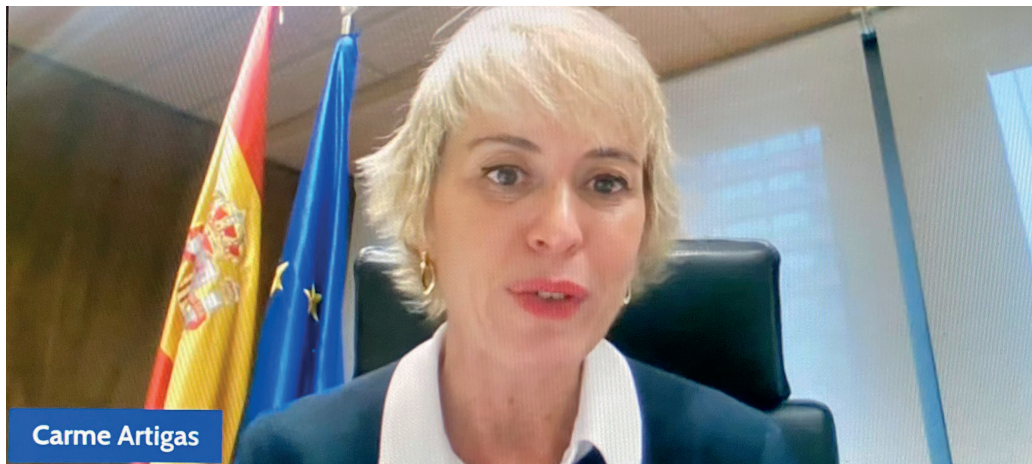




## Discussion with Carme Artigas, Secretary of State for Digitalization and Artificial Intelligence

JANUARY 28, ONLINE

The first event of 2021 featured the participation of **Carme Artigas**, Secretary of State for Digitalization and Artificial Intelligence. The Secretary of State answered the questions from the Digital Economy Committee who discussed the Spanish and European public strategy for digitalization, the acceleration of digitalization in companies and government agencies, the roll out of 5G technology, cybersecurity and the consolidation of Spain as a multimedia hub.

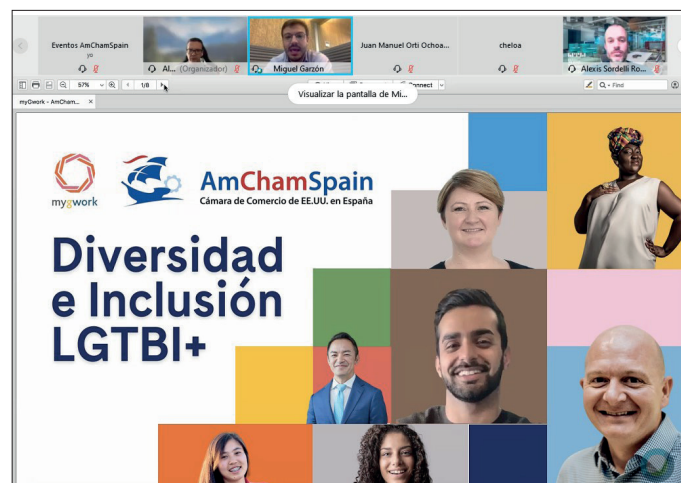


## Diversity Chat: LGBTI+ inclusion in the workplace

FEBRUARY 24, ONLINE

On February 24, the **Diversity and Inclusion Committee** held a new *Diversity Chat* about the inclusion of LGBTI+ individuals in the professional sphere with the collaboration of myGwork, a *networking* and job search platform for LGBTI+ professionals and graduates.

The meeting highlighted good practices from companies such as American Express, Willis Towers Watson, Amazon and Gilead Sciences in attracting and helping the career development of LGBTI+ individuals.



## Financial Markets: 2021 Trends

FEBRUARY 25, ONLINE

On February 25, we held a digital meeting about financial markets, trends and perspectives for 2021. Participants analyzed the current situation of the Spanish financial market, the current challenges and opportunities and the trends observed in the real estate and Private Equity market.

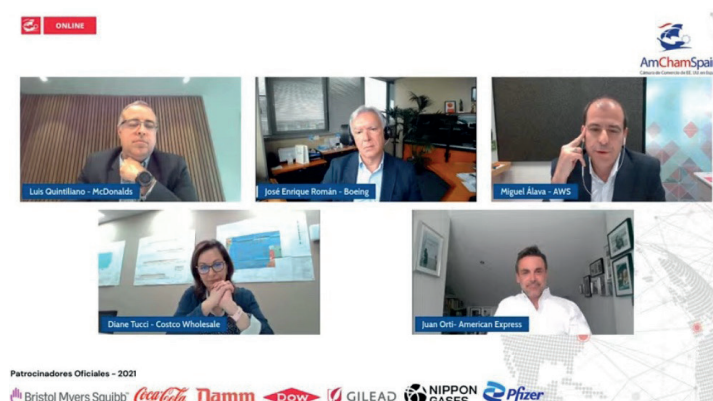
The event featured: **Joaquín Arenas**, President of Spain and Portugal, Bank of America, **Claudio Boada**, Senior Advisor, Blackstone, **Andrés Esteban**, President, Morgan Stanley and **Jaime Malet**, Chairman of *AmChamSpain*.



## Men 4 Women's Empowerment

APRIL 8, ONLINE

Our **Diversity and Inclusion Committee** hosted the event entitled “**Men 4 Women's Empowerment**” to highlight male leaders in *AmChamSpain* member companies who promote diversity and inclusion in their companies in order to learn about their motivations and the benefits of diversity in the professional sphere. The event featured **Jaime Malet**, Chairman of *AmChamSpain*, **Miguel Álava**, Managing Director of Amazon Web Services, **José Enrique Román**, Vice President of Global Technology at Boeing, **Juan Orti**, President of American Express and Vice President of the Diversity and Inclusion Committee and **Luis Quintiliano**, Director General of McDonald's. The event was moderated by **Diane Tucci**, Country Manager of Costco Wholesale and Chair of the Chamber's Diversity and Inclusion Committee.



Patrocinadores Oficiales - 2021





## AmChamSpain's Board of Directors welcomed in Moncloa by Pedro Sánchez, the President of the Government

APRIL 12, Madrid

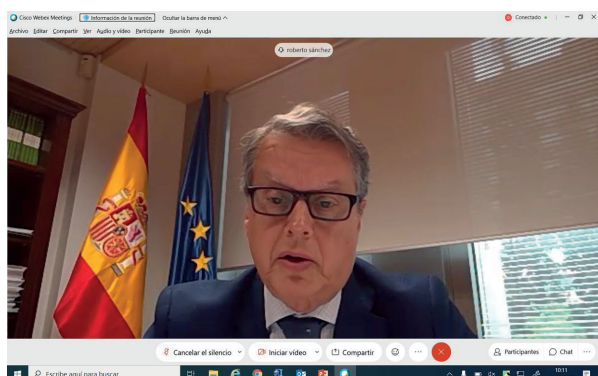
A representation of our Board of Directors was received in the Moncloa Palace by the President of the Government, **Pedro Sánchez**, who was accompanied by the Second Vice President and the Minister of Economic Affairs and Digital Transformation, **Nadia Calviño**. During the meeting, the Board of Directors presented *AmChamSpain's* priorities to support the economic recovery and to strengthen the trans-Atlantic relationship.

The meeting featured top executives from American Express, Atlantic Copper, Bank of America, Banco Santander, Blackstone, Coca-Cola, Costco Wholesale, Citi, Facebook, Gilead, HP, Hotusa, IBM, Microsoft, Morgan Stanley, MSD, Pfizer, McKinsey & Co. and Walt Disney.



## Private meeting with Roberto Sánchez, Secretary of State for Telecommunications and Digital Infrastructure

APRIL 13, ONLINE



On April 13, the **Digital Economy and Multimedia Work Group Committees** organized a private meeting with **Roberto Sánchez, Secretary of State for Telecommunications and Digital Infrastructure**. During the event the participants spoke about the Secretariat's priorities, including 100 Mbps broadband for 100% of the population, accelerating the roll out of 5G and the consolidation of the Spanish multimedia *hub*.

## The Digital Transformation of Education

APRIL 15, ONLINE

To discuss the technological changes taking place in the classroom, we held the event “The Digital Transformation of Education” featuring **Koldo Echebarria**, Director General of ESADE, **Pilar López**, President of Microsoft Spain, **Jaime Malet**, Chairman of *AmChamSpain*, and **Marta Marañón**, Director of Institutional Relationships at the Ayuda en Acción Foundation.



