



UNIVERSIDAD DE BURGOS  
CURSOS INTERNACIONALES



# Global Leaders Programme in Burgos - 2015

## COVENTRY UNIVERSITY

# Burgos: industry and cultural heritage - engines of the economy



UNIVERSITY OF BURGOS  
SPAIN  
13<sup>th</sup> – 20<sup>th</sup> September



**Burgos, an amazing  
cultural experience**



**is waiting for you!**

**GLOBAL LEADERS PROGRAMME IN BURGOS - COVENTRY UNIVERSITY**

*Burgos: industry and cultural heritage, engines of the economy*

**September 2015 - UNIVERSITY OF BURGOS**

SUNDAY, 13th					
16:00	Pick up Madrid Airport				
17:30-18:00	Coffee time. On route				
19:30-19:45	Check in Residence San Agustín				
19:45-20:30	Orientation & meet buddies				
20:30-21:15	Dinner at Residence				
MONDAY, 14th		TUESDAY, 15th		WEDNESDAY, 16th	
08:30-09:00	Breakfast - Residence	08:30-09:00	Breakfast - Residence	08:30-09:00	Breakfast - Residence
09:30-10:00	Reception by ViceChancellor	09:30-10:00	Bus to San Miguel	09:00-09:30	Bus to Cámara
	Mrs. Elena Vicente Domingo	10:00-12:00	Industry visit 1 San Miguel Brewery	09:30-11:30	Industry visit 3 Cámara de Comercio
10:00-11:00	Lecture 1	12:00-12:30	Bus to Hiperbaric	11:30-12:00	Bus to Antolín Irausa
	Elena Varela		12:30-14:00	Industry visit 2 Hiperbaric	12:00-14:00
11:00-11:30	Guided visit to Hospital del Rey	14:00-14:15	Bus back to campus	14:00-14:15	Bus back to campus
11:30-12:00	Coffee break				
12:00-13:30	Lecture 2 (part 1)				
	Phd. Eduardo Escudero Barbero				
14:00-15:00	Lunch on campus-students own	Lunch on campus-students own		Lunch on campus-students own	
15:00-16:30	Lecture 2 (part 2)	16:00-17:30	Lecture 3 (part 1)	16:30-18:00	Industry Speaker 1
	Phd. Eduardo Escudero Barbero		Phd. Eduardo Escudero Barbero		Enrico Marzinot
17:30-18:00	Coffee break	17:30-18:00	Coffee break		Antolín Irausa
17:00-18:30	Team Building Workshop 1	18:00-19:30	Lecture 3 (part 2)		
			Phd. Eduardo Escudero Barbero		
20:00-21:30	Welcome dinner	19:30-20:00	Students own dinner	20:00-21:30	Students own dinner
THURSDAY, 17th		FRIDAY, 18th		SATURDAY, 19th	
08:00-08:30	Breakfast - Residence	08:00-08:30	Breakfast - Residence	08:00-08:30	Breakfast - Residence
08:30-09:30	Bus to Lerma	09:30-11:30	Lecture 6	10:00-11:30	Visit to the Cathedral
09:30-11:00	Lecture 4		Susana Cámara		
	Elena Varela				
11:30-12:00	Bus to Aranda	11:30-12:00	Coffee break	11:30-12:00	Coffee break
12:00-13:30	Industry Speaker at factory	12:00-13:30	Reflexions on Learning experience	12:00-14:00	Visit to the MEH
	GlaxoSmithKline				
13:30-14:00	Lunch Picnic	Lunch on campus-students own		Lunch-students own	
14:00-14:30	Bus to Bodegas	16:00-17:30	Industry Speaker 3	FREE EVENING	
15:45-16:30	Lecture 5		César Ortega		
	Phd. Míriam Ortega Heras		Amcor		
16:30-18:00	Visit to Portia Cellars	17:30-19:00	Group presentations		
18:00-19:30	Bus back to Burgos	19:00-19:30	Break		
		19:30-20:00	Closing ceremony		
20:00-21:30	Students own dinner	19:30-20:00	Students own dinner	19:30-20:00	Students own dinner
SUNDAY, 20th					
03:00-03:30	Breakfast - Residence				
04:00-07:00	Bus to the Airport				





