



# FOUNDATION RAFAEL DEL PINO

ANNUAL REPORT 2004



FUNDACIÓN  
RAFAEL DEL PINO



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# Presentation



The *Rafael del Pino Foundation* is classified and registered with the Registry of Foundations of the Protectorate for Foundations (Registro de Fundaciones del Protectorado de Fundaciones) of the Spanish Ministry of Education and Culture, pursuant to Order 2064 of December 30, 1999. It is included among the organisations regulated by the Law on Foundations and Tax Incentives for Private Participation in Activities of General Interest.

## Letter from the Founder Chairman

Four years have passed since the Foundation first embarked on its activities, and that project, which started out as a rather hazy initiative, now has a clear-cut framework and contents that befit well the aims for which it was created.

As this report goes to show, the Foundation took part in many activities in 2004. From among the vast array of initiatives and projects, I would like to single out three of particular importance.

The first of them refers to the new Statutes and Bye-laws passed by the Board of Trustees which will govern the functioning of the Foundation and, in particular, the activities of the Board of Trustees and its Advisory Board. The principal founding aims of the Bye-laws are training for leadership, the furthering of personal initiative, free-market and free-

enterprise principles, fostering the knowledge of the history of Spain and defending its cultural heritage. Since one of the Foundation's aims is management efficiency, its activities are carried out on the basis of a Plan of Action. As a result, and with a view to ensuring the ongoing monitoring and appraisal of the founding activities, an Executive Committee has been set up with the key task of analysing the degree of compliance with that Plan and taking, where appropriate, the corrective measures necessary to remedy any deviations from it.

The second refers to the decision to foster the Foundation's capacity for initiative when scheduling its activities. This means that the Foundation will give its own programmes and initiatives priority over third-party proposals, although it will analyse them as well. This decision has



*Rafael del Pino y Moreno  
Founder Chairman*

been taken in the light of the experience gained in the early years which has, moreover, led to an increase in monetary assistance for activities from 1.9 million euro, in 2001, to 2.9 million euro in 2004.

Lastly, I would like to draw attention to the setting up of the Association of Rafael del Pino Foundation Scholarship Holders, made possible now that the first set of scholarship holders have completed their studies. This is an active, creative association made up of people with outstanding leadership skills which will, without a doubt, lead to a brilliant and fruitful activity.

As I have pointed out in previous years, the activities that have been carried out were the outcome of the generous collaboration of the Board of Trustees and of its Advisory Board, as well as the day-by-

day dedication of everyone who works at the Foundation: a small but efficient and well-organised team who go about their work with eagerness, dedication and energy in a project that they view as their own.

A handwritten signature in black ink that reads "Rafael del Pino y Moreno". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

*Rafael del Pino y Moreno  
Founder Chairman*



After four years of active life,  
the Foundation has built itself up on  
solid cornerstones that have given  
its own differentiating characteristics,  
the key features of which are business  
enterprise and the markets.

*Amadeo Petitbò Juan*

*Director*





Amadeo Petitbò Juan  
Director

## Director's report

Another year on and the time has come to do another stock-take of the Foundation's activities.

After a brief but very intense experience, a set of actions have taken shape as the platforms underpinning a large part of the Foundation's activities, namely scholarships, master lectures, a forum for free enterprise, seminars for academic staff, experts' meetings, awards and activities that have to do with publicising the history of Spain and fostering and defending its cultural heritage. Added to them all, there is the impetus of a Forum on business enterprise in the 21<sup>st</sup> century, which will be one of the keystones of the Foundation's activities in the future. That Forum will take on special relevance at a time characterised by heightened competition, at domestic and international level, and, consequently, by the need for business leaders to come up with appropriate answers for the fresh challenges that each situation poses. The first steps taken towards setting up an Observatory to keep watch on the Asian economy can help achieve that goal.

At the end of 2004, the Foundation had 31 scholarship students studying at some of the best business schools in the world, demonstrating enormous competitiveness and achieving excellent results. They are a good example of the leaders of the future. What is more, they have proved their great capacity for taking initiative by setting up of an Association of Scholarship Holders and publishing a Guidebook that helps applicants applying for scholarships and trying to gain a place at the top universities. The *Rafael del Pino Lectureship Chairs* have culled their first fruits in the shape of the research undertaken by Mauro Guillen in his analysis: *'The Rise of the Spanish Multinational Firm. European Business in the Global Economy'*, which will be published by Cambridge University Press in 2005. Likewise, the Foundation is still collaborating with the Leader and International Baccalaureate Scholarship programmes and continues to organise Master lectures, debates within the framework of the Free Enterprise Forum and Experts' Meetings, with special mention of the continuation of the 'Current

economic outlook' cycle, the conferences on humanitarian criminal law, competition in the rail industry, the preparation of a series of activities on the history of universe and of life and human behaviour, and the first seminar on competition law and economics which will be held as an annual event.

In view of the excellent results of the seminars held in the United States for Spanish academic staff who teach business economics, financial regulation, competition and public sector reform and economic analysis of law, the Foundation has decided to continue to support those seminars and to broaden their scope by adding new fields.