## The First 100 Days of Biden's Presidency

APRIL 29, ONLINE



To celebrate the first 100 days of **Joe Biden** as president, we held the event “The First 100 Days of Biden's Presidency” to analyze the first 100 days of the new administration with **Patrick Costello**, Director - Washington External Affairs of the Council on Foreign Relations, **Amanda Mars**, Director of the US Office at El País and **Toby Moffett**, a former congressman and the co-chair of Mercury.



## Briefing by the US Embassy about travel to the United States

JUNE 22, ONLINE

### Posibilidad de viajar a los Estados Unidos

Evento con Alexis Nieves, Vice Consul de la Embajada de EE.UU.



On June 22, **Alexis Nieves**, Vice Consul of the US Embassy in Madrid, informed our members about the possibility of traveling to the United States, as well as the process to follow to request an investor visa and request a National Interest Exemption.

## Meeting with Juan Manuel Moreno, President of the Government of Andalusia

JULY 14, MADRID

On July 14 a representation of our Board of Directors met with the President of the Government of Andalusia, **Juan Manuel Moreno**. The topics discussed during the meeting included the priorities of *AmChamSpain* members in the Autonomous Community of Andalusia and the entity's goals for improving the competitiveness and internationalization of the business community.



## AmChamSpain on the Spanish President Pedro Sánchez's trip to the US

JULY 23, UNITED STATES

As part of the visit to the US by **Pedro Sánchez**, the President of the Government, and **Reyes Maroto**, Minister of Industry, Trade and Tourism, *AmChamSpain* organized a dinner in Silicon Valley with CEOs of major tech and energy firms. We had the honor of hosting top executives from companies such as Zoom, LinkedIn, HP, PayPal, Ripple, Bloom Energy, Plug and Play, NW Energy and Xylem, among others. The goal of the meeting was to strengthen investment and commercial ties between Spain and the United States.





## The Role of Social Media in Diversity Empowerment

SEPTEMBER 22, ONLINE

On September 22, we hosted the meeting entitled *"The Role of Social Media in Diversity Empowerment"*. The meeting featured the top executives from LinkedIn, **Angel Sáenz de Cenzano**, and YouTube in Spain, **Maite Gómez Fraile**, as well as the director of vertical markets and the diversity and inclusion manager of Facebook in Spain, **Elena Álvarez**, who explained how their platforms encourage inclusion and act against hate speech.



## Meeting with José Luiz Martínez-Almeida, the Mayor of Madrid

SEPTEMBER 27, MADRID

A representation of top executives from member companies met with the Mayor of Madrid, **José Luis Martínez-Almeida**. During the meeting, the representatives presented the main priorities of the members of *AmChamSpain* in Madrid and spoke with the Mayor about their interests and objectives for the Community.



## Lunch with Isabel Díaz Ayuso, President of the Community of Madrid

NOVEMBER 25, MADRID

A representation of top executives from member companies met with the President of the Community of Madrid, **Isabel Díaz Ayuso**. The President of the Community addressed the top executives of the multinational companies to explain the priorities of the Community of Madrid and to answer questions about the measures that are expected to be promoted in Madrid in the upcoming months.





## Christmas Party

DECEMBER 1, MADRID

As is now tradition, on December 1 we held our Christmas party at the **Four Seasons Hotel in Madrid**. During the event, we celebrated the Chamber's achievements and ushered in the Christmas holidays together with top executives from our member companies. The party, considered one of the most important networking events of the year, turned the hotel into a stage for a great celebration where more than 200 attendees were able to enjoy a variety of live music performances.



We would like to thank the event sponsors:

**AMERICAN  
EXPRESS**

**AMGEN®**

**ATLANTIC COPPER**  
A Freeport-McMoRan Company

**Bristol Myers Squibb™**

**COSTCO  
WHOLESALE**

**DELTA**



**GLOBALVIA**

**Google**

**MetLife**

**NIPPON  
GASES**

**PHILIP MORRIS  
INTERNATIONAL**

**Santander**

### 3.

## Young Leaders Network

### Kick Off: "Practice your elevator pitch" Workshop

FEBRUARY 23, ONLINE

On February 23 we held the second edition of the Young Leaders Network program. The workshop featured **Marta Velasco**, VP Director and Consumer Brands Manager of CW Spain to share advice with the program's participants about how to introduce themselves using an *Elevator Pitch*.



### Developing Assertive Skills Workshop

MARCH 22 AND 24, ONLINE

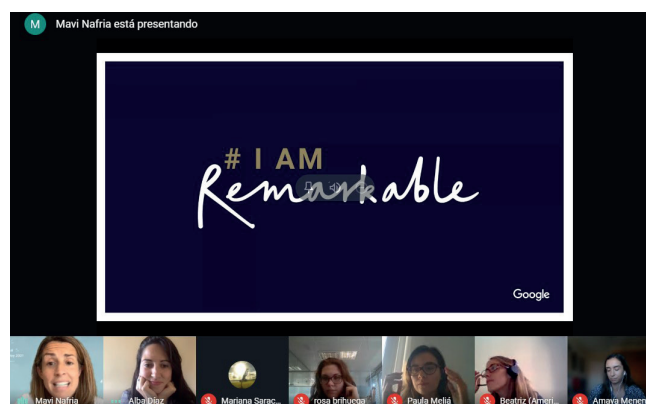
In March we held a workshop about assertive communication led by **Juan Carlos García**, Senior Associate at the Management Center Europe (MCE). During this session young professionals were able to learn more about assertive communication and how this contributes to promoting a corporate culture of respect, empathy and honesty among coworkers and how assertive communication can help people face and solve problems and conflicts constructively.



### "I am remarkable" Workshop

MAY 5 AND JUNE 10, ONLINE

Together with Google, we hosted the **#IamRemarkable** workshop on May 5 about self-promotion in the workplace. During the 90 minute workshop, the workshop leaders talked about the importance of self-promotion in professional careers in order to give participants the tools needed to develop this skill.





## Mentoring Meetups

JUNE 23, SEPTEMBER 30 AND OCTOBER 1,  
ONLINE

During 2021, we held a mentoring session where young professionals from the program spoke with professionals with varying levels of responsibility from our member companies and received tips about long-term professional career development.

The series of events featured the following mentors:

- **Daniel Agromayor**, Director General, Five Guys Spain and Portugal
- **Paloma Beamonte**, Independent Counselor, Mutua Pelayo
- **Jordi Botifoll**, Vice President LATAM and Iberia, NetApp
- **Isabel Granda**, Director of Communications and Marketing, DXC
- **Fina Lladós**, Director General of Spain and Portugal, Amgen
- **Luis Martín**, Director of Digital Communications, LLYC

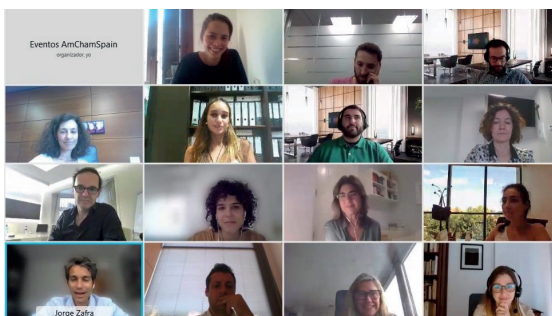
- **Teresa Paz-Ares**, Partner, Uría Menéndez
- **Delphine Pecqueur**, Fraud Prevention Manager, AMEX
- **Carmen Sebrango**, Director of Professional Degrees, CEU San Pablo
- **Anneliese Téllez**, HR Business Partner, DXC
- **Diane Tucci**, Country Manager, Costco Wholesale Spain
- **Andreu Vilamitjana**, General Manager, Cisco Spain
- **Jorge Zafra**, Director of Marketing, SAS Iberia



## Empathetic Leadership

NOVEMBER 11, ONLINE

On November 11, we hosted the empathetic leadership workshop led by our member MCE. This workshop connected with the previous one that we held with Management Center Europe in March about the development of assertiveness to address the concept of empathetic leadership. During the session, participants spoke about the behaviors that characterize effective leaders and the empathetic leadership models that are of utmost importance to successfully manage teams.



## Networking Cocktail

NOVEMBER 16, MADRID

On November 16 the Chamber hosted an in-person event to close out the year in which young professionals from the program were able to get to meet and learn about the career path of **Fede Segarra**, Director of Communications at Damm. Several mentors from the *Mentoring Meetups* held during the year also attended.



