

Madrid Mission Summary

March 5 – 6, 2009

Attendees:

Councillor Kyle Rae, Chair of the Economic Development Committee
Christine Raissis, Director, Strategic Growth and Sector Development
George Stewart, Senior Vice President, Project Assessment, Infrastructure Ontario

While in Madrid, Councillor Rae, Christine Raissis and George Stewart attended meetings with government officials and key business leaders. They used this opportunity to promote Toronto as a place to do business; scope out business opportunities between Toronto and Madrid; learn and share best practices; grow our international network linking Europe with Toronto; and initiate the widening of investment and trade horizons for institutional and business leaders.

This visit helped Toronto meet key goals of the recently released Agenda for Prosperity and supported Toronto's emergence as a leading global city of the 21st century through economic growth, internationalization, creativity and inclusion.

The objectives of the mission to Madrid were:

- To gain a better understanding of Madrid Global (Madrid's external marketing and investment agency) and its operation that will assist the City in the implementation of the not-for-profit agency, Invest Toronto.
- To scope out business opportunities between Toronto and Madrid by introducing some of Toronto's investable projects to Madrid's business leaders.
- To increase Toronto's profile in the global market place as a destination for investment.
- To foster and grow the efforts and strategies of our City's Agenda for Prosperity pillar on Global Toronto: Internationalization which supports local network and relationship development, as well as intelligence sharing to generate global opportunities for Toronto businesses.
- Reinforce and renew existing relationships with Madrid
- Build strong connections with Madrid re: C-40 Cities and Environmental Initiatives
- To promote Toronto's education expertise, research and development and sound Financial Services sector

Meetings included:

- Madrid Global, the Agency of Strategy and International Action of Madrid, to discuss its operations; strategy for international outreach; success metrics; Stakeholder/CEO engagement strategies; intergovernmental linkages; challenges, issues & opportunities; also met with the Advisor to the Councillor of Environment to discuss Madrid's involvement in C40
- Dinner hosted by the Embassy of Canada in Spain. Guest list included top Infrastructure companies. Discussions revolved around investable projects in Toronto.
- Breakfast Meeting with the Canada Spain Chamber of Commerce with 45 of Madrid's top influential companies in key business sectors and other business leaders; presentations made by Councillor Kyle Rae and George Stewart

**MADRID GLOBAL (AGENCY OF STRATEGY AND INTERNATIONAL ACTION) – Meeting,
March 5, 2009**

Attendees:

Bonifacio Vega, General Director, International Strategy
Ignacio Nino, CEO
Ines Galindo, General Director, International Partnership
Pedro Calvo-Sotelo, General Director, International Relations
Tomas Vera, Advisor to the Councillor of Environment

EMBASSY OF CANADA IN SPAIN (EMBAJADA DE CANADÁ) – Dinner, March 5, 2009

Mr. David Ehinger, Senior Trade Commissioner

Ms. Amaya Jauregui-Barrenechea, Trade Commissioner

Guest List of Infrastructure Companies:

Leslie Crawford, Grupo ACCIONA
Isabel Hernández López, Directora de Internacional para USA y Canadá IRIDIUM Concesiones de Infraestructuras S.A. (Group ACS)
Fernando Herranz, International Manager, EYRA Energías (Group ACS)
Eduardo Aguilar, International Manager, FERROVIAL AGROMAN
José Manuel Santamaría, GRUPO ISOLUX CORSAN
Carmen Escribano, International Manager, OHL
Alicia Revenga, Director International Division, SEOPAN (Association of National Construction Companies)

**CANADA SPAIN CHAMBER OF COMMERCE (CÁMARA DE COMERCIO CANADÁ ESPAÑA)
- Breakfast Meeting, March 6, 2009**

Mr. Gustavo Gomez, Co-founder and Vice President, Canada Spain Chamber of Commerce

Mr. Alberto Echarri, President, Canada-Spain Chamber of Commerce

Attendees:

José Enrique del Solar, ACCIONA CONCESIONES
Xabier G. Campo Barasoain, ACCIONA INFRAESTRUCTURAS
Leslie Crawford, ACCIONA, S.A.
Carleen Chou, ACCIONA, S.A.
Frank Geraldin, ACCIONA, S.A.
Ruth del Moral, AGENCIA EFE
Youssef Berbash, ARESBANK
Bonifacio Vega, AYUNTAMIENTO DE MADRID. Oficina de Estrategia y Acción Internacional "Madrid Global". Área de Estudios y Relaciones Externas – Vicealcaldía
Almudena del Rosal, AYUNTAMIENTO DE MADRID. Paternariado Público-Privado
Inés Galindo, AYUNTAMIENTO DE MADRID. Proyección Internacional y Paternariado
Angel Carrancio Conde, BIOVALFOR
José Uriarte, BOMBARDIER
Miguel Ángel Montalvo, CAJA MADRID
César Vázquez, CÁMARA DE COMERCIO CANADÁ ESPAÑA
Alexandra Fernández, CÁMARA DE COMERCIO CANADÁ ESPAÑA
Rose-Marie Losier, CÁMARA DE COMERCIO CANADÁ ESPAÑA
Alberto Echarri, CÁMARA DE COMERCIO CANADÁ ESPAÑA
Gustavo Gómez, CÁMARA DE COMERCIO CANADÁ ESPAÑA
Ana Martínez Páramo, CÁMARA DE COMERCIO DE MADRID
Daniel Lainsa, COMPASS CORPORATE FINANCE AND STRATEGY

Eloy Dominguez-Adame, DRAGADOS INTERNACIONAL
 Pedro Maristany, DRAGADOS INTERNACIONAL
 Stuart Savage, EMBAJADA DE CANADÁ
 Anne-Marie Parent, EMBAJADA DE CANADÁ
 Sarah Newcombe, EMBAJADA DE CANADÁ
 Recaredo del Potro, ESCAL-UGS
 Eduardo Aguilar, FERROVIAL-AGROMÁN
 Crista Seewald, FINANCE & COMMERCE
 Fernando del Campo, GLOBALVIA
 Ramón Pernas Frías, INABENSA
 Lilibiana Ortega, IRIDIUM CONCESIONES DE INFRAESTRUCTURA, S.A.
 Isabel Hernández López, IRIDIUM CONCESIONES DE INFRAESTRUCTURA, S.A.
 Tomás Matesanz, LLORENTE & CUENCA CONSULTORES (TECNIBERIA)
 Rocio López de Diego, MADRID ESPACIOS Y CONGRESOS, S.A.
 Ignacio García, OHL CONCESIONES
 Carmen Escribano, OHL CONSTRUCCIÓN INTERNACIONAL
 Maritza del Pozo, REAL COLEGIO COMPLUTENSE EN HARVARD
 Eric Pingat, SNC- LAVALIN
 David Espliego Felipe, SOFIEX
 José Montoya, TELVENT-ABENGOA
 Marthe Lefebvre, TRADUCCIONES LEMA
 Juan José Navarro, UNION FENOSA INTERNACIONAL
 Joaquín Núñez, EL EXPORTADOR



Councillor Kyle Rae, Chair of Economic Development Committee



George Stewart, Infrastructure Ontario



Christine Raissis, Councillor Kyle Rae, George Stewart, Gustavo Gomez (Chamber), Bonifacio Vega (Madrid Global)



The Westin Palace, Madrid, Spain