## LECTURES

Lecture 1	<i>Richness of historical and Cultural Heritage in Spain</i> Elena Varela. M.A. in Art and History. University of Burgos.
Lectures 2 & 3	<i>Approach to the crisis and recovery of the Spanish economy 2007- 2015</i> <i>Regional and Local Economy</i> Professor Eduardo Leopoldo Escudero Barbero. Professor at Master of Business Administration: Business Management, Corporate Communications, Brand Management and E-commerce
Lecture 4	<i>Approach to the artistic richness of Burgos and its province (in situ in Ciudad de Lerma)</i> Elena Varela. M.A. in Art and History. University of Burgos.
Lecture 5	<i>Oenology and Tourism as a new form of local development. Visit to Ribera del Duero's cellars</i> Phd. Miriam Ortega Heras. Professor in Food Tecnology and in the Master of Wine Culture: oenology at Ribera del Duero basin
Lecture 6	<i>The Knowledge transfer at the University of Burgos: a bridge between academia and industry</i> Susana Cámara Décimavilla. OTRI-OTC Universidad de Burgos Knowledge Transfer Office University of Burgos

## INDUSTRY GUIDED VISITS

Industry 1	San Miguel's brewery. The leading and most international brewer in Spain <a href="http://www.mahou-sanmiguel.com/en-GB/the-company/about-us.html">http://www.mahou-sanmiguel.com/en-GB/the-company/about-us.html</a>
Industry 2	Hiperbaric-High Pressure Processing (HPP) equipment for the food industry <a href="http://www.hiperbaric.com/en/who-we-are">http://www.hiperbaric.com/en/who-we-are</a>
Industry 3	The Cámara is an advisory and collaborative body to the public administration that represents the general interest of businesses <a href="http://www.camaraburgos.com/contenido/">http://www.camaraburgos.com/contenido/</a>
Industry 4	Grupo Antolín-Irausa, Spanish manufacturer of vehicle interior components and number 1 worldwide supplier of headliner substrates. <a href="http://www.grupoantolin.com/en">http://www.grupoantolin.com/en</a>

## INDUSTRY SPEAKERS

Speaker 1	<b>Enrico Marzinot</b> . M & A Director GRUPO ANTOLÍN. Grupo Antolín-Irausa, Spanish manufacturer of vehicle interior components and number 1 worldwide supplier of headliner substrates. <a href="http://www.grupoantolin.com/en">http://www.grupoantolin.com/en</a>
Speaker 2	GlaxoSmithKline: science-led global healthcare company; research and develop a broad range of innovative products in three primary areas of Pharmaceuticals, Vaccines and Consumer Healthcare. <a href="http://www.gsk.com/en-gb/about-us/">http://www.gsk.com/en-gb/about-us/</a>
Speaker 3	<b>César Ortega</b> . HR Director for Sales & Marketing, Procurement & Continuous Improvement, and finance & IT Central Functions AMCOR ESPAÑA, Leading packaging company, Amcor offers exclusive and innovative solutions that are at the forefront of the packaging industry. <a href="http://www.amcor.com/">http://www.amcor.com/</a>



LECTURE 1 & 4

Monday, September 14<sup>th</sup> – Thursday, September 17<sup>th</sup>

**Richness of historical and Cultural Heritage in Spain**

**Lerma: from the Spanish Empire to our Present**

Prof. Elena Varela

Spain is the second country in the world with more goods declared World Heritage by UNESCO. This heritage is **Cultural, Monumental, Natural and Gastronomic**. In addition, here we have a wide network of Biosphere Reserves and National Parks. The treasures of historical and cultural heritage were created by the mixture of three different cultures: **Christians, Jews and Muslims**. They cohabited here during eight long centuries.

Our History is full of important contributions to the Global Civilization. Some of them were, for example:

- The Camino de Santiago, the first European cultural itinerary.
- The discovering and colonization of America.
- The European Culture: Kings as Charles the First of Spain and the Fifth of Germany restarted the idea of a common and unique Europe after the Roman Empire.
- 

Spain has been one of the first countries to catalog, spread and protect its heritage. This pride, care and admiration extend until today, as we can see in the **Plan to the Defense of the Spanish Historic Heritage** (Plan para la Defensa del Patrimonio Histórico Español, 2012), which has been a model for the international preservation and management of Heritage.

In that way, **Burgos** is one of the most privileged towns in Spain, because in it merges all that wealth:

- It has three goods classified as World Heritage: the **Gothic Cathedral**, the **Archeological Site of La Sierra de Atapuerca**, and the **Camino de Santiago**. In addition, it has three hundred and seventy three **Goods of Cultural Interest** (Bienes de Interés Cultural, aka BIC), the most numerous in the community of **Castilla y León**.
- It's the birth place of the **Castilian Language**.
- It was the **Gastronomic Capital of Spain** in 2014.

Besides knowing and enjoying our heritage in the classroom, two practical visits will be done:

- **Hospital del Rey**. An ancient hospital for the Camino de Santago's pilgrims, it's today the headquarters of the **University of Burgos**. Through it, the historic, artistic, cultural and economic importance of the Way, will be known.
- **Ducal town of Lerma**, which keeps alive the old splendor of the Spanish Empire from the 17th century. The town, the Duke's palace and the convents that he patronized, are a great and unique example to knowing that period of our History. Its economic and commercial wealth has grown until today by industry and wine, being today the headquarters of the **Denomination of Origin Arlanza**.