## 4.

# CEO Breakfast

Throughout the year, we hosted a series of CEO Breakfasts, as part of the **Diversity and Inclusion Committee**, in order to encourage networking between the leaders of *AmChamSpain* member companies and to create spaces to have contact with individuals who exemplify innovation and leadership and also promote gender equality.



**Mastercard**  
February 18, Online

In February, we hosted a CEO Coffee with **Paloma Real**, Managing Director of Mastercard Spain.



**IBM**  
September 30, Online

In February, we hosted a CEO Coffee with **Horacio Morell**, President of IBM for Spain, Portugal, Greece and Israel



**Bristol Myers Squibb**  
November 30, Online

In February, we hosted a CEO Coffee with **Roberto Urbez**, Vice President and General Manager of Bristol Myers Squibb Spain & Portugal.



## 5. Board of Directors

The Board of Directors also met on the following dates in 2021:

- **February 11:** Held remotely.
- **April 29:** Held remotely.
- **June 17:** General Members Assembly and meeting of the Board of Directors in a hybrid format.
- **September 27:** Held at the Hotel Westin Palace with a lunch afterward with the Mayor of Madrid, **José Luis Martínez-Almeida**.
- **November 25:** Held at the Hotel Westin Palace with a lunch afterward with the President of the Community of Madrid, **Isabel Díaz Ayuso**.



## 6. Relationships with the U.S. Embassy

During 2021 we continued to work in close collaboration with the entire team at the US Embassy in Spain.

In 2021 we welcomed the new Chargé d’Affairs, **Conrad Tribble**, who, after the departure of the Ambassador Richard Duke Buchan III at the start of 2021, acted as an interim Ambassador until the arrival of the new Ambassador in 2022.

We continued working actively with top Commercial Service and Economic Section officers at the Embassy. In particular, we worked closely with the Counselor for Commercial Affairs, **Cameron Werker** and the Counselor for Economic Affairs, **Christy Agor**, who form part of the Board of Directors and participate in committees and in multiple activities organized in *AmChamSpain*.

## 7. AmChamSpain’s collaboration within AmChams in Europe and with the U.S. Chamber

*AmChamSpain* forms part of the **ACE Network**, the organization that encompasses 45 American Chambers of Commerce (AmChams) from 43 countries in Europe and Eurasia, representing the interests of more than 17,000 US and European companies that employ 20 million workers and represent more than 1.1 trillion dollars in investment on both sides of the Atlantic.

Due to the situation arising from the pandemic, all the meetings in 2021 took place virtually. We maintained the custom of sharing best practices between all the AmChams of Europe, we collaborated with the US Chamber in Washington and also held several conferences with representatives of the Department of State and Commerce of the US Government.

## 8.

# Committees

### SPEAKING UP FOR COMPANIES

Committees are the true driving force behind the Chamber. Our members, U.S. companies established in Spain and Spanish companies with interests in the United States, are structured in specialized groups based on their objectives and experience to orient our organization's advocacy work and to define our positions on vitally important topics for the business climate and foreign direct investment, in particular U.S., in Spain.

As a result of this work, throughout 2021 we hosted numerous private events and sent hundreds of letters and reports to the Government, to members of the Spanish Parliament and the European Parliament, to Autonomous Communities and to countless political and business leaders. This task has made *AmChamSpain* one of the premiere entrepreneurial advocacy organizations in Spain.

### COMMITTEE STRUCTURE AND DYNAMICS

Our committees meet in person several times a year to discuss the main topics of interest and to create documents on specific subjects and shared problems. As a consequence of the COVID-19 pandemic, we continued to hold most of the meetings virtually in 2021.

Most committees are led by a small group of companies that volunteer to lead them and a large group of followers who receive frequent updates about topics of interest, developments on position papers and position statements and other related activities. More than 300 executives work pro bono on our committees.

### ATTRACTING AND RETAINING FOREIGN DIRECT INVESTMENT (FDI - EXECUTIVE COMMITTEE)

*Led by: HP and Atlantic Copper*

The FDI Committee targets its efforts to promoting Spain as a destination for new Foreign Direct Investment, especially from the United States, sharing the experience of foreign multinational members of *AmChamSpain*. Furthermore, the Committee promotes initiatives and suggests adopting measures to Public Administrations directed at retaining and developing high added value foreign investments due to FDI's ability to generate employment, improve exports and strengthen the business network (R&D centers, competition centers, regional headquarters, etc.).

*In 2021, the committee leaders were in contact with the members of the Spanish Government in order to improve the climate for American investment in Spain and contribute their vision about economic stimulus policies in the context of the COVID-19 pandemic.*



## DIGITAL ECONOMY

*Led by: IBM*

The members of the Digital Economy Committee conduct their activity concerning the benefits that digitalization provides to the Spanish economy, in terms of improving competitiveness, growth and job creation. This committee also intensely follows the regulatory environment, at both the Spanish and European level concerning policies that affect cross-border data flow, cybersecurity, the development of artificial intelligence and digitalization in general.

*In 2021, we carried out intense advocacy work focused on recovering the cross-border data flows after the suspension of the EU-US Privacy Shield and the EUCJ Schrems II ruling. This fact led to enormous legal insecurity in the flow of data between Europe and the United States, which gave rise to a variety of actions and recommendations from the European Data Protection Board as well as various interpretations from the business sector.*

Other subjects included:

- The Digital Services Act.
- Digital sovereignty initiatives for European strategic autonomy.
- Monitoring the Spanish Digital Agenda for 2025.
- The European Artificial Intelligence Strategy.
- The European Digital Services Tax.
- The Charter of Digital Rights.

## TAX POLICY

*Led by: Procter & Gamble and Cosentino*

This committee acts as a forum to exchange information and best practices among the finance and tax policy directors of member companies as well as leading experts coming from legal and tax firms. The committee also promotes interaction with representatives of the Spanish tax authorities (AEAT) and U.S. tax authorities (IRS).

*After the milestone in 2019 with the ratification of the protocol to modify the Double Taxation Avoidance Agreement between Spain and the United States, the committee focused its work on monitoring the fiscal measures of the Government of Spain during the state of emergency and, later, those related with the recovery and resilience plans.*

- The Build Better Act and its impact on Spanish investment in the US.
- Pillars I and II of the OECD.
- New developments in environmental taxation.

## ENERGY AND SUSTAINABILITY

*Led by: 3M, Cosentino and Enagás*

The Energy and Sustainability Committee serves as a meeting space between a variety of actors in the energy sector to defend their domestic interests concerning energy and sustainability policy by consensus, as well as to raise the visibility of the good practices developed in decarbonization.

*In 2021, the committee held several sessions addressing different issues:*

- Revision of the European and Spanish regulatory packages for the decarbonization of the economy (Ecological Transition Laws, Waste Management Laws, etc.).
- Drafting the climate action plans.
- Monitoring the COP26.
- 2022 plans of the EC.

## HUMAN RESOURCES

*Led by: MSD and Sagardoy Abogados*

The members of this committee draft *AmChamSpain's* positions concerning labor laws, proposing reforms and initiatives in order to improve the Spanish job market, especially from the viewpoint of multinational companies established in Spain. The committee also works to identify and share the best practices concerning talent management and human capital development.

*In 2021, the committee hosted several working sessions in which its members took the opportunity to present their best practices concerning different topics:*

- *Equality plans.*
- *Attracting, developing and retaining talent.*
- *New ways of working.*
- *Remote working law.*
- *Remote team leadership.*

## HEALTH CARE

*Led by: Pfizer, Amgen and Boston Scientific*

This committee features companies from the pharmaceutical, biopharmaceutical and medical device sectors in order to promote access to innovation and to spur digitalization in Spanish public healthcare. To do so, they carry out their advocacy work by interacting with members of Government Agencies, exchanging information about best practices and generating position statements.

In 2021, the members focused both on fighting the pandemic, developing new innovative treatments and treating chronic patients. The committees held a variety of sessions to analyze the recovery funds in the healthcare sector and held meetings with the spokespersons of the main parliamentary groups in the Health Commission of the Congress.

## CORPORATE SOCIAL RESPONSIBILITY

*Led by: Coca-Cola and ManpowerGroup*

This committee brings together American and Spanish companies that make a concerted effort to promote corporate social responsibility to share their experience on the topic and their best projects both in Spain as well as in other markets. The group serves as a spokesperson for initiatives and as a platform to generate synergies in developing new projects and communicating with NGOs linked to *AmChamSpain*.

