



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

University of Burgos  
September, 4<sup>th</sup> to 10<sup>th</sup>, 2016

### Sunday, September 4<sup>th</sup>

- 14:30 Arriving in Madrid
- 15:00 Accommodation in Leonardo Hotel Madrid City Center  
C/ Alberto Aguilera 18
- 15:00 Lunch (students' own)
- 18:00 Touristic walk: Puerta Sol, km 0, Plaza Mayor, Plaza de la Villa, Calle Mayor, Catedral, Palacio Real, Templo Debod, Plaza España, Opera, y vuelta a la Puerta del Sol.
- 20:00 Dinner (students' own)

### Monday, September 5<sup>th</sup>

- 08:30 - 09:00 Guided visit to the Prado Museum
- 09:00 - 09:30 Underground – Line 2 (red) San Bernardo – Banco de España
- 10:00 - 12:00 Guided visit to the Prado Museum  
*The Museo del Prado is the main Spanish national art museum, located in central Madrid. It features one of the world's finest collections of European art, dating from the 12th century to the early 19th century, based on the former Spanish Royal Collection, and unquestionably the best single collection of Spanish art. Founded as a museum of paintings and sculpture in 1819, it also contains important collections of other types of works. El Prado is one of the most visited sites in the world, and is considered one of the greatest museums of art in the world. The numerous works by Francisco de Goya, the single most extensively represented artist, as well as by Diego Velázquez, El Greco, Titian, Peter Paul Rubens and Hieronymus Bosch are some of the highlights of the collection.*  
*The collection currently comprises around 7,600 paintings, 1,000 sculptures, 4,800 prints and 8,200 drawings, in addition to a large number of other works of art and historic documents. As of 2012, the Museum displayed about 1,300 works in the main buildings, while around 3,100 works were on temporary loan to various museums and official institutions.*
- 12:00 - 15:00 Free time and lunch (meeting at hotel)
- 15:00 Bus to Boadilla del Monte
- 16:00 [Santander Financial City](#)  
*The City provides workers with significant benefits, both for their professional activities and for dealing with aspects of their daily personal lives. It also contributes to one of the Group's priority objectives: individual professional development. To this end, it is equipped with a Training Centre with a 600 student capacity through which several thousand professionals from all areas of the Group pass annually.*
- 18:30 - 20:45 Transfer Madrid – Burgos. Accommodation at Residencia San Agustín



Tuesday, September 6<sup>th</sup>

- 09:00 – 09:30 Breakfast at residence
- 09:45 – 10:00 Walking to University
- 10:30 – 11:30 **Welcome Ceremony** – Faculty of Business (Salón de Grados)  
ViceChancellor for Internationalization, Ms. Elena Vicente Domingo  
International Courses Coordinator, Ms. María Pilar Alonso  
Coffee
- 11:30 – 13:00 **Lecture: St. James Way and Hospital del Rey**  
*Mr. Abel Porrás Braceras. Freelance Consultant, Interpreter and International Manager*  
*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**.*
- 13:00 – 15:00 Lunch (students' own)
- 15:00 – 17:00 **Lecture: Approach to the crisis and recovery of the Spanish Economy 2007-2015.** Prof. Mr. Eduardo Leopoldo Escudero Borreguero  
*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 fueled 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.*  
*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.*
- 17:30 -19:00 **Business speaker Adisseo Spain**  
*Mr. Pablo Doménech Guri - General Director*  
*A leader in animal nutrition, Adisseo is a global leader in animal nutrition with an annual revenue of \$ 1.96 billion and more than 2,500 clients. Our mission is to provide products and services for animal feed additives with the best guarantee of safety for people and the environment. In 2006, we joined the Bluestar Group, which facilitated our access to the Chinese market, the world's largest growing market.*  

- 20:30 Welcome dinner – El gusto de servirle





Wednesday, September 7<sup>th</sup>

- 08:45 – 09:50 Bus Burgos - Aranda
- 10:00 – 11:30 **Industry visit Pascual Hermanos**  
One of the leading companies in dairy products in Spain.
- 11.30 – 12:00 Bus Aranda - Roa
- 12:00 – 14:00 **Visit to Regulatory Council of Ribera del Duero**  
Mr. Alberto Tobes Velasco, Testing and Experimentation Director



*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.*



*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.*

***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.*



- 14:00 – 15:30 Lunch ( students' own)
- 15:45 -16:30 Bus to Valbuena de Duero
- 17:00 – 18:30 **Industry visit – Emina's cellars**  
*Guided visit to its wine gardens, guided visit to its Museum and wine tasting.*
- 18:30 – 19:45 Bus to Burgos
- 20:00 Dinner (students'own)





Thursday, September 8<sup>th</sup>

- 08:15 – 08:50 Breakfast at Residencia San Agustín
- 09:00 – 09:30 Bus Residencia San Agustín - Hiperbaric
- 09:30 – 11:30 **Hiperbaric**

Mr. Andrés Hernando – General Director  
Mr. Jorge Marraud – Trade Technician



*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.*

- 12:00 – 13:30

**L'Oréal**

*For more than a century, we have devoted our energy and our competencies solely to one business: beauty. We have chosen to offer our expertise in the service of women and men worldwide, meeting the infinite diversity of their beauty desires. We are committed to fulfilling this mission ethically and responsibly.*



- 13:30 – 14:00
- 14:00 – 15.30
- 15.30 – 17:30

Bus from L'Oréal to University

Lunch ( students' own)

**Lecture: Regional and Local Economy.**

*Prof. Mr. Eduardo Leopoldo Escudero Borreguero*

*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.*

*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.*

- 17:30 – 18:00
- 18:00 – 20:00
- 20:30

Bus to Promecal

Company visit - Grupo Promecal

Regional and Local Communication Group

Dinner ( students' own)





Friday, September 9<sup>th</sup>

- 08:15 – 08:50 Breakfast at Residencia San Agustín
- 09:00 – 09:30 Bus Residencia San Agustín - Grupo Antolín
- 09:30 – 11:30 Guided visit to **Grupo Antolín Company**



*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.*

- 11:30 – 12:00 Bus back to Polytechnic School
- 12:00 – 13:30 Polytechnic School – laboratories
- 14:00 Lunch (students' own)
- 16:30 – 17:30 Guided visit to the Cathedral

*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.*



- 17:30 Free evening

Saturday, September 10<sup>th</sup>

- 09:00 Breakfast
- 10:00 – 10:45 Closing ceremony
- 12:00 Transfer to Madrid airport