The encouraging comments on the 'Report on business enterprise in 2001. Business enterprise and entrepreneurs in Spain: causes, activities, threats and opportunities' have meant that it will be now be produced annually. Likewise, the Foundation has decided to put in motion a series of new research studies, all of them at top level, with a view to helping

to enhance knowledge of essential aspects of the law, business economics and the markets. At the same time, it will continue to collaborate with the Knowledge and Development (CYD) report, the first issue of which has now been published.

As regards training, the Foundation has decided to give impetus to the *Micro-enterprise support centre (CEAMI)*, to continue to pledge support and disseminate the principles behind the *United Nations Global Compact*, to continue to collaborate with the *General Council of the Judiciary (Consejo General del Poder Judicial)* in the training programmes for judges and magistrates and to organise an annual conference on informative TV programmes for youngsters. Likewise, the Foundation has decided to give impetus to the creation of a Rail Transport Chair, a pioneering course on initiation into leadership in civil engineering and a senior management training programme for university management staff.

With regard to publicising Spanish history and the promotion and defence of Spain's cultural heritage, three books have been published and three meetings have been held. The organisation of the 9th Congress of Latin American Academies of History, with HM The King of Spain as its honorary chairman, deserves special attention for two reasons: firstly, because of the solemn opening session of the Congress presided by HRH the Princess of Asturias; secondly, because it was so well attended by the South American Academies of History which, through their contributions, helped enhance understanding of the South American Viceroyalties and Audiencias at the end of the 18th century and beginning of the 19th century. Likewise, the Spanish Geographical Society and the Foundation have signed an agreement to promote the publication of a book that explains the history of the discoveries, highlighting the role played by Spanish travellers and explorers.

Lastly, the Foundation has signed collaboration agreements with Spain's Royal

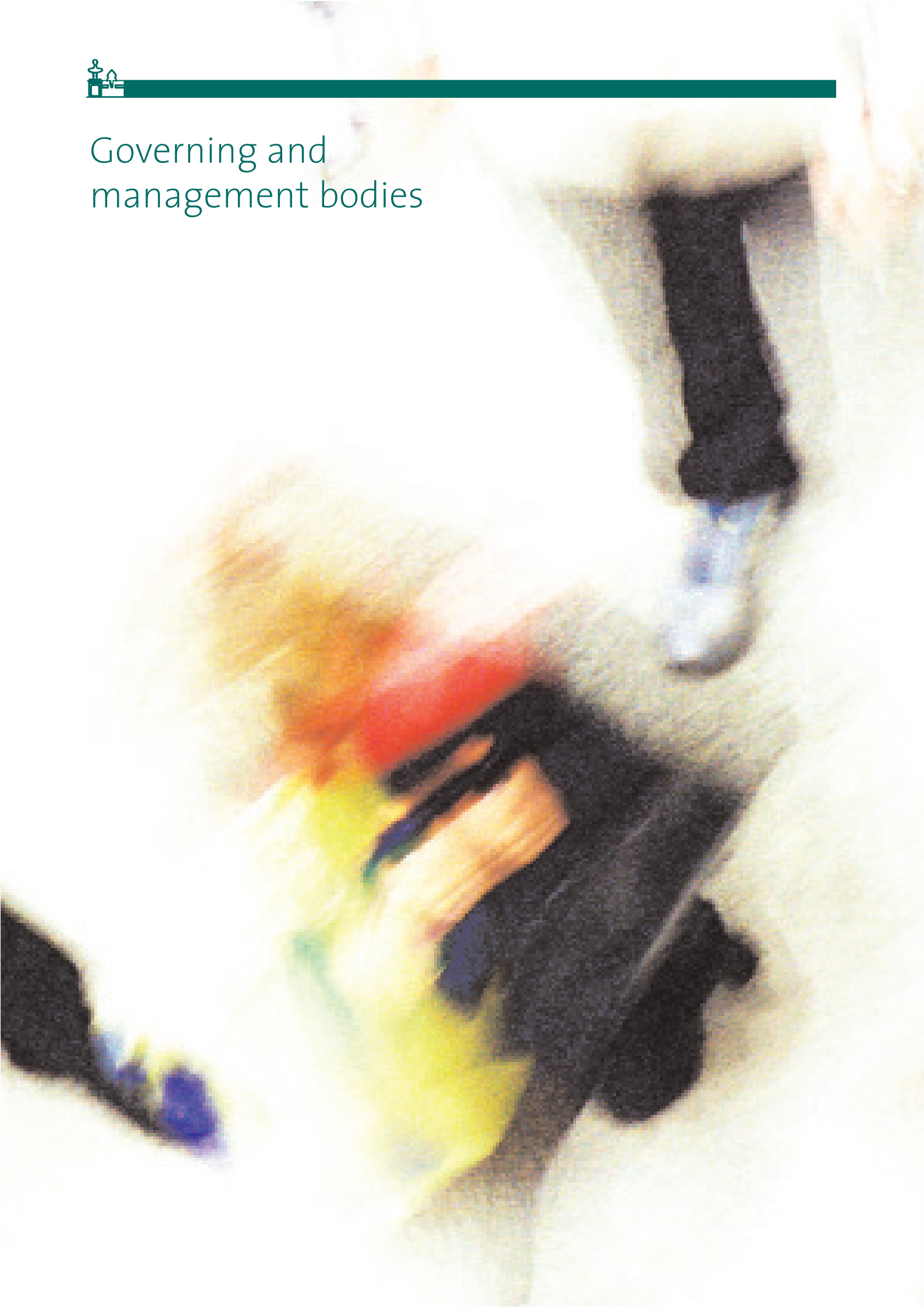
Academy of History and the Royal Academy of Moral and Political Science. The agreement signed hitherto with the Spanish Royal Academy of the Language will soon culminate in the publication of the Student's Dictionary, an ambitious project to which major efforts have been devoted.