In 2021 the group carried out several communications actions which highlighted the projects of foundations and NGOs that belong to the committee, as well as the initiatives promoted by our member companies during the state of emergency and the following months. A donation was also made on behalf of the members of *AmChamSpain* to the main collaborating foundations.

Coinciding with Thanksgiving in November, the group led a food drive to receive donations for local soup kitchens.

## TOURISM

*Led by: Hotusa Group and Palladium Hotel Group*

This committee brings together different actors related to the tourist sector such as airlines, hotel chains, specialized incentive travel agencies, car rental companies, technology and payment method companies, etc. in order to facilitate access to the U.S. market for Spanish operators and promote the flow of U.S. tourists to Spain.

The committee members contribute to positioning the Chamber and to generating proposals to protect and reactivate the sector from the tax and labor point of view.

## DIVERSITY AND INCLUSION

*Led by: Costco Wholesale and American Express*

The mission of this committee is to promote diversity and inclusive leadership in the AmChamSpain member organizations, with a special focus on bridging the gender gap and on career development for talented women in Spain.

*In 2021, the committee organized several activities in the form of CEO Coffees and Diversity Chats, in which the participants addressed the leadership styles of notable entrepreneurs, as well as the best practices promoted by their organizations and the member companies' focus on inclusion matters (LGBTI+, people with different capacities, etc.).*

*Some of the committee's highlights included:*

- *The end of the 7th edition of the mentoring program and the start of the 8th session in collaboration with the IE Center for Diversity.*
- *Hosting CEO Coffees and Diversity Chats.*

## 9. Communications and Marketing

### THE AMCHAMSPAIN WEEKLY

The Chamber's weekly newsletter *AmChamWeekly* includes the Chamber's latest developments, the events the Chamber hosts, upcoming meetings and the latest developments that members bring to the Chamber. The Press Clipping section is a weekly message with all the news related to Spain from a selection of international media: The New York Times, The Wall Street Journal, Financial Times, Time, Fortune, and Newsweek. The Press Clipping includes a section on *AmChamSpain* included in mass media, as well as interviews and articles from our chairman, Jaime Malet.

### A YEAR IN REVIEW

Since 2018, the Chamber has been sending out a year-end email that includes the Chamber's main achievements during the year. In the *A Year In Review* email readers can browse through the main press clippings about the Chamber, interviews and articles from its Chairman, the events hosted by the Chamber and other important information such as the number of letters sent to the government, press appearances, new members and committee meetings, among others.

### SOCIAL NETWORKS

In 2021 the Chamber continued working on making Social Media a direct channel of communications between *AmChamSpain* and its members and followers.



YouTube



@AmChamSpain

### MEMBER TO MEMBER

The Member to Member program was founded in order to strengthen the member-to-member relations in *AmChamSpain*. This is a program to support companies that are part of the Chamber. Members can use this initiative to inform other members of their services while at the same time taking advantage of the opportunities that other member companies offer.

### DIRECTORY OF U.S. COMPANIES IN SPAIN AND SPANISH COMPANIES IN THE U.S.

Compilation of information about U.S. Companies located in Spain as well as Spanish companies located in the United States. The **Directory of US Companies in Spain** and the **Directory of Spanish Companies in the US** are available on the publications section of our website.

### OUR MEMBER NEWS

This section of our website is exclusive for members and enables them to announce their news, activities and initiatives. To be able to add a post in this section, members need to fill in the form with the information that they want to publish.

### ADVOCACY

137 press appearances

16 letters sent to the government



137

press appearances



16

letters sent to the Government

# 10.

## New Members

In 2021, 20 new member companies joined the Chamber. It is a great honor to welcome to the Chamber:

ACTITUDPRO

**afniti**  
PAIR BETTER®

Alliance  
Healthcare



**axialent**  
CONSCIOUS BUSINESS

**axxon**



**amazon**



CYPHER  
LEARNING



**Qualcomm**



**RocaJunyent**



**SCHILLER**  
INTERNATIONAL UNIVERSITY  
Tampa • Madrid • Paris • Heidelberg



**VISA**

**werfen**



# 11.

## Patron Executive Members

### 3M Company

3M was founded in 1902 in St. Paul, in the north of Minnesota. Considered the company of innovation, 3M applies science to different spheres to improve the daily life of people around the world. With worldwide sales of 32 billion dollars, 6 % of which is invested in R&D&i, we connect and collaborate with our customers in more than 200 countries.

### AECOM

AECOM is the world's most trusted infrastructure consulting firm, delivering professional services throughout the project life cycle – from planning, design and engineering to program and construction management. On projects spanning transportation, buildings, water, new energy and the environment, our public- and private-sector clients trust us to solve their most complex challenges. Our teams are driven by a common purpose to deliver a better world through our unrivaled technical expertise and innovation, a culture of equity, diversity and inclusion, and a commitment to environmental, social and governance priorities. AECOM is a Fortune 500 company with \$13.2 billion in revenue in 2020.

### AIG Europe

AIG is an insurance company that dates back to 1919, with operations in more than 80 countries and jurisdictions. The company offers comprehensive insurance programs, with a wide range of products, supporting its clients in their businesses and ensuring that their risks are well managed. AIG was established in Spain in 1954 and today large multinational corporations and SMEs use AIG as their insurer.

### Afiniti Spain

Afiniti uses artificial intelligence to match customers and companies, normally through a contact center, based on the likelihood that the interaction will succeed. Afiniti's AI solution makes it possible to improve the satisfaction of customers and agents, reduce costs and increase revenues in

numerous countries in a variety of sectors. Operating for more than 16 years, Afiniti has nearly 2000 employees across the world and more than 400 patents.

### AIR EUROPA

Air Europa is a member of the SkyTeam Alliance, which is formed by 19 airlines that provide access to a global network with more than 15,400 flights daily to more than 1,036 destinations in more than 170 countries. Air Europa features one of Europe's most modern fleets. It is made up of more than 50 airplanes which on average were manufactured less than 4 years ago and it is the first Spanish airline to operate with a Boeing 787 Dreamliner. The company is part of the Globalia Group, the largest Spanish tourism conglomerate, and it is a leader in environmental preservation processes. In 2018, the German environmental organization Atmosfair ranked Air Europa as the most efficient European airline.

### Alcoa

Alcoa is a worldwide leader in bauxite, aluminum, and aluminum products, with solid values and operational excellence that dates back to its founding 130 years ago when it made aluminum an affordable and essential part of society. Since then, throughout our history, the talent of the individuals at Alcoa has continued to provide innovative discoveries and the best leadership practices in efficiency, safety, and sustainability, all the while strengthening the communities in which we operate.

### Alliance Healthcare Group

At Alliance Healthcare we offer professional solutions for pharmacies and the pharmaceutical industry. Since our founding in 1919, our mission has been to bring healthcare closer to people. That is at the core of all our activities.

Our global service offer allows us to help different actors in the sector in any point of the value chain: clinical trials, product development, patient care, marketing and healthcare supply chain.

## Amazon Spain

Amazon is one of the 500 largest companies in the United States. Headquartered in Seattle (Washington), the company is a global leader in e-commerce and cloud computing. Since Jeff Bezos launched Amazon.com in 1995, the company has tirelessly expanded its range of products and services while also enhancing its international distribution network and customer service. Currently Amazon offers a variety of products that includes ebooks with Kindle and devices with Alexa, food and beverages with Fresh and content through Prime Video. Amazon has a direct presence in the United States, the United Kingdom, Germany, France, Italy, Spain, Japan, Canada and China, to cite a few countries, where we provide service to customers all around the world. In Spain we employed more than 18,000 people in 2021.

## Amazon Web Services

For 14 years, Amazon Web Services has been the most complete cloud computing platform embraced worldwide. AWS offers more than 175 complete services related with IT, storage, databases, networks, analytics, robotics, machine learning and artificial intelligence (AI), the Internet of Things (IoT), mobile services, security, hybrid services, virtual and augmented reality, media development and application, roll out and management from 77 Availability Zones located in 24 regions, with plans announced for another 18 Availability Zones and six new AWS regions in Australia, India, Indonesia, Japan, Spain and Switzerland. Millions of customers, including high-growth startups, leading organizations and renowned state agencies trust AWS to promote their infrastructure, while making them more dynamic and cutting costs.

