



UNIVERSIDAD DE BURGOS
CURSOS INTERNACIONALES



Global Leaders Programme in Burgos - 2016

COVENTRY UNIVERSITY

Burgos: industry and cultural heritage - engines of the economy



FACULTAD DE ECONÓMICAS
Salón de Grados



Burgos, an amazing
cultural experience



Burgos: industry and cultural heritage, engines of the economy

University of Burgos
April, 7th to 14th, 2016

ACADEMIC PROGRAM

OBJECTIVES:

- ◆ Provide a theoretical and practical knowledge of Spanish economy.
- ◆ Approach to the politics taken by the Government and other institutions to face the last economic crisis.
- ◆ Burgos, an example of local and international economy.
- ◆ Provide a cultural and historical vision of Spain: Burgos, its historic and cultural legacy as a new driving force for the local economy.

LECTURES

LECTURE 1

Saturday, April 9th

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 2

Tuesday, April 12th

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 3

Tuesday, April 12th

St. James' Way, pilgrimage and touristic route, source of historical and cultural heritage richness in the North of Spain.

Abel Porrás Braceras

Spain is the second country in the world with more goods declared World Heritage by UNESCO. Among those is the The Way of St. James' Way, often known by its Spanish name, el Camino de Santiago, which is the first European cultural itinerary, the pilgrimage to the Cathedral of Santiago de Compostela in Galicia, in northwestern Spain. According to the legend the remains of the apostle, Saint James the Great, are buried.

The Way of St James has existed for over a thousand years. It was one of the most important Christian pilgrimages during medieval times. **The Camino de Santiago** has become not just a pilgrimage route, but a major engine of the local economy, especially important in many very small villages, which were about to disappear. We will complete the lecture with a visit to Hospital del Rey, an ancient hospital for the Camino de Santiago's pilgrims, which is today the headquarters of the **University of Burgos**.



LECTURE 4

Wednesday, April 13th

LIFE+ Integral Carbon: Using soil algae to reduce the agro-industrial contribution to the Climatic Change

Phd. Carlos Rad. *Research Group in Composting UBUCOMP. University of Burgos*

Farming and agro-industrial activities contribute significantly to Green House Gases (GHG) Emissions, which are finally, responsible for the current Climatic Change. Reducing the C-footprint of agricultural products is not a question of marketability; it would be a form to contribute efficiently to stop Climatic Change. The University of Burgos lead a European initiative to reduce GHG emissions in the wine and dairy agro-industries using soil algae. The

general idea is to capture the CO₂ produced in wineries or dairy industries to grow algae in photo-bioreactors using residual nutrients present in wastewaters. The final algal biomass would be used as a bio-fertilizer that could be applied to soil to improve fertility and soil health; this is a way to diminish the dependence of farmers' on chemical fertilizers and to improve the management of waste water and organic wastes produced in agriculture. Growing algae would be in the future an important tool for improving agricultural sustainability and this initiative a pilot project that could be applied to other agro-industrial activities such as meat production, forage, sugar, etc. with important presence in our local industry.

Team Building Workshop

Tuesday, September 12th

Azucena Ubierna Alarcia.

Responsible-specialist from the employment Office - 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.

INDUSTRY SPEAKERS

D. JOSÉ NICOLÁS- CORREA

Friday, 8th April

Nicolás-Correa Group - Inmobiopress Holding Company, S.A

Mr. José Nicolás-Correa graduated in Law from the University Complutense of Madrid. He also has a Diploma of Tax Law Consulting for Business (ICAI) and General Management Programme from the Instituto de Estudios Superiores de Empresa (IESE) or the Institute of Higher Studies in Business from the University of Navarra.

At the age of 21, he became the Secretary of the Board of Nicolás Correa, S.A. and was in charge of the Export Department. In 1981 he was appointed as the Managing Director, and in 1984 he became the President of the Company.

Currently, he is the President and also the Managing Director for both Nicolás Correa S.A., and the companies from the Nicolás Correa group (GNC), one of the leading Industrial groups in Europe, for its size, as for its innovation, creation, design and manufacture of milling machines. He is also the President of Inmobiopress Holding Company S.A., and its subsidiaries companies, among those Hiperbaric stands out, which is exclusively dedicated to the design, manufacture and trade for high pressure processing (HPP) for the food industry.