All this goes to show that, after its first four years of active life, the Foundation has successfully built itself up on solid cornerstones which have given it differentiating characteristics, the key features of which were business enterprise and the markets, together with the defence of Spain's cultural heritage, with training as the backbone of its activities, and internal organisation, supported by a small but robust and enthusiastic team which plays a fundamental part in ensuring its efficiency – all with the collaboration of the Foundation's Board of Trustees and its Advisory Board.

*Amadeo Petitbò Juan*  
*Director*



# Governing and management bodies



## **BOARD OF TRUSTEES** OF THE RAFAEL DEL PINO FOUNDATION

Rafael del Pino y Moreno, Chairman  
María del Pino y Calvo-Sotelo, Deputy Chairlady  
Ana María Calvo-Sotelo y Bustelo  
Rafael del Pino y Calvo-Sotelo  
Joaquín del Pino y Calvo-Sotelo  
Leopoldo del Pino y Calvo-Sotelo  
Fernando del Pino y Calvo-Sotelo  
Luisa Durán Casado  
Ricardo López Moráis  
José Manuel Romero Moreno  
Eduardo Trueba Cortés

The Board of Trustees held a meeting on May 19, in an ordinary session, and on December 13, in a special session.

## THE RAFAEL DEL PINO FOUNDATION **ADVISORY BOARD**

Gonzalo Anes y Álvarez de Castrillón  
Vicente Boceta Álvarez  
Álvaro Cuervo García  
Carlos Espinosa de los Monteros y Bernaldo de Quirós  
Víctor García de la Concha  
Carmen Iglesias Cano  
Mariano Puig Planas  
José Manuel Romero Moreno

The Advisory Board of the Board of Trustees held a meeting on March 11, April 15, May 12, October 19 and December 13.

## THE RAFAEL DEL PINO FOUNDATION **MANAGEMENT TEAM**

Amadeo Petitbò Juan, Director  
Josefina T. Sáez-Illobre Martín, Executive Secretary  
M<sup>a</sup> José López Calero  
Pilar Sainz de Aja Cuevas  
Silvia Borreguero López

The Foundation has had the support and collaboration of the team at *Casa Grande de Cartagena, S.L.*



The principles behind the  
RAFAEL DEL PINO FOUNDATION

Defence of general interests

Freedom

Creative spirit

Transparency

Stringency

In contemporary societies, business enterprise is a fundamental reference point since it contributes towards economic growth, development and social cohesion.

The *Rafael del Pino Foundation* has defined its objectives:

## TO TRAIN LEADERS

The *Foundation* aims to train leaders so they can successfully put in practice their initiatives and capabilities.

The *Foundation* does not confine the idea of a leader strictly to the business world as it considers other fields of learning to be important, too, such as economics, law and justice, the news media, politics and public management, international relations and teaching.

## TO GIVE IMPETUS TO PERSONAL INITIATIVE, THE PRINCIPLES OF THE FREE MARKET AND FREEDOM OF ENTERPRISE

In these times of market globalisation and the new information economy, the *Foundation* wishes to contribute towards improving the knowledge-base of leaders on the basis of the principles of free personal initiative, the free market and freedom of enterprise.

## TO PROMOTE AND PRESERVE THE CULTURAL AND HISTORICAL HERITAGE OF SPAIN

Knowledge of the past helps to plan for the future. Consequently, the *Foundation* wishes to contribute towards raising awareness of the history of Spain, the defence of its cultural heritage and to foster the growing importance of the Spanish language as a vehicle for communication in the world.

For the purpose of achieving its goals, the *Rafael del Pino Foundation* has taken upon itself to develop, protect and support educational, cultural, social and cooperation-oriented initiatives as well as those for the furtherment of the economy, by organising lectures and seminars, award schemes and other publishing activities.

## Strategic Approach

In the wake of the Foundation's first two years of life, it seems a wise idea to take stock of action taken to make plans for the future in accordance with its founding aims.

The strategic objectives of the Foundation call for building a robust yet flexible conceptual framework which gives its activities coherence and continuity. To do so, the dominant culture must be taken into account as well as its differentiating features, the knowledge acquired and applied by Spanish society and the regulatory framework.

