



**Diversity: an exit gate from the crisis?**  
 La diversitat: una porta de sortida de la crisi?

**Friday, 24 April**

		<b>Speakers (invited to participate)</b>
<b>10:30</b>	<i>Coffee reception</i>	
<b>11:00</b>	<i>Recepció cafè</i>	
<b>11:00</b> <b>11:45</b>	<b>OPENING PLENARY</b>	<p>Mrs. Iolanda Piedra, President of the Club Segle XXI Catalunya</p> <p>Mr. Isidre Fainé, President of La Caixa</p> <p>Mrs. Myriam El Khomri, French Minister of State for Urban Policy</p> <p>Mr. Artur Mas, President of the Generalitat de Catalunya</p>
<b>11:45</b> <b>13:00</b>	<p><b>Seminary 1:</b></p> <p><b>Rethinking the cities for a successful diversity?</b></p> <p>Repensar les ciutats per a una diversitat exitosa?</p>	<p>Mr. Xavier Trias, Mayor of Barcelona</p> <p>Mr. Fritz Kuhn, Mayor of Stuttgart / Mr. Olaf Scholz, Mayor of Hamburg</p> <p>Mrs. Anne Hidalgo, Mayor of Paris</p> <p>Mrs. Mireia Solsona, Vice President of the Diputació de Barcelona and Mayor of Matadepera</p> <p>Moderator: Mr. Màrius Carol, director of La Vanguardia</p>
<b>13:00</b>	<i>Lunch buffet</i>	
<b>14:30</b>	<i>Dinar bufet</i>	
<b>14:30</b> <b>15:15</b>	<p><b>Workshop 1:</b></p> <p><b>At the heart of change: women</b></p> <p>Al centre del canvi: les dones</p>	<p>Mr. Jean-Michel Monnot, Vice President, Group Diversity &amp; Inclusion for Sodexo</p> <p>Mrs. Yolanda Menal, Human Resources Director of Unilever (Spain)</p> <p>Mrs. Núria Balada, Executive Director of the Institut Català de la Dona</p> <p>Mr. Pap'Amadou Ngom, Honorary President of the Club Segle XXI Catalunya Germany</p> <p>Moderator: Mrs. Ingrid Bianchi (Club XXIe Siècle)</p>

<b>15:15</b> <b>16:00</b>	<b>Workshop 2:</b>  <b>new generations /</b>  Expectatives de les  Intergeneracional	Mr. Antonio Argandoña, Professor of Economics at IESE, holder of "La Caixa" Chair of Corporate Social Responsibility  Mr. Hakim El Karoui,  Mr. Miquel Camps, President of PIMEC Joves Empresaris  <u>Moderator:</u>
<b>16:00</b> <b>16:30</b>	<i>Coffee break</i> <i>Pausa cafè</i>	
<b>16:30</b> <b>17:30</b>	<b>Seminary 2:</b>  <b>Managing Diversity: Talent is the answer</b>  Gestió de la diversitat: el talent és la resposta	Agroalimen Mr. Lluís Recoder, Partner-Lawyer at KPMG Spain Mr. Ciriaco Hidalgo, Manager of Governmental Affairs of Seat-Volkswagen Spain Valeo / Accord/ L'Oréal  <u>Moderator:</u> Journalist (Mrs. Mònica Terribas / Mrs. Neus Bonet / Mrs. Sílvia Coppulo)
<b>17:30</b> <b>18:30</b>	<b>Seminary 3:</b>  <b>Diversity, strength of a Europe in crisis?</b>  La diversitat, força	Mr. Emmanuel Todd, economist/sociologist Mr. Pere Alavedra, UIC Rector Mr. Fathallah Sijilmassi, Secretary General of the Union for the Mediterranean   Moderator: Mr. Antoni Bassas, journalist of the ARA newspaper
<b>20:30</b> <b>22:00</b>	<b><i>Dinner hosted by the Town Council of Barcelona.</i></b>  <i>Sopar ofert per l'Ajuntament de Barcelona.</i>	Mrs. Bariza Khiari, former Vicepresident of the French Senate and senator  Mr. Jean-Louis Chaussade, CEO of Suez Environnement

## Saturday, 25 April

		Speakers (invited to participate)
<b>08:30</b> <b>09:00</b>	<i>Coffee reception</i> <i>Recepció cafè</i>	
<b>09:00</b> <b>10:00</b>	<b>Seminary 4:</b> <b>Entrepreneurship, new employment</b> Emprenedoria, noves formes de generar ocupació	Mr. Eloi Planes, CEO of Fluidra Mr. Javier Inclán de la Cuesta, Director of Fundación Repsol Mr. Albert Soria Casas, Universitat Autònoma de Barcelona Germany // UK  Moderator: Mr. Manel Pérez, Deputy Director of La Vanguardia
<b>10:00</b> <b>10:45</b>	<b>Workshop 4:</b> <b>Diversity, innovation and action in a changing world</b> Diversitat, innovació i acció en un món canviant	La Poste / L'Oréal Mr. Manel Giraldo, Manager of Sustainable Development of Agbar Mr. Joaquim Borràs, Executive President at ISS Integrated Facility Services Mr. Francisco Marín, Director General of the Centro para el Desarrollo Tecnológico Industrial Mr. Alejandro Aznar, President of the Clúster Marítimo Español M. Gilles Oubuih, Head of Business Processes at Géant Casino France. Moderator: member of the Club Segle XXI
<b>10:45</b> <b>11:30</b>	<b>Workshop 5:</b> <b>Networks of international and the promotion of diversity. How can diversity?</b> Les xarxes de suport internacional i europeu per a la promoció de la les empreses implementar la diversitat?	Mr. Bruce Roch, President de l'Association Française des Managers de la Diversité (AFMD) Mr. Michael Pivot, director d'European Network Against Racism  Mr. Manfred Wondrak, Charta der Vielfalt Österreich Mr. Nicolás Marugán, expert and former director of OBERAXE Mrs. Anu Ritz, representative of the European Union  Moderator: Mrs. Myrtha Casanova (Club Segle XXI Catalunya)
<b>11:30</b> <b>12:00</b>	<i>Coffee break</i> <i>Pausa cafè</i>	

<p><b>12:00</b> <b>13:00</b></p>	<p><b>Seminary 5:</b></p> <p><b>How new business models and alternative funding systems can be promoted to encourage economic activity?</b></p> <p>Com promoure nous models de negoci i sistemes alternatius de finançament per a fomentar l'activitat econòmica?</p>	<p>MicroBank (La Caixa)</p> <p>PlanetFinance / Impacte Partenaire</p> <p>Mrs. Laurence Méhaignerie, President of Citizen Capital</p> <p>Mr. Ferran Martínez, Chairman of Lánzame (investment fund)</p> <p>Entrepreneurs: Mr. Sergio Giménez (Privilegiis.com) and Mr. Hassan Hamza (Siouz.com)</p> <p>Moderator: Mr. Toni Cruanyes, TV3 journalist</p>
<p><b>13:00</b> <b>13:30</b></p>	<p><b>CLOSING PLENARY</b></p>	<p>Mrs. Najoua Arduini-ElAttani, President of the Club XXIe Siècle</p> <p>Mr. Josep González, Vice President of the Club Segle XXI and President of PIMEC</p> <p>Mrs. Neus Munté, Minister of Social Welfare and Family of Catalonia</p>
<p><b>13:30</b></p>	<p><b>Lunch buffet, hosted by La Caixa</b></p> <p><i>Dinar buffet, ofert per La Caixa</i></p>	