## American Express Europe

American Express Company (also known as AMEX) is a global financial company with headquarters in New York and present in more than 130 countries. The company's main services include cards, digital services, products and services for business, insurance policies, and lifestyle and travel services. Present in Spain since the early 20th century, the company's continual growth in Spain has led to very solid business results, with double-digit turnover in different business lines. The company has a multilingual staff of nearly 600 employees in Madrid, providing service to more than 30 markets.

Likewise, AMEX Spain has become the legal headquarters for the majority of EU countries to issue cards and accept them in outlets. AMEX Spain also hosts a commercial business generation hub for the European continental market and an international Accertify hub, its technological online transaction fraud control division, which has become an important source of growth for the company in Spain.

## Amgen

Amgen is one of the leading worldwide companies in biotechnology whose mission is to serve patients, using science and innovation to develop drugs that can change the course of the most serious diseases. The company was founded in California in 1980 and is currently present in more than 100 countries and relies on more than 20,000 employees. Amgen reached Spain in 1990 where it has become one of Spain's leading biopharmaceutical companies.

## AstraZeneca

AstraZeneca is an innovative global biopharmaceutical company focused on the discovery and development of innovative treatments in three priority therapeutic areas. Oncology, cardiovascular diseases, kidney disease and metabolism and respiratory disease and immunology. Innovation and science are the company's driver of growth to provide value to health care systems and transform the health of the population. Through scientific and technological advances, such as big data, automation, and artificial intelligence, AstraZeneca is opening new pathways for scientific innovation to improve the quality of life for millions of patients around the world. AstraZeneca operates in more than 100 countries and is a Top Employer in Spain and in Europe, while it also boasts the Family-Responsible Company certificate.

## AT&T

AT&T wants to transform the way in which you connect. The company offers advanced mobile service, high-speed browsing and smart solutions for individuals and companies. Fast, secure and mobile connectivity, that is what motivates AT&T and this is reflected in its mission: to connect people with their world, in the places where they live, work and play... and to do it better than anyone else. AT&T has a global vision where everything and everyone work together. The company envisions a connected world that works for you.

### Atlantic Copper

Atlantic Copper is the largest copper producer in Spain, the third largest foundry and refinery in Europe, leads turnover in Andalucía, and is a leader in exports. At its plant, the company annually smelts around one million metric tons of concentrated mineral and produces more than 280,000 metric tons of high-quality copper cathodes, in addition to other products such as sulfuric acid, iron silicate, and anode slime. The Atlantic Copper Metallurgical Complex in Huelva, which generates more than a thousand jobs directly, is dedicated to making the most out of raw materials that contain valuable elements. The company is aligned with the Sustainable Development Goals (SDG), promoting innovation, equality, and respect for the environment. Through its Foundation, the company carries out numerous actions in academic, social, and cultural scopes in Huelva.

### Ayming

With more than 30 years of experience, Ayming is an international consulting group that provides strategic and operational support to companies to develop and improve their global competitiveness through three areas of specialization: Innovation Funding, and International and Local Tax Policy. The company currently offers global services in 15 countries in Europe and North America and has more than 1300 employees.

### Banco Santander

Banco Santander is a commercial bank founded in 1857 with headquarters in Spain. The company has an important presence in 10 key markets in Europe and America, and it is one of the largest banks worldwide by market capitalization. Banco Santander has the mission of helping people and companies progress by doing things in a simple, personal and fair manner. Santander is moving forward as a socially responsible bank and has set out several objectives, including providing more than 120 billion euro in green financing from 2019 to 2025 and including more than 10 million people into the financial system in the same period. At the close of 2020, the company had more than one trillion euro in total resources from its clientele, 148 million total customers, of whom 22.8 hold financial products and 42.4 are digital, 11,000 offices and 191,000 employees.

### Bank of America

Bank of America is one of the world's leading fi-

nancial institutions, serving individual consumers, small- and middle-market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk management products and services. Bank of America is a global leader in wealth management, corporate and investment banking and trading across a broad range of asset classes, serving corporations, governments, institutions and individuals around the world. In Spain, Bank of America is present in Spain through Bank of America Europe DAC, Sucursal en España and Merrill Lynch Capital Markets España, S.A., S.V., a local broker dealer, providing a wide range of banking, advisory and other financial and risk management products to corporates and financial institutions, as well as global markets' sales and trading services.

### BBVA

Founded in 1857, BBVA is present in more than 30 countries, has 78.1 million clients, and 126,973 employees around the world. BBVA is a leader in Spain, the largest financial institution in Mexico, boasts leading franchises in South America and the United States, and is the largest shareholder of Garanti in Turkey. The company's diversified business is focused on high-growth markets and views technology as a key competitive advantage. Corporate social responsibility is inherent to its business model; therefore, BBVA promotes sustainability, financial inclusion and education while providing support for research and culture.

### Biogen Spain

Biogen is a pioneer in neuroscience, one of the premier global biotech companies founded in 1978 by Charles Weissmann, Heinz Schaller, Kenneth Murray, and the Nobel Prize Winners Walter Gilbert and Phillip Sharp. Biogen discovers, develops, and supplies innovative therapies across the globe for people who live with severe neurological and neurodegenerative diseases, as well as related adjacent therapies.

### Blackstone

Blackstone is one of the leading investment firms in the world. We seek to create long-term value and positive economic impact for our investors, the companies in which we invest, and the communities where we work. We do all this through a leading team of professionals with flexible capital to help companies solve their problems. Our asset management businesses, with \$618.6 billion



in assets under our management, include global investment vehicles specialized in private equity, real estate, public debt and equity, non-investment grade equity, real assets, and secondary funds.

### **Boeing**

Boeing has been present in Spain for more than 85 years. During this entire time, the company has responded to the needs of airlines, closely collaborating with the Spanish aerospace industry. The company is also a renowned supplier of military planes, helicopters, and systems for the Spanish Armed Forces. Boeing has its European R&D Center (Boeing Research & Technology Europe -- BR&T-Europe) located in Madrid. These facilities come up with innovative ideas that have been successfully exported to satisfy the needs of Boeing's clients in areas such as model-based engineering, the development of sustainable biofuels and tools for the improvement of airline operations, flying range, materials, and manufacturing technologies.

### **Bristol Myers Squibb**

Bristol Myers Squibb (BMS) is a global biopharmaceutical company whose mission is to discover, develop and deliver innovative medicines that help patients prevail over serious diseases in areas such as oncology, hematology, immunology, cardiovascular diseases, fibrosis and neurosciences. The people that make up BMS work every day to transform patients' lives through science.

### **Burson Cohn&Wolfe**

Burson Cohn&Wolfe (BCW) is a consulting firm that designs creative communications strategies in order to connect our clients with their stakeholders and create relationships built on trust, forge a long-lasting commitment and use our influence to mobilize target customers in the right direction. We work on improving corporations' and brands' positioning, relevance and reputation to generate engagement and unleash high-impact results. We focus on measuring results, return on investment and our customers' experience. We are pioneers in Spain with 100 employees in our Madrid and Barcelona offices. We are leaders in methodology and innovation and part of one of the largest international communications and marketing networks.

### **Cisco Systems Spain**

Cisco is the global leader in technology for the internet. We help organizations inspire new possibilities by reinventing their applications, securing their

data, transforming their infrastructure and enabling collaborative work to move towards an inclusive, global future. From providing the best customer experience in order to resolve business challenges to responding to the most complex social problems of our time, we build bridges that transform global challenges into major possibilities to connect the unconnected. Through its Digitaliza platform, Cisco Spain helps companies and government agencies to speed up their digitalization processes, train the unemployed, young individuals and professionals in latest-generation technologies and innovate together with its partners to create a positive impact for society.

### **Citi**

Founded in New York in 1812, Citi is a global bank that provides financial services that foster progress and economic growth around the world. Citi provides a wide range of products and financial services to consumers, companies, governments, and institutions. At present, the company operates in more than 160 countries and has around 200 million clients. In Spain, Citi has been present since 1919 and it is a leading bank in the Investment Banks, Capital Market, Private Banking and Asset Custody and Settlement businesses.