On the basis of these principles, the Foundation's workings will be articulated, basically, on the basis of two platforms: the first, business creation and development; the second, publicising the history of the Hispanic world and the defence of the cultural heritage of Spain.

The Foundation believes that the creation of wealth and the dynamism of a country are underpinned, fundamentally by the competitiveness of its businesses, and that depends, basically, on the capability of its leaders. The changes that have taken place in the last few years make it possible to entertain the idea that if the competitive advantage of business enterprises were based on the availability of capital, technology and basic inputs, now that global markets make it possible to

obtain whatever is needed to produce goods and services, businesses are differentiated by their knowledge, mainly unspoken, reflected in their information and problem-solving systems, by their intangible assets and by the capability of their leaders to create and develop knowledge and strategies.

The Foundation considers that the welfare of modern societies calls for their businesses to be prosperous and efficient because their future depends, to a large extent, on the part these businesses will play in markets that are progressively more globalised and competitive. Consequently, this calls for contributing towards giving impetus to business creation and enterprising vitality, to build up knowledge of business management, further the part played by the institutions responsible for facilitating business creation and development, protecting investors' rights and giving a firm boost to competition and the transparency of the markets.

Likewise, at the joint meeting between the Board of Trustees and the Advisory Board held on December 13, 2004, both bodies agreed to promote the Foundation's capacity for taking initiative in programming its activities. Consequently, the Foundation will give priority to its own programmes, although this does not mean that it will stop taking third-party proposals into consideration. In this



way, the aim is to continue the building process between the general principles that should be the driving force behind what the Foundation does and the carrying out of its activities.

In accordance with these principles, the Foundation will be putting in practice a programme of activities, the cornerstones of which will be: the creation of a Forum on business enterprise in the 21st century, the development of initiatives that contribute towards giving impetus to the creation of businesses, business training, support for research into business enterprise and the analysis of the institutional aspects underpinning corporate development.

In the field of publicising the history of the Hispanic world and the defence of Spain's cultural heritage, it has to be pointed out that one of the Foundation's aims, since the issue is relevant and has not been given the attention it deserves by historiography, will be the pursuit of activities regarding action taken by Spain in those overseas countries that were incorporated to the Crown.

There are several reasons for this lack of attention: they range from ideological prejudice to the material difficulties of the research itself, together with the tendency, which has still to be uprooted from our national way of

being, to give credit to topics that are unproven or, worse still, scientifically unsustainable. If the material reason for the geographical spread of Hispanic territories were insufficient in itself—it has been said to have been 30 million square kilometres—the importance and penetration of Hispanic culture in the world today would be suffice to make it advisable for the Foundation to dedicate part of its resources—estimated at 10% of its expense budget on average—to that goal. All without sidelining possible action in terms of other aspects of the history of Spain and the defence of its cultural heritage that circumstances might dictate at any given time.

The breadth of the objective is self-evident and its analysis calls for a multi-disciplinary focus that is particularly rewarding. Activities in this field of action can be varied. To give an example, the organisation of lectures and conferences on diverse aspects of the history of Spain and of the Hispanic world, actions of various kinds on raising awareness of the task performed by Spain in South America, the furtherment of collaboration between the Foundation and the Royal Academy of History and with the Academies of History of sister Republics, the creation of a 'Rafael del Pino Chair' in U.S. universities or the setting in motion of activities related to our cultural heritage.



# 2004 Activities



## 2004 ACTIVITIES

### TRAINING FOR LEADERSHIP

1. SCHOLARSHIPS
2. RESEARCH PROGRAMMES AND FELLOWSHIPS
3. TRAINING PROGRAMMES
4. SEMINARS FOR ACADEMIC STAFF

### LECTURES AND MEETINGS

1. MASTER LECTURES
2. EXPERTS' MEETINGS
3. FUTURE PROSPECTS MEETINGS
4. FREE ENTERPRISE FORUM

### TO FAVOR THE KNOWLEDGE OF THE HISTORY OF SPAIN AND FOSTERING AND DEFENDING ITS CULTURAL HERITAGE

1. LECTURES AND CONFERENCES ABOUT DIFFERENT ASPECTS OF SPANISH HISTORY
2. SUPPORT FOR ACTIONS INTENDED TO FOSTER AND DEFEND SPAIN'S CULTURAL HERITAGE

### AWARDS

1. FREE ENTERPRISE AWARD
2. 'INVESTIGA' RESEARCH AWARD, *RAFAEL DEL PINO FOUNDATION-GACETA UNIVERSITARIA*
3. AWARDS FOR PARLIAMENTARY AND MUNICIPAL ECONOMIC PROCEEDINGS

## Training for Leadership

### 1. SCHOLARSHIPS

#### Scholarships for postgraduate studies

The Foundation ran another scholarship programme for Spanish graduates and higher degree holders to pursue further studies in foreign or Spanish universities or research centres. The aim of the scholarships was to enhance training for tomorrow's top managers.