## LECTURE 2

Monday, September 14<sup>th</sup>

### Approach to the crisis and recovery of the Spanish economy 2007-2015

Phd. Eduardo Leopoldo Escudero Borreguero

Part 1; Effects of the international financial crisis on the Spanish economy. Differential elements of the financial crisis in Spain, an economic model based on the expansion of domestic demand fuelled by easy access to credit in the euro zone. The bursting of the housing bubble and first measures adopted to contain public deficit. Tensions in the debt market, change of the national government and financial bailout in June 2012.

Part 2; Second recession and return to the path of growth; 2012-2015. Stability programme and structural reforms agenda in an environment of recession and high unemployment; Economic policy; public sector reforms and adjustment of the financial system. Weakness of the euro zone, back to the path of growth and on-going effects of the crisis; income disparity, damage to the international image and foreign economic policy. Institutional crisis and uncertainty in an electoral year.

## LECTURE 3

Tuesday, July 14<sup>th</sup>

### Regional and Local Economy

Phd. Eduardo Leopoldo Escudero Borreguero

Part 1; The Spanish regional system; institutional framework of the autonomous regional communities, regional differences and economic convergence with the Europe standards. Regional economic structure and specialization of the economy in Castilla y León. Major industrial sectors, structural imbalances, activity indicators and regional competitiveness policy towards 2020.

Part 2; The city of Burgos and its area of influence; Industrial specialization and urban renewal in the city of Renaissance merchants. Emerging industries, the city as a catalyst for the local economy and a closer relationship with the rest of Europe. Effects of the crisis on the local economy and future prospects.

## LECTURE 5

**Oenology and Tourism as a new form of local development.**

**Tuesday, September 15<sup>th</sup>**

**Visit to Ribera del Duero's cellars**

Phd. Míriam Ortega Heras

Wine culture has become the thematic axis of touristic development for the wine-producing regions. Wine tourism, although it is forged in the cellars, it needs to come out, expand, and become an itinerary, a presentation letter for these regions, whose heritage has become a driving force for the economy. The key is the integration of the vineyard landscape, cultural heritage, local business and the human potential.

The organization of a wine region as a touristic product and destination has a double dimension, the territorial and sectorial domains, within a shared model of leadership engaging all relevant actors.

The ancient inhabitants of the region already knew it. This inimitable land produces something inimitable. The art of winemaking in the Ribera del Duero. The story of the Ribera del Duero has run in parallel with the union of vine and wine, the fruit of the varieties that stud its landscape, the personality of its people and their culture.

<http://www.riberadelduero.es/en>

## LECTURE 6

**Friday, July 16<sup>th</sup>**

**The Knowledge transfer at the University of Burgos: a bridge between academia and industry.** Susana Cámara.

Nowadays University, besides teaching and research, has the third mission of Transfer of Knowledge (ToK), that means contributing to the cultural, social and economical development of its region by means of the conversion of knowledge into innovation, so as to give back to society its effort to support University. Thus, we consider that University of Burgos must collaborate with the enterprises in its surroundings in its duty to innovate continuously to improve its level of competitiveness and sustainability. The purpose of this speak is mainly to give an idea of the activities of the 'Knowledge Transfer Office University of Burgos' (KTO) regarding ToK and to give a practical example of its day-by-day work.

## Team Building Workshop

Monday, September 14<sup>th</sup>

**Azucena Ubierna Alarcia.** Responsible-specialist from the employment Office from Burgos University

**Sara Peñuela Santos.** Responsible-specialist from the employment Office from Burgos University

Different coaching dynamics will be carried out to encourage the interaction between participants, so they can strengthen team spirit and collaborative working. We will develop communication skills and set personal, social and professional goals which students attending the course have to fulfil during the Global Leaders Programme in Burgos.

We will develop several activities designed to help participants to check the level of achievement of the personal, social and professional goals which were proposed at the previous meeting. Furthermore, these activities will encourage the spirit of brotherhood among participants to facilitate the continuity of contact between them after the end of the Programme.

### INFORMATION

#### Reception:

Salón de Grados - Facultad de Derecho - Hospital del Rey

#### Lectures:

Aula Martínez Alcubilla - Facultad de Derecho - Hospital del Rey

#### Industry speakers:

Salón de Grados - Facultad de Derecho - Hospital del Rey

Contact telephone: 660526992 ( Jesús)

#### Welcome dinner

Hotel Restaurante Los Blasones. C/ Fernán González 6-10