### **The Coca-Cola Company**

The Coca-Cola Company is a Total Refreshments Company with more than 500 brands and is present in more than 200 countries and territories. The company has operated in Spain since 1953 through its Coca-Cola Iberia subsidiary. Spain is one of the ten most important global markets and Coca-Cola is the leading food and beverage company in the Iberian Peninsula. Our array of refreshments features 18 brands and more than 100 products. The Coca-Cola company offers all the varieties of the Coca-Cola brand, the favorite consumer brand in Spain, as well as some of the highest valued beverages in Spain such as Fanta, Aquarius, Royal Bliss, Sprite, Powerade, Nestea, Minute Maid and Aquabona, along with new launches such as Honest, Apple-tiser and GLACÉAU smartwater, among others. We continually innovate in our portfolio, reducing the sugar content of our beverages and developing new products and refreshments. We are also firmly committed to reducing our environmental impact and as such we encourage recycling and promote water replenishment projects. Together with our bottling member Coca-Cola European Partners, we employ more than 4,500 people in Spain and we contribute to economic development in the country and local

communities through our business and investment in social and environmental programs.

### **Consorci de la Zona Franca de Barcelona**

The Consorci de la Zona Franca de Barcelona is a public company entirely funded with its own funds, which come from industrial leases of the Zona Franca Industrial Park of Barcelona, and through its asset management. Although its main field of activity is the industrial park and its customs free zone, the Consortium also promotes buildings, urban and industrial real estate, acts as a driving force for transforming businesses towards the Economy 4.0 and organizes important economic events for Barcelona such as BNEW - Barcelona New Economy Week, the International Logistics Exhibition (SIL) and the BMP Real Estate Fair.

### **Costco Wholesale**

Costco Wholesale is the third largest distribution group worldwide. Costco is a Buyers Club that offers its members exclusive products and services from top brands at the most competitive prices on the market. Costco Spain currently boasts around 300,000 members across the country, in addition to the more than 100 million members around the world. Currently, Costco Wholesale features 3 locations in Spain, Seville (2014), Getafe (2015) and Las Rozas (2020). The company's facilities total nearly 35,000 m<sup>2</sup>, 15,000 of which are shopping surfaces. The Buyers Club model used by Costco is a success across the world, as its 787 stores spread across 13 countries can attest. In order to access the more than 3,500 domestic and imported products from leading brands at the best price on the market, customers have to sign up as a member and pay an annual fee of 30 euro for individual members and 25 for professionals. Costco exclusively features products from well-known, reputable brands, in addition to its own Kirkland Signature brand, which boasts a similar quality to market-leading brands but with a better price-quality ratio. The store features different sections such as Groceries, Butcher Shop, Fruit and Vegetables, Bakery and Pastry Shop, Wines and Liquors, Clothes, Cleaning Products, Health and Beauty Products, Electronics, Furniture, and so on. The store also features a Coffee Shop, an Optician's Store, a Hearing Center and a Tire Center. In its latest store in Las Rozas, Costco Wholesale also unveiled a new department: Sushi fresco.

### **Cushman & Wakefield**

Cushman & Wakefield is a leading global firm in real estate services that offers exceptional value by putting large ideas into practice for tenants and owners

in the real estate sector. Cushman & Wakefield is one of the leading real estate firms with 51,000 employees in approximately 400 offices and 70 countries. In Spain, where Cushman & Wakefield tallies more than 30 years of experience, the company covers all of Spain. The headquarters are located in Madrid (Edificio Beatriz, José Ortega y Gasset, 29, 6<sup>o</sup>) and Barcelona (Passeig de Gràcia, 56, 7<sup>o</sup>).

### **Damm**

Damm is a multinational company founded 145 years ago in Barcelona by the master brewer August K. Damm, creator of the original recipe of the current Estrella Damm. Since then, this beer, brewed according to the original recipe from 1876 and with 100% natural ingredients, is synonymous with Barcelona and the Mediterranean lifestyle around the world.

The company, which is also in the distribution, logistics, and hospitality sectors, is currently present in more than 130 countries. The company features 16 factories on the Iberian Peninsula with a production and bottling capacity for more than 25 million hectoliters of beer, water, refreshments, milk, and shakes. Damm has a team of nearly 5,000 people and in 2019 its turnover reached 1.385 billion euros.

### **Disney**

Disney is the global leader in family entertainment. Founded in 1923, the company operates in 4 major business segments:

- Television content and channels
- Theme parks, experiences and consumer products
- Movies
- Direct-to-consumer multimedia services.

The company has operated in Spain since 1973 and has offices in Madrid and Barcelona. The Disney brand is also considered the premiere tourist destination in Europe with Disneyland Paris, which opened its doors in 1992.

### **Dow**

Dow combines its global presence, scale, and asset integration with focused innovation and leading business positions to achieve profitable growth.

The Company's ambition is to become the most innovative, customer-centric, inclusive and sustainable materials science company in order to contribute to a more sustainable society through materials science expertise and collaboration with its stakeholders. Dow's business portfolio of plastic products, industry and infrastructure, coatings and silicones offers a wide range of scientifically-based differential solutions for clients in fast-growing

market segments such as packaging, infrastructure, mobility and consumer goods. Dow operates 106 production centers in 31 countries and employs approximately 35,700 people. In 2020, sales at Dow reached approximately 39 billion USD. The references to Dow or to the Company involve Dow Inc. and its subsidiaries.

### **DXC Technology**

DXC Technology is a global IT service company, present in more than 70 countries, that manages and modernizes critical mission systems, integrating them with new digital solutions to achieve better business results for its clients. The company was created in 2017, the result of a merger of Hewlett Packard Enterprise Services and CSC. As a result, the company has more than 60 years of experience and 7,000 employees in Spain distributed across 12 centers that provide service to more than 200 clients in all industries, in both the public and private sector. With a strong commitment to Innovation and Talent, the company boasts its Business Intelligence Excellence Center (CEIN), Security Competence Center (SC2), Competency Center in Robotic Process Automation RPA and Virtual Private Cloud Centers.

### **Equatorial Coca-Cola Bottling Company**

Equatorial Coca-Cola Bottling Company (ECCBC) is one of the leading bottling companies of the Coca-Cola System in Africa, present in 13 countries in countries in north and west Africa. Since its creation in 1997, the company has been actively involved in the development of the communities where it operates in sustainability projects aimed at improving the environment, education, access to potable water, bolstering health care and fostering the entrepreneurial spirit.

### **Experian**

Experian is a tech company that specializes in credit risk management, fraud, decision-making tools and drivers and advanced data analysis. We have been helping our customers for more than 20 years in taking responsible credit decisions, preventing fraud, segmenting and analyzing portfolios and developing collection strategies. Our solutions are designed for the banking, consumer financing, insurance, telecommunications, energy and retail sectors, among others.

### **Facebook**

The objective of Facebook, founded in 2004, is to offer people the possibility to create communities

and make the world a more connected place. People use Facebook to stay in contact with their friends and family members to discover what is happening in the world and to share and express everything that interests them.

### **Gilead Sciences Inc.**

Gilead Sciences Inc. is a biopharmaceutical company that researches, develops and markets innovative medicines in areas with unmet medical needs. Over 30 years, Gilead's solutions have transformed the course of disease and has ensured that HIV has gone from being a fatal disease to a chronic illness and that hepatitis C can be cured and eliminated. The company has also advanced in the field of cell therapy and is now the leading company in this field. Gilead is present in more than 35 countries around the world and its headquarters are in Foster City, California.

### **Globalvia**

Founded in 2007, Globalvia is a global leader in the management of transportation infrastructure management, currently managing 18 highways and 7 railways in seven countries: Spain, the US, Ireland, Portugal, Mexico, Costa Rica and Chile. With a firm commitment to sustainability, innovation and efficient asset management, Globalvia's goal is to be a driver for change to transform society, providing value to all its stakeholders. Currently Globalvia is immersed in a stage of growth and projection seeking to internationalize its portfolio through new strategic opportunities in OECD countries, with particular emphasis on North America.

### **Gonvarri Industries**

Gonvarri Industries is a leading company in the transformation of flat steel and aluminum. With more than 60 years of experience, Gonvarri Industries boasts 45 factories, 20 distribution centers and offices in 19 countries, from which it supplies metallurgy solutions for four business lines: Service Centers, Material Handling, Precision tubes and Metal Structures. The company employs more than 6,000 individuals.

### **Hotusa Group**

Founded in 1977, the Hotusa Group is a dynamic organization with a staff of more than 5,500 employees and turnover that exceeds 1.2 billion euro. The organization is formed by the hotel operating area, the Eurostars Hotel Company, with a portfolio of more than 200 establishments, the leading hotel consortium in the world, Hotusa Hotels (with 3,030



associated hotels), the hotel representative Keytal, with around 1,300 member establishments, and the Restel booking office.