The postgraduate scholarships offered by the Foundation are fully established and well known among their potential candidates. What is more, their reputation in the scholarship market is indisputable. The stringent selection process and their funding explain the growing interest in them.

The response to previous invitations for applications was very encouraging and a high standard of qualification was maintained by the applicants for and beneficiaries of the scholarships. The average grades awarded to the scholarship holders were exceptionally high. In view of the large number of very highly qualified applicants, the Foundation decided to increase the number of scholarships

awarded once again, from 15 initially to 21 at present.

The Foundation will maintain its programme of scholarships for Spanish students in 2005. Graduates with a vocation for leadership seeking to broaden their training through postgraduate studies in Spanish or foreign study centres are eligible to apply. In accordance with the considerations of the Advisory Board and of the Board of Trustees of the Foundation, the core areas of study in that call for applicants will be: economics, business, economic analysis of law, regulation/deregulation and economic and legal analysis of competition and the markets. Thirty-two Spanish postgraduates were pursuing studies (course year 2004-2005) with scholarships sponsored by the Foundation as of December 31, 2004, all of them overseas.



As regards South American students sponsored in the invitations for applications held in 2001 and 2002, at the end of

2004 there was one South American student who is studying at the Complutense University of Madrid.

The list below gives the scholarship holders' source and placement universities:

SOURCE UNIVERSITIES
• AUTONOMOUS UNIVERSITY OF BARCELONA: 1
• AUTONOMOUS UNIVERSITY OF MADRID: 1
• COMPLUTENSE UNIVERSITY OF MADRID: 1
• UNIVERSITY OF CANTABRIA: 1
• UNIVERSITY OF DEUSTO: 1
• UNIVERSITY OF NAVARRE: 1
• POLYTECHNIC UNIVERSITY OF MADRID: 2
• POMPEU FABRA UNIVERSITY: 4
• PONTIFICAL UNIVERSITY OF COMILLAS OF MADRID: 6
• RAMÓN LLULL UNIVERSITY: 1
• UNIVERSITY OF ZARAGOZA: 2

PLACEMENT UNIVERSITIES
• COLUMBIA BUSINESS SCHOOL: 6
• INSEAD: 2
• KELLOGG SCHOOL OF MANAGEMENT: 1
• LONDON SCHOOL OF ECONOMICS: 1
• UNIVERSITY COLLEGE LONDON: 1
• WHARTON BUSINESS SCHOOL: 2
• PENDING PLACEMENT: 8

### Support for scholarship holders applying to foreign universities

The recently formed Association of *Rafael del Pino Foundation* Scholarship Holders has devised a tool which can be used on the Association's webpage to help scholarship holders with the process of selection and admission to leadership training centres running MBA program-

mes. The tool's added value is twofold: firstly, it helps select the target schools and, secondly, it provides support for the admission process.

Now that this first initiative is in place and running, the Association proposes to publish a book for that same purpose, while broadening its scope to cater for all universities and other disciplines.

However, after the text had been drafted it became clear that the best medium for publicising its content was a digital support resource, with joint distribution in conjunction with a news medium. The outcome was an agreement with the financial daily, *Expansion*, to distribute the DVD '*Guía Práctica 2004/05. Becas y Universidades de élite a tu alcance. Una guía completa de cómo conseguir una beca y estudiar un master en las mejores universidades del mundo*' (A Practical Guidebook 2004/2005. Scholarships and top universities at your fingertips. A comprehensive guide on how to apply for a scholarship and study for your Master's degree at the world's best universities) with the October 2 edition of the newspaper.

The Guidebook was written by members of the Association of Scholarship Holders of the *Rafael del Pino Foundation* and was coordinated by Luis del Cañizo and Belen Monedero. It was presented at the Foundation on September 24.

### **Rafael del Pino Chairs**

In financial year 2002, the Foundation decided to set up a 'Rafael del Pino

Chair' for distinguished Spanish or foreign university lecturers and professors with international expertise who, as a rule, are entitled to a sabbatical year.

The Chair is not linked with any centre in particular, and it is up to the holder to choose the centre or centres in which to pursue his or her activities.

The aim of the Chair, in addition to the remuneration provided by the centre chosen, is to support a first-rate research project that would, in principle, be published in English by a commercial publisher or in the world's best specialised reviews.

Although the Foundation initially only thought fit to fund one 'Rafael del Pino Chair', the interest the programme has provoked in the university community has encouraged it to increase the number of Chairs offered, binding them with a sound research project and the relevant publications both in Spain and abroad.

The following is a list of the lecturers and professors, and their respective projects, with whom the Foundation held consolidated commitments at the end of 2004:

1. Mauro Guillén, professor at The Wharton School, University of Pennsylvania. The research work *'The Rise of the Spanish Multinational Firm. European Business in the Global Economy'* was completed in the summer of 2004 and will be published in 2005 by Cambridge University Press and, in Spain, by the Foundation within its collection Economy and Business.