A further relevant aspect of Mr. José Nicolás-Correa is his contribution to the academic side, collaborating lecturing at the MBA from the IESE Business School in Madrid, as well as at the University of Burgos.

D. JUAN CARLOS MARTÍNEZ

Monday, 11th April

CEII (European Centre of Business and Innovation)

CEII is a public organization which assists and provides assistance to entrepreneurs throughout the start-up process, from the project to the consolidation in the market; CEII becomes an important ally for entrepreneurs to make their business grow on increasingly demanding global markets.

CEII also offers services for institutions, helping them to get ready for new changes, looking ahead, stimulating an economic sector or territory, as the main key requirements for the future.

D. CÉSAR ORTEGA

Monday, 11th April

AMCOR Spain

HR Director for the Sales & marketing, Procurement & Continuous Improvement, and Finance & IT Central at AMCOR Flexibles Europe & Americas. Key responsibilities: Coordination of HR matters, policies and practices and HR support for the assigned functions, across 21 countries in Europe and North America. Main focus areas: talent management, recruitment of key positions across Europe and US, development of a pan-European comp & ben strategy. Member of AF HR Senior Leadership Team. Most senior HR person in Spain, with the coordination of HR matters for the seven work centres in the country, including four production sites.

Amcor has come a long way to become one of the world's top global packaging companies. On May 1, 1986 APM became Amcor Limited, a name that has become increasingly well known throughout the world for its packaging innovation and its global reach.

World-renowned innovation and customer service has seen Amcor expand from its Australian heritage to now serve markets around the globe. Profitable organic growth and strategic acquisitions and divestments continue to build change the face of Amcor and reinforce our global leadership position in packaging innovation.

INDUSTRY VISITS

HIPERBARIC

Friday, 8th April

Hiperbaric is the World leading manufacturer of High Pressure Processing (HPP) equipment for the food industry.

From its very beginning, in 1999, Hiperbaric has been involved in the design, technological development, production and commercialization of high pressure processing equipment.

Its reliability, customer support, team work and continuous innovation due to its strong R&D&I effort, are the ingredients for a world leading high tech company.

There are operative Hiperbaric High Pressure Processing equipment in food industries of Europe, North, south, and Central America, Asia, Africa and Oceania; processing meat products, fish and seafood, fruit and vegetables, juices and beverages, dairy and all types of ready to eat meals.

GLK (GlaxoSmithKline)

Friday, 8th April

GLK is a science-led global healthcare company with a mission: *“we want to help people to do more, feel better, live longer”*.

The vaccines, medicines and consumer healthcare products that GLK researches and develops can improve people’s health and well-being, ultimately helping them to live life to its fullest and contribute to the prosperity of their communities.

REGULATORY COUNCIL RIBERA DEL DUERO

Saturday, 9th April

D. Alberto Tobes

- Guided visit to the headquarters of the Regulatory Council of Ribera del Duero.
- Introduction to the Denomination of Origen. Wineries, a dynamic force for the local economy, consolidation of the home-based market and expansion towards new markets. Enotourism, more than just wine.
- Wine tasting.



RIBERA DEL DUERO ROUTE



Situated in the far southern end of the province of Burgos province and washed by the Douro river, which crosses and outlines it, the Ribera, is land of superior aged wines. Vast wavy hills form the landscape of La Ribera, and the wide and flat Douro valley is intersected by the river which fertilizes



the meadow, and its vineyards are kissed by the sun giving silver reflections to the skyline.

Having been the natural frontier between the northern Christian kingdoms and the southern Muslim kingdoms during the long days of the Reconquest, its lands treasure an immense history and a rich, artistic heritage in its churches and monasteries. **Clunia**, **Caleruega**, **Roa de Duero**, **la Vid**, or **Aranda de Duero**, come to meet us offering their past secrets, the glory of their monuments and the beauty of the surroundings, inviting us, also, to enjoy their famous gastronomy and excellent wines.



The Ribera del Duero's wines owe their quality to a series of almost extreme climate factors. It is a climate marked by a very low average temperature and an important thermic contrast between day and night, especially significant during the grape's ripening season, which produces a firm and strong skin that results in those distinct wines, full of color, taste and class.