### **Hewlett Packard Enterprise**

Hewlett Packard Enterprise (HPE) is a multinational U.S. information technology company with a presence in more than 170 countries. Innovation is written in the company's DNA, a legacy of Bill Hewlett and David Packard, who founded the first technological start up in their garage in 1939. The company has operated for 50 years in Spain, guiding companies and public organizations along their digital transformation process. The central office is located in Las Rozas (Madrid) which hosts the Customer Technology Center created in 2016. At the company's Barcelona International Sales Center, graduates from 37 different nationalities manage the company's major European clients. After decades of re-imagining the future and innovating to improve the way in which people live and work, HPE offers unique, open, and smart solutions, and boasts solid experience in cloud computing from millions of endpoints up to multiple clouds to help its clients develop new business models, promote their transformation, and increase both their operational performance as well as their customer service. HPE is a global leader in supercomputing, composable infrastructure systems and access networks, among other technologies.

### **HEYCO ENERGY Group**

HEYCO ENERGY Group is a private energy company that develops gas exploration, production and commercialization in the United States and Europe (Spain the United Kingdom) also including new renewable projects like GREEN GAS, its renewable HYDROGEN line. HEYCO has been active in the oil and gas business since 1920, and in international exploration for more than 20 years.

### **HP**

Founded in a garage in Palo Alto (Silicon Valley) in 1939, HP is a technological giant that has more than 55,000 employees across more than 120 countries. HP is a leader in PCs and printing systems, including digital printing and large format printing, with an increasing focus on 3D printing. HP opened its first office in Spain in 1971, and nearly 50 years later, the company has offices in Madrid, Barcelona, León, Bilbao and Seville. Barcelona specifically hosts one of the corporation's most emblematic R&D business centers outside the U.S. with around 600 engineers from more than 60 countries working in R&D and innovation.

### **Iberia**

Iberia is the largest Spanish airline and a leader between Europe and Latin America. The company belongs to the IAG airline group and forms part of the oneworld alliance. Iberia's goal is to always be the best option for traveling. Together with Iberia Express and Iberia Regional Air Nostrum, the company offers flights to fifty countries around the world from its hub at the Madrid airport. In addition to passenger transport, Iberia has diversified its business with air freight, airplane maintenance and airport assistance. Iberia has implemented all COVID-19 prevention and hygiene measures in each customer experience point and has received a four-star grade from Skytrax. Iberia has also been ranked among the 10 safest airlines in the world according to the Safe Travel Barometer and Skytrax.

### **IBM**

IBM is a company dedicated to the development and implementation of information technology products, solutions, and services for companies and institutions. IBM currently leads the digital transformation of companies, with technologies that range from cloud computing and artificial intelligence, to blockchain and the Internet of Things, including the first access services to quantum computing. With one of the largest research organizations in the business sphere, IBM has registered the most patents among all businesses in the world for 27 consecutive years. Founded in 1911 in the United States and with more than 90 years of presence in Spain, IBM has more than 360,000 employees and operates in more than 170 countries. In 2018, the company had 80 billion dollars of turnover.

### **Indra**

Indra is one of the leading global companies in technology and consulting and the technological partner for the key business opportunities of its clients around the world. It is a leading global solutions provider in specific segments of the Transport and Defense markets, and a leading company in the digital transformation consultancy and Information Technologies in Spain and Latin America through its subsidiary Minsait. The company's business model is based on a comprehensive offer of proprietary products, with a highly innovative, high-value, end-to-end focus. At the end of the 2020 fiscal year, Indra had 3.043 billion euro in revenue, around 48,000 employees, a local presence in 46 countries and commercial operations in more than 140 countries.

## **Janssen, Pharmaceutical Companies of Johnson & Johnson**

At Janssen we are creating a future in which diseases are a thing of the past. We are the Pharmaceutical Companies of Johnson & Johnson and we work tirelessly to bring this future to patients around the world. To do so, we fight against diseases with science, we improve access to treatment with ingenuity and cure hopelessness with heart. We focus on the areas of Medicine where we can make a big difference: cardiovascular and metabolism, immunology, infectious diseases and vaccines, neuroscience, oncology, and pulmonary hypertension.

## **Johnson Controls**

At Johnson Controls (NYSE:JCI) we transform the environments where people live, work, learn and play. As a global leader in smart, healthy and sustainable buildings, our mission is to reinvent how buildings work to serve people, spaces and the planet. With a history of more than 135 years of innovation, Johnson Controls offers a plan for the future for sectors like healthcare, education, data centers, airports and more through its comprehensive OpenBlue digital service. With a global team of 100,000 experts in more than 150 countries, Johnson Controls offers the world's best portfolio of technologies and software for buildings, as well as service solutions with some of the most renowned names in the industry.

## **Jones Day**

Present on five continents, Jones Day has more than 2,500 attorneys in 43 offices located in the world's largest business and financial centers. The Madrid office, founded in 2000, currently features a team of approximately 70 employees.

## **Lilly**

Founded in 1876 in the United States, Lilly is one of the fifteen largest pharmaceutical companies in the world. Lilly's mission is to produce medicines that help people to live longer, healthier and more actively. The company has been present in Spain since 1963 as a joint venture and since 1997 it has been a fully owned subsidiary of Lilly. In Spain, Lilly has more than one thousand employees who participate in the entire process of a drug's life cycle, as the company boasts a Research Center and a production plant that exports to all the countries in the world.

## **ManpowerGroup**

ManpowerGroup is a global leader in innovative Talent and Technology solutions to promote the development of people, companies, communities, and

countries. Under three brands (Experis, Manpower, Talent Solutions), the company covers all talent and technology needs: flexible work, recruitment and evaluation, training and development, professional career management, relocation, outsourcing, and consulting. ManpowerGroup promotes the Human Age Institute in Spain, the country's largest talent and employability initiative. The company has been recognized as a Top Employer in 2020 for its policy of attracting, developing, and committing to its talent, it has received the Excellent 500+ Company status by EFQM and boasts the "Gold Recognition Level" in the EcoVadis sustainability ranking. ManpowerGroup is one of the most ethical, admirable and sustainable companies in the industry according to Fortune and the Ethisphere Institute.

## **McKinsey & Company**

McKinsey & Company has more than 40 years of experience in Spain, with more than 2,000 projects undertaken in Spain working directly with different sectors in the public and private sphere. McKinsey & Company combines its international experience with its local knowledge to help its clients in Spain to face their most important challenges and achieve long-lasting performance improvements. We collaborate closely with teams at all levels of an organization to respond to strategic issues, mobilize change, develop capacities, and promote proper execution.

## **Microsoft Ibérica**

Microsoft promotes digital transformation for the era of the smart cloud and Intelligent Edge. The company's mission is to help everyone and every organization on the planet to do more in their everyday work.

## **Morgan Stanley**

Morgan Stanley is a global financial services institution. Its main areas of activity are: investment banking and capital markets, sales and trading of equity and fixed income products, asset and investment management, research and wealth management.

## **Nike**

Nike offers inspiration and innovation for all the world's athletes (if you have a body, you are an athlete). Our mission is to do everything possible to develop human potential. We do it by creating pioneering sporting innovation, making our products more sustainable, forming a creative and diverse international team, and through the positive impact on the community where we live and work.

## Otis

Otis is the global leading company in the manufacturing and maintenance of personal transport equipment, including elevators, escalators, and moving walkways. Founded 165 years ago by the inventor of the safety elevator, Otis offers products and services in more than 200 countries and territories. With the combination of passion for science and precision engineering, the company designs and offers comprehensive smart and sustainable solutions to satisfy the world's needs.

## PayPal

PayPal has remained at the forefront of the digital payment revolution for more than 20 years. The platform, which makes use of technology to make financial services and commerce more comfortable, affordable and secure, allows more than 350 million consumers and sellers from more than 200 markets to come together and prosper in the global economy.

## Pfizer

Pfizer is a pharmaceutical company founded by Charles Pfizer in 1849 in the United States. As a biomedical company that works to improve people's health, Pfizer is dedicated to the development of therapies and innovative vaccines to cure and prevent diseases or relieve their symptoms. With more than 170 years of history, Pfizer maintains its commitment to society and promotes R&D to respond to the medical needs of today and tomorrow. The advance of science and technology, as well as their medical application requires collaborating with everyone involved to maximize the portfolio of medicines and to ensure that pharmaceutical innovation reaches everyone in accordance with the highest quality and safety standards.