2. Germá Bel, Professor of Applied Economics at the University of Barcelona. The research project proposed is entitled *'Estado y mercado: privatización, regulación y competencia'* (State and market: privatisation, regulation and competition). According to the agreement signed, the results of the Professorship Chair will lead to the writing of the book *'Reforma del sector público: los servicios locales en España'* (Reform in the public sector: local services in Spain), the preparation of two scientific working papers which will be published in top quality journals, and the presentation of the results of the research at a course or seminar to be held at the Foundation's headquarters or at any other suitable venue.

3. Leandros Prados de la Escosura. Professor of History and Financial Institutions at Carlos III University of Madrid. The title of the research work proposed is *'Libertad económica, crecimiento y bienestar en perspectiva histórica. La experiencia de los países de la OCDE. 1850-2000'* (Economic freedom, growth and welfare in historic perspective. The experience of OECD countries. 1850-2000').

According to the research agreement signed, the work, which is expected to take two years to complete, will lead to the publication of the book in English and, eventually, in Spanish, and the presentation of the results of the research at two courses or seminars to be held at the Foundation's headquarters.

The project involves studying the long-term trends in economic freedom and its links with growth and welfare measured by means of a human development index, and international inequality, drawn from a wide sample of European and European-origin countries, with the exception of Japan, that have achieved sustained economic development and today form the nucleus of the OECD.



We contribute towards enhancing the knowledge of Spain and European institutions held by a select group of South American and Spanish graduates.

'Lider' Scholarships for Senior Management and International Immersion

**Carolina Foundation**

**Santander Central Hispano Bank**

**Rafael del Pino Foundation**

**NH Group**





## Leadership Scholarships

The Carolina Foundation and the Santander Central Hispano Bank annually invite applications for the programme 'Leadership Scholarships for Senior Management and International Immersion', for emerging South American and Spanish leaders. Its main aim is to enhance the knowledge of Spain and European institutions held by a select group of South American and Spanish graduates. For that purpose, the 50 best academic reports held by newly qualified graduates (48 South Americans and two Portuguese) are selected from among those presented by South American and Portuguese universities, and the ten best reports presented by Spanish universities are selected. The scholarships cover travel to Spain, full accommodation and maintenance, academic fees and travelling expenses during the course.

The *Rafael del Pino Foundation* and the NH Group collaborated with this programme in 2004. The programme is run by Francisco de Vitoria University.

The scholarships have the following specific objectives:

- To provide emerging leaders from South America and Spain with a more precise insight of Spain.
- To create bonds between South American and Spanish leaders which in future will help draw their native countries closer to Spain.
- To foster fresh insight into relations between South America and Spain, highlighting the bonds between them rather than their disparities.
- To further the participants' human and professional leadership skills.
- To create, in the medium and long term, an interdisciplinary network of South American leaders aware of the need to strengthen and foster relationships among South American countries, and, in turn, between them and Portugal and Spain.

The programme's speakers were key figures in Spanish society and university professors and lecturers. Andres Pastrana, the former president of Colombia, was the director of the course. The *Rafael del Pino Foundation* collaborated with running it, by allowing its facilities to be used and offering the 10 scholarships awarded to Spanish graduates.

## **International Baccalaureate Scholarships**

The *Rafael del Pino Foundation* has collaborated once again with the United World Colleges, whose main aim is to draw together young people from different countries, with different creeds and cultures, to teach them the universal ideals of harmony and understanding.

The United World Colleges institution was founded in 1963 by the educator, Kurt Hahn. It now boasts ten centres worldwide which take in school children from different countries at upper secondary age for two years to study for the International Baccalaureate together. The aim of the course of studies is the award a diploma that allows access to universities all over the world.

In addition to the academic challenge and the challenge of living with students from other countries and with other cultures, the students at the United World Colleges have a community commitment and provide social and humanitarian services.

Since 2001, the Foundation has funded a scholarship every year that covers the academic fees for two years for a student to study at the Li Po Chun College in Hong Kong, Armand Hammer College in New Mexico, Waterford Kamhlaba College in Swazilandia and Red Cross Nordic United World College in Norway.

In view of the interest in the programme and the fact that it ties in with its aims, the Foundation has decided to continue to support the United World Colleges for the period 2005-2007.



Competitive market analysis  
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policies, rethinking regulation...

## 2. RESEARCH PROGRAMMES AND FELLOWSHIPS

The 2002 Report made clear that the Foundation felt it fitting to foster research in university departments and research centres with the aim of supporting top-level research work related to the Foundation's aims. That interest still stands. The following projects were undertaken in 2004.

### **Report on enterprising activity in Spain in 2001**

On May 12, 2002, the Foundation signed a collaboration agreement with the University of Alcalá to conduct a research project, the outcome of which, based on the *'Report on enterprising activity in 2001. Business enterprise and entrepreneurs in Spain: causes, activities, threats and opportunities'* was the book *'Emprededores y espíritu empresarial en España en los albores del siglo XXI'* (Enterprise drivers and business spirit in Spain at the start of the 21<sup>st</sup> century) by Antonio Garcia Tabuenca, Justo de Jorge Moreno and Federico Pablo Martí. The book was published by the Foundation within its Economy and Business

Collection. The presentation of the book was held on November 23, 2004 at the University of Alcalá, and on December 16, 2004, at the headquarters of the *Rafael de Pino Foundation*, when the Secretary General for Industry, Joan Trullén Tomás, gave an address.