But the soil is also very important in creating the quality of the wines. The hillsides normally face the south in order to receive the day's last sunlight and protect them from the cold northern winds.

Sandy, rocky terrain allows for the capacity to regulate humidity, feeds the roots of the plants, and also retains the heat during the night.

The *Tempranillo* grapes, known as *Tinta del país* (dark red grapes from Spain), have acclimated to the difficult weather and is capable of giving its best fruits. And behind all of this, are there men and women who care of them daily, prune the vines, harvest them, and elaborate one of the world's greatest wines.



PORTIA CELLARS

Saturday, 9th April



Faustino Group is currently a symbol of the love of the land and high quality production of wines. Since 1816 when Eleuterio Arzok bought the first field in Oyón (Álava), Faustino Group has been growing and establishing itself amongst the most prestigious certificates of Spanish origin: Rioja, Navarra, Ribera del Duero y Mancha.

In the winery, designed by Norman Foster, the building's greatest success lies in the perfect functionality of its different areas, optimised through the use of noble materials, perfectly set out from the centre of this star which has risen from the earth.

ANTOLÍN-IRAUSA

Monday, 11th April



Antolín Group is a provider of complete services, leader in the design, development, production and delivery of interior components for the automotive industry, offering multi-technology solutions for roofs, doors, seats and lighting systems.

The company, which occupies position 55 in the world ranking of automotive providers, owns more than 100 plants, and 22 technical-commercial offices in 25 countries.

The University of Burgos has just awarded its Director, Mr. José Antolín Toledano, a *Honoris Causa* (Honorary Ph.D.) in recognition of his business, professional career and contribution to the city of Burgos.

MAHOU-SAN MIGUEL

Wednesday, 13th April



Mahou San Miguel, a family company with 100% Spanish investment, is the leader of the malted beverage sector thanks to the talent of its more than 2,700 professionals. With the acquisition of San Miguel, part of the centenary business Mahou, the company was created, thanks to an integrated effort and has surpassed other brands which allows it to respond every time to the demands of the consumer. Always faithful to its origins, over the years they have known to combine tradition with maximum innovation, always committed to sustainable development.



CULTURAL VISITS

BURGOS CATHEDRAL

Sunday, 10th April



The Cathedral of Burgos is one of the most beautiful Gothic cathedrals and is a World Heritage since 1984.

Work on the Burgos cathedral began on July 221, partly on the side of a former Romanesque church. King Fernando III and the bishop Mauricio, who had become familiar with the new French Gothic style during their European trips, set the first Stone.

MEH (Human Evolution Museum)

Sunday, 10th April

The Museum of Human Evolution of Burgos was created as a modern and excellence bid for Junta de Castilla y León, Burgos Town Hall and the Atapuerca Research Team to build a new patrimonial infrastructure, appropriate to the findings of Sierra de Atapuerca Site, declared a World Heritage Site by UNESCO.

Cursos Internacionales – Cursos de Español

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The main purpose was to provide Burgos with a modern museum which could hold not only the findings at Atapuerca Sites, but also the scientific disciplines involved and the scientific interpretations and theories drawn from them. Also, this museum tries to offer a holistic vision of human presence on the Earth and give, in the new theories about human evolution, the rightful place for these exceptional sites located in these mountains of Burgos.



But the MEH is not only an exhibition centre, it is also a highly recognized, innovative and appealing centre of scientific divulgation aimed at all audiences. For this reason, it was provided with a spectacular and symbolic architecture. A museography appropriate to the 21st century, the building holding it, the Human Evolution; and with a highly-trained team able to transmit and translate this knowledge.

The MEH was created to become a national and international reference as a museum and centre of scientific divulgation to explain those important issues about our past, present and future as species. Due to this, it is not only a museum of our ancestors, but also a place to reflect on the present of our species Homo sapiens, gifted with abilities which allow us to change the world.

HOSPITAL DEL REY

Tuesday, 12th April



This medieval hospital was founded around 1200 by Alonso VIII and his wife Leonor of Aquitaine, no other medieval hospital had better facilities in St. James Road. Today is the headquarters of the University and the Law Faculty.