## Philip Morris Spain

Philip Morris is the world's leading tobacco company, which relies on more than 73,500 employees, and which is leading the transformation in the tobacco industry to build a future based on better smokeless products. In Spain Philip Morris has more than 700 employees in its central office in Madrid and its different centers in Barcelona, Seville, Valencia and the Canary Islands, and boasts the EQUAL SALARY certification in recognition of its commitment to salary equality between men and women both in Spain and internationally.

## Qualcomm

For 25 years, the ideas and inventions by Qualcomm have promoted the evolution of wireless commu-

nications connecting people more closely to each other, to information and to entertainment. Today, Qualcomm technologies promote the convergence of mobile communications and electronic consumer products offering more personal and accessible wireless devices and services for the entire world.

## Ribera Salud

Ribera is a business group that provides public and private healthcare services. With more than 7,000 professionals, the company strives to transform the way of working and innovating in healthcare management. Ribera is a socially responsible healthcare company that works to improve people's health and wellbeing. The company's social commitment is evident through multiple initiatives and work lines, which according to the Sustainable Development Goals and Agenda 2030, contribute value to the society of today and the future and enhance the sustainability of healthcare systems.

## RIU Hotels & Resorts

RIU Hotels & Resorts is an international hotel chain with more than 65 years of history. It was founded in 1953 as a small business by the Riu family with the opening of the Riu San Francisco Hotel in Playa de Palma, Mallorca. The company is currently managed by the third generation of the family. RIU specializes in vacation hotels and more than 75 % of its hotels offer its well-known all-inclusive service. Since 2010, the company also features the Riu Plaza city hotel line with eight hotels in the world's major tourist capitals. RIU currently features 99 hotels located in 19 countries and includes nearly 48,000 rooms. The company's staff, with more than 31,000 employees, receives more than 4.5 million clients every year. These figures make it the 38th largest chain in the world and the 4th largest in Spain.

## Russell Reynolds

Russell Reynolds is a consulting firm that searches for leaders worldwide. The company has 47 offices around the world and more than 470 consultants dedicated to clients reaching their goals, with the commitment to create teams of transformative leaders who face current challenges and stay ahead of the digital, economic and political trends that are reshaping the global business environment.

## TELAM Global Partners

Telam is a strategic consulting firm that specializes in promotion, financing, M&A and project management for infrastructure, energy, technology and manufacturing.



## Telefónica

Telefónica is one of the leading telecommunications services providers in the world. The company offers landline and mobile connectivity services, as well as a broad range of digital services for individuals and companies. The company is present in Europe and Latin America, where it provides access to more than 341 million customers. Telefónica is a fully private company whose shares are listed on the Spanish, New York, and Lima stock markets.

## UPS

Operating in more than 220 countries and territories, UPS is committed to moving our world forward by delivering what really matters. Starting as a small courier service founded by entrepreneurial teenagers and a 100 dollar loan, UPS and its more than 500,000 employees across the world are leaders in transportation and logistics, offering innovative solutions to customers, both small and large. UPS understands and appreciates its responsibility in helping to build safer, stronger and more resilient communities, based on justice and economic opportunities for everyone, supported by a healthy and sustainable global environment.

## URSO Hotel & Spa

Opened in August 2014, URSO Hotel & Spa belongs to the Small Luxury Hotels of the World. URSO is the first five-star boutique hotel in Madrid. Located in a privileged enclave in the central neighborhood of Salesas, URSO has integrated the stately character of bourgeois architecture from Madrid in 1915 with the modernity and comfort expected in 21st century accommodation. The building, dating back over 100 years, was designed by the architect Jose María Mendoza Ussía. In addition to our 78 rooms, at URSO we aim to make each stay a memorable experience, that's why we strive to offer personalized customer service with an attention to detail.

## Vertex Pharmaceuticals

Vertex is a global biotech company founded in Cambridge, Massachusetts, in 1989 which promotes the discovery and development of innovative medicines for people with severe and potentially life-threatening diseases with unmet medical needs. We focus on discovering transformative medicines through significant and sustained investment in research and development, and working in collaboration with patients' organizations, the medical community, academia and decision makers. This vision allowed us to provide patients the first medicines that treat

the underlying cause of cystic fibrosis (CF), a rare and serious genetic disease.

## VISA

Visa is one of the leading global payments in digital payments that facilitates payment transactions between consumers, businesses, financial institutions and governmental entities in more than 200 countries and territories. Our mission is to connect the world through the most innovative, reliable, comfortable and secure payment network. Our aim is to uplift individuals, companies and economies. At Visa, we believe that economies that include everyone, everywhere, are essential for improvement and to keep growing. We also firmly believe that financial access and inclusion are fundamental to defining the future of the movement of money.

## Werfen Group

The Werfen Group is a global leader in specialized clinical diagnosis in the Hemostasis, Acute Care Diagnostics and Autoimmunity specialties. Werfen believes that quality and innovation are key to improving people's health. That's why the company works passionately to develop clinical analysis instruments, reagents and clinical software that improve solutions and efficiency required to face the most demanding challenges.

## Xerox Spain

In the age of smart working, we not only think about the future, we are creating it. The Xerox Corporation is a specialized technological leader at the intersection of the digital and the physical. We use cutting-edge automation and personalization to redefine productivity, promote growth and make the world safer. Every day, our innovative technologies and smart working solutions, developed by Xerox®, help people to communicate and work better.

# 12.

## Composition of the Board of Directors

**On: December 31, 2021**

<b>Chairman</b>	Jaime Malet	Telam Global Partners Chairman
<b>Vice Presidents</b>	Joaquín Arenas	Bank of America, President of Spain and Portugal
	Alejandro Beltrán	McKinsey & Company, Managing Partner, Spain and Portugal
	Helena Herrero	HP, President
<b>Members of the Board</b>	Miguel Álava	Amazon Web Services, Managing Director
	Simón Amselem	Walt Disney, Country Manager, Spain and Portugal
	Roberto Anta	3M Spain and 3M Portugal, General Country Manager
	Ana Argelich	MSD, President
	Jon Víctor Bilbao	Dow, General Director for Spain and Portugal
	Claudio Boada	Blackstone, Senior Advisor
	Irene Cano	Facebook, General Director
	Demetrio Carceller	Damm, Executive President
	Benedetta Cossarini	AIG Europe Limited Spain and Portugal, President
	Juan Ignacio De Elizalde	Coca-Cola, General Director for Spain and Portugal
	Álvaro De la Haza	Cosentino, Executive Vice President
	José María De La Torre	Hewlett-Packard Enterprise, President
	Andrés Esteban	Morgan Stanley, President
	Ramón Gómez de Olea	Russell Reynolds, Country Manager Spain
	Alberto Granados	Microsoft Spain, President
	Luis Isasi	Banco Santander, Non-Executive President
	Trinidad Jiménez	Telefónica, Director
	Alfonso Líbano	Equatorial Coca-Cola Bottling Co., President
	Josefina Lladós	Amgen, General Director for Spain and Portugal
	Amancio López	HOTUSA, President
	Pedro López-Quesada	Citi Group, Chairman of BCMA for Spain Portugal
	Horacio Morell	IBM, President for Spain, Portugal, Greece and Israel
	Brian O'Hare	Clairfield Corp. Finance, Managing Partner (TREASURER)
	Juan Orti	American Express Spain, President
	Jon Riberas	Gonvarri/Gestamp Group, President
	María Rio	Gilead Sciences, Vice President & General Director
	Sergio Rodríguez	Pfizer, General Manager
	Richard Alan Silberstein	Gómez-Acebo & Pombo Abogados, Partner (SECRETARY)
	Javier Targhetta	Atlantic Copper, Freeport McMoran, President
	Diane Tucci	Costco Wholesale, Country Manager
	Roberto Urbez	BMS, Vice President and General Manager for Spain and Portugal
	Carmen Valera	Burson Cohn & Wolfe, Executive President
	Andrés Vilamitjana	Cisco Systems Spain, General Manager
<b>U.S. Embassy</b>	Cameron S. Werker	U.S. Embassy, Counselor for Commercial Affairs
	Christy Agor	U.S. Embassy, Counselor for Economic Affairs
<b>Honorary President</b>	Pending Nomination	U.S. Ambassador in Spain











# AmChamSpain

American Chamber of Commerce in Spain

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