The aim of this work was to give a descriptive and analytical panorama of the dynamics of enterprise in Spain in order to give insight into the reasons that prompt, brake, paralyse or lead to failure or success among those who embark on the business adventure at their own personal and financial risk. Generally speaking, in financial analysis, business activity has been dealt with chiefly from the corporate point of view. Because of the interest that the figure of the entrepreneur and enterprising spirit has triggered in recent years, this work is orientated more from the point of view of the entrepreneur than of the business itself.

The research explored, with regard to Spain, the atmosphere of the new and wide Schumpeterian vision, trying to

identify and compare variables and factors that define common behaviours in analysis, to gain a deeper understanding and come up with ideas and suggestions to support the meagre but emerging debate on the task of the entrepreneur in Spain; in particular, on the aftermath of the debut and legitimation of the social function of the entrepreneur in the last 25 years following a long period of economic and commercial isolation which led to an exceptional aversion to risk and to setting up business. Through the extraction of cases and standard patterns, it has sought to learn lessons that may facilitate this debate and encourage institutional, business and social initiatives to extend the task of the businessman, unblock entry barriers and activate existing strengths.

To carry it out, the authors used relevant information on the setting up of businesses and on entrepreneurs. Among other studies, recent and innovative works were used that enable data and results to be compared; in particular, and in the case of Spain, the GEM 2001 Report (*Global Entrepreneurship Monitor*) was taken into

account, the Report undertaken by the Tomillo Foundation for the High Council of Chambers of Commerce (2002) and the recent book about Spanish business dynamics by Segarra et al. (2003). This empirical work was based on three main sources of data: the SABI base (System for Analysing Balance Sheets in Spain and Portugal) gleaned from the accounts deposited by businesses with the Business Registrar; the SEPI Foundations' ESEE (Business Strategy Survey); and finally, the specific survey applied to other entrepreneurs on the SABI database (458 questionnaires).

The study, after reviewing the most important literature, went into the standard behaviour of business mobility in Spain, in other words, the dynamics of the entry and exit of production units in the market, analysing the characteristics of incoming businesses, the behaviour of the sectors to which they belong and business growth in terms of the size and age of the established businesses. The specific analysis of the samples of surveyed entrepreneurs then went on to investigate details of and data about their personal and business profiles, with specific

reference to business decisions, the ownership structure, the use and structure of personnel, research and development processes and financing models used. Finally, the work concentrated on analysing the results or causes of the success or failure of the enterprising activity.

The research comprises five chapters: the role of the entrepreneur in society, characteristics and deciding factors; the analysis of the business dynamics of Spain's economy, new sources and contributions; business enterprise and entrepreneurs in Spain (I), characteristics of the entrepreneur; business enterprise and entrepreneurs in Spain (II), deciding factors in business results; and conclusions and recommendations.

### **Perfect competition and welfare**

On January 22, 2004, the Director of the Foundation and Professor Pedro Schwartz signed a research agreement for the purpose of writing a book in English directly for publication by the publisher Edward Elgar in the United

Kingdom, in addition to its publication in the Foundation's Economy and Business Collection and for the corresponding presentations, as well as a coaching seminar for business executives and teachers, professionals and members of regulatory bodies and competition defence authorities.

This research project aims to find a solution in the field of orthodox economic analysis, pointing up that the conditions for perfect competition, static as well as dynamic, can be formulated in a far less restrictive manner than is usually done by microeconomists who mistrust the spontaneous market mechanism.



## **Economic analysis of the lawcourts and litigation**

On September 20, 2004, the Director of the Foundation and Professor Francisco Cabrillo signed a research agreement for the purpose of drafting a work on the economic analysis of the lawcourts and litigation which will be published by a British publisher and will go by the title 'The Economics of Courts and Litigation'. The book is intended chiefly for jurists and economists. The book has a twofold objective: to tackle the issue globally and to focus on the lawcourt systems in countries with a tradition of civil law (most of Europe, almost all South America and many other countries around the world).

While there are already a large number of works on these subjects, particularly articles published in specialist legal and economic reviews, in most cases the authors are American and there is no book that deals with the subject matter from a global standpoint.

Added to that, to date most of the books focus on the American civil system and, although many of the problems dealt

with are formally identical in all countries, there are undoubtedly considerable differences among those that explain the peculiarities in settling certain matters and the levels of litigation or different social costs.

## **Competitive market analysis**

On July 28, 2004, the Foundation signed a research agreement with Professor Jordi Jaumandreu Balanzo for conducting the research project '*Competitive market analysis*' that will lead to the writing of a book to be published in English by a commercial publisher and, in Spanish, within the Foundation's Economy and Business Collection. The research, the first part of which is expected to be carried out in the Department of Economics at Harvard University (Cambridge, USA), will finish on September 30, 2006.

