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“WORLD FORUM ON TALENT IN THE KNOWLEDGE AGE”

Dates: 11th and 12th February 2009 - Venue: Baluarte Congress Centre. Pamplona.

11 FEBRUARY

8:30 Registration.

9:00 Openning.

Advisor of the General Director on the European Year Creativity and Innovation (CE), **Maruja Gutiérrez.**

President of FND, **José Manuel Ayesa.**

Mayoress of Pamplona, **Yolanda Barcina.**

President of the Regional Government of Navarra, **Miguel Sanz Sesma.**

9:15 Gifted People. **Sir Ken Robinson.**



Creativity expert **Sir Ken Robinson** challenges the way we're educating our children. He champions a radical rethink of our school system, to cultivate creativity and acknowledge multiple types of intelligence.

10:00 CONTEXT: LURE OF THE ENVIRONMENT:

Moderate by **Paul Hofheinz**, President of the Lisbon Council.

- **What would Massachusetts be like without MIT and Harvard?** **Sam Lipson**, Director of Environmental Health, Cambridge Public Health Department.
- **Regions to be imitated.** **Gabriela Miranda**, Political and economic analyst, OECD (Organisation for Economic Co-operation and Development).
- **What would Nuevo León be like without the TEC of Monterrey?** **María Lourdes Dieck-Assad**, TEC of Monterrey.
- **How India has become a focus country for talent?** **Ashish Sinha**, Second Secretary of the Embassy of India in Spain.
- **Global Talent Map.** **Luis Urbano**, Managing Partner Spain, Heidrick&Struggles.
- **Models of Regional Intellectual Capital.** **Carlos Merino**, Researcher from the Institute of Business Administration and Management at the Autonomous University of Madrid.

Discussion and questions.

12:00 Coffee break.

12:30 INSTITUTIONS THAT CAN ATTRACT AND DEVELOP TALENT TO INNOVATE:

Moderate by **Juan Ramón De La Torre**, R&D&i Manager of AIN.

- **What you've got to have...** **Francisco Muro**, President of Otto Walter España.
- **Innovation 3.0, the customer knows best.** **Enrique de Mulder**, CEO of Sociedades Viólogos.
- **Ideas, creativity and social networks.** **Ana María Llopis**, Founder and CEO of Ideas4all.
- **Educ.ar: Training the Trainers.** **Alejandro Piscitelli**, Managing Director of Educ.ar, Argentina's National Education Website.
- **Which talent is a social reference point?** **Inma Shara**, Orchestra Conductor.
- **Talent and Civic Banking.** **Roberto Ducay**, Attached to the General Manager CAN (included Customer Services).
- **High Technology Institutions.** **Timothy A. Gonsalves**, Head of Department of Computer Science & Engineering, IIT Madras, India.

Discussion and questions.

14:30 Lunch.

16:30 PEOPLE: NEW TALENT FOR THE FUTURE OR DOES THE FUTURE DEPEND ON TALENT?

Moderate by **Enrique De Mulder**, Technical Chief of Agora Talentia.

- **Creative Talent.** **Juan Carlos Cubeiro**, Director of Eurotalent.
- **Research Talent.** **Juan Pérez Mercader**, Astrophysicist, adviser of the NASA.
- **Management Talent in the Knowledge Economy.** **Santiago Álvarez de Mon**, Professor at IESE.
- **Spotting Talent in School Pupils.** **Javier Tourón**, President of the European Council for High Ability.
- **Talent lives next door.** **Borja Peleato**, Graduate Student at Stanford University.

18:30 CLOSING CONCERT: STUDENTS OF THE INTERNATIONAL CENTER OF EXCELLENCE OF CORD

Courtesy of Fundación García and Fundación Promete

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9:00 "ATTRACTING AND DEVELOPING TALENT IN THE KNOWLEDGE AGE; A GLOBAL APPROACH".

The creative class. **Richard Florida.**

Entrepreneur, speaker, researcher, and go-to guru, Richard Florida is the founder of the Creative Class Group, a global advisory services firm headquartered in Washington, D.C. His discovery of the "creative class" has been lauded by the Harvard Business Review as one of the major breakthrough ideas of our time and has inspired leading companies like Apple, BMW, and Virgin Atlantic to rethink their marketing and business strategies.



9:45 WORLD CAFÉ TO CREATE A TALENT MANUAL.

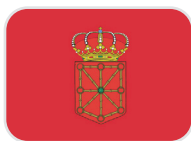
A collaborative conversation designed and hosted by World Café Europe

In Agora Talentia 300 experts and participants are going to explore questions about talent, drawing on their collective experience and wisdom.

12:00 BREAK.

12:15 MODELS OF EXCELLENCE IN MANAGEMENT OF THE TALENT.

- Marc Alba, Partner and Innovation Director, Everis.
- Josefa Torres, Training and Employment Director, Fundación ONCE.
- Luis I. Cacho Vicente, President, Fundación Promete.
- Almudena Rodriguez Tarado, Selection and Marketing of Human Resources Corporative Director, Santander.
- Marta Machicot, Director of Talent Management, Telefónica.



13:45 NAVARRE DECLARATION ON "TALENT IN THE KNOWLEDGE AGE".

Declaration read by:

- Government of Navarra
- FND
- European Comision
- Companies and Institutions

14:00 COCKTAIL.

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