GLOBAL LEADERS PROGRAMME IN BURGOS - COVENTRY UNIVERSITY					
<i>Burgos: industry and cultural heritage, engines of the economy</i>					
April 2016 - UNIVERSITY OF BURGOS					
THURSDAY, 7th					
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 & welcome by Vicechancellor				
20:30-21:15	Dinner at Residence				
FRIDAY, 8th		SATURDAY, 9th		SUNDAY, 10th	
08:00-08:30	Breakfast - Residence	08:30-09:00	Breakfast - Residence	08:00-08:30	Breakfast - Residence
8.30 - 09:00	Bus to Hiperbaric	09:30-11:00	Lecture1 (part 1) Phd. Eduardo Escudero Barbero	10:00-11:30	Visit to the Cathedral
09:00-10:15	Industry Speaker 1 José Ignacio Nicolás-Correa			11:30-12:00	Coffee break
10:15-11:15	Industry visit 1 Hiperbaric	11:00-11:30	Coffee break	11:30-12:00	Coffee break
11:15-12:30	Bus to Aranda	11:30-13:00	Lecture 1 (part 2) Phd. Eduardo Escudero Barbero	12:00-14:00	Visit to the MEH
12:30-14:00	Industry visit and speaker 5 GlaxoSmithKline	13:30-14:30	Lunch students own	14:00-16:00	Lunch students own
14:00-15:00	Lunch students own	14:30 - 15:30	Bus to cellars		
16:00-17:30	Bus back to Burgos	15:30 - 17:00	Portia Cellars		
	Free evening	17:00 - 17:30	Bus to Roa		
		17:30 - 19:00	Ribera del Duero Council		
		19:00 - 20:00	Bus back to Burgos		
20:00-21:30	Welcome dinner	20:00-21:30	Students own dinner	20:00-21:30	Students own dinner
MONDAY, 11th		TUESDAY, 12th		WEDNESDAY, 13th	
08:00-08:30	Breakfast - Residence	08:00-08:30	Breakfast - Residence	08:00-08:30	Breakfast - Residence
09:00-09:30	Bus to CEII	10:00 - 11.30	Lecture 2 (part 2) Phd. Eduardo Escudero Barbero	09:30 - 09:50	Bus to San Miguel
09:30-11:30	Industry Speaker 1 CEII			10:00-12:00	Industry visit 3 San Miguel Brewery
11:30 - 12:00	Coffee break	12:00-13:30	Coffee break	11:30 - 12:30	Bus back to Plaza Mayor
12.00 - 13:30	Industry visit 1 Antolín-Irausa	12.30-13:30	Lecture 2 (part 2) Phd. Eduardo Escudero Barbero	13:00-13:30	Reception City Mayor
	Lunch on campus-students own		Lunch on campus-students own		Lunch on campus-students own
16:30-17:45	Industry Speaker 2 Amcor - César Ortega	15:00-16:30	Lecture 3 St. James's Way Hospital del Rey tour	16:00 - 17:00	Lecture 4 - Agriculture Carlos Rad
17.45 - 18.15	Coffee break	16.30-17:00	Coffee break	17.00 - 18.00	Reflections
18.15 - 19:30	High Polytechnic School Visit	17:00-18:30	Team Building Workshop 1 Azucena Ubierna	18.00 - 19.00	Closing ceremony Vice Chancellor
20:00-21:30	Students own dinner	19:30-20:00	Students own dinner	19.00 - 19:30	Coffee
				19:30-20:00	Students own dinner
THURSDAY, 14th					
03:00-03:30	Breakfast - Residence				
04:00-07:00	Bus to the Airport				

LECTURES AND INDUSTRY SPEAKERS

- Salón de Grados (2ª planta) – Facultad de Ciencias Económicas. C/ Parralillos s/n

WELCOME DINNER

- El Gusto de Servirle- Cáritas. C/ San Francisco 8 Friday, April, 8th - 20:00

BUSES

- Friday – April, 8th 08:30 Residencia San Agustín – Hospital del Rey
- Saturday – April, 9th 14:20 Residencia San Agustín - Portia
- Monday – April, 11th 09:00 Residencia San Agustín - CEII
- Wednesday, 13th 09:30 Residencia San Agustín – Grupo Mahou – San Miguel
- Thursday - April, 14th 04:30 Residencia San Agustín – Madrid

INFORMATION



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