Competitive market analysis has become a core aspect of many economic policy issues such as, for example, competition policies, the development of regulation,

support for innovative activities by businesses and maintaining the competitiveness of economic sectors. As a result, there is a broad movement underway for developing models and analysis techniques, together with their application in specific cases. The most recent trends place emphasis on the use of quantitative structural models, structural being understood to mean the comprehensive modelling of the principal characteristics of the market and its agents: demand, cost functions and behaviour. These models, which began in the 1980s as a response, within the area known as Industrial Economics, to the insufficiencies detected in applied learning, have turned into a vast amount of literature with very solid theoretical and econometric contributions. In turn, little by little the results and even the methods used are becoming, not without controversy, a tool used increasingly by management and regulatory bodies.

The main aim of the work is to provide an orderly panorama of the models and techniques employed, as well as the applications, behaviour and utility of the

practice. To that end, the work has been structured with an initial lay-out comprising a first part, that develops the analysis framework, and a second part, comprising a selection of applications. The analysis framework and the coverage of applications will both be performed at the high technical level the topic warrants, incorporating the latest developments. The first part attempts to deal with how to identify, employing econometric techniques, the behaviour of businesses and the market equilibrium, as well as the basic models used for markets for homogenous products and the markets for differentiated products. The latter, which make up the bulk of any advanced economy, are currently undergoing intensive elaboration, even with counterposed methodological proposals.

Analysis with fully dynamic models is only just beginning, but will be one of the key developments in coming years. The second part systematically reviews the key applications used in these models, in a set of themes that will include the impact of the innovation on welfare, analysis of the effects of the mergers, the



degree of competition in a given market, the effect of vertical relations and contracts between the wholesalers and retailers that supply the market, the needs and impacts of different forms of regulation and of the entry of businesses in the markets.

Hitherto, the work focused on market demand models based on discreet choices made by a distribution of heterogeneous consumers which represent one of the most frequently used analysis techniques. The most important topics are the basic underlying microeconomic model that generates the decision or purchasing probabilities, the interaction therein of the tastes and income of consumers, the types of industry for differentiated goods that this kind of model can cater for (horizontal and vertical differentiation and combinations), and the implications for the form and measurement of the elasticity of the market. The modelling and measurement of the elasticities are key themes for outlining the characterisation of companies' decisions.

### **Dynamics of the organisation-based learning process in knowledge intensive enterprises**

On November 16, 2004, the Foundation signed a research agreement with Professors Gregorio Martin de Castro and Pedro Lopez Saez for conducting the research entitled '*Organisational learning dynamics in knowledge intensive enterprises*' which will be published in book form in English by a commercial publisher and in Spanish within the Foundation's Economy and Business Collection.

The research will be conducted at the Real Colegio Complutense at Harvard University, with the collaboration of Professor Raquel Galindo of the Kennedy School of Government. It will deal with the study of organisational learning processes from theoretical and empirical perspectives. The theoretical analysis, based on the CESI model and the principal contributions to the topic being analysed, aims to draw up a general descriptive model of the different processes

for the creation and transfer of knowledge or organisational learning that take place in businesses. The empirical work will put forward evidence of the dynamics of organisational learning that crop up in business practice, and determine which of them offers greater strategic potential. To do so, the empirical contrast will be carried out in knowledge-intensive and top-technology enterprises found in the metropolitan area of highway 128 in Boston, in order to give statistic validity and generalisation to the results obtained.

### **Services in the European economy: challenges and implications of economic policy**

On December 23, 2004, the Director of the Foundation signed a research agreement with Professor Luis Rubalcaba to



conduct the project entitled '*Services in the European economy: challenges and implications of economic policy*'.

The main aim of the research proposed is the study of the activities of the services sector in Europe, presenting, in a clear, comprehensive and thorough manner, the state of affairs, prospects and challenges for the sector in the European economy as well as the appropriate implications for European economic policy.

The research is characterised by the following strong and novel points in relation to other works performed on the services sector:

- Comprehensive nature, covering all the services and their related topics, which are currently very scattered and lacking in a clear order
- Economic slant compared with more geographic or regional research
- Presentation for the first time of many recently prepared facts and statistics and of works in progress

- European focus (business enterprise, competition, single market, innovation...)
- Emphasis on the enterprising nature of the services and the need for economic policy to respect market freedom. A critical vision of inefficient regulation that prevents competition in many services markets

The research will be structured in three parts: concepts, foundations and statistics; empirical evidence of European services; implications of economic policy. The research will lead to the publication of a book in English by a commercial publisher and will be published in Spanish within the Foundation's Economy and Business Collection.

### **Factors to explain international joint ventures**

On December 23, 2004, the Director of the Foundation signed a research agreement with Professor Paloma Almodovar Martinez to conduct the project entitled '*Factors that explain international joint venture*'. In the present economic envi-

ronment which is characterised by market globalisation, economic organisations find that they need to gain entry to new markets in order to expand their competitive advantages. Hence, the decision they take on how to enter international markets, that is to say, which mode of entry to use according to their particular situation, gains particular importance. The decision of which model to choose is central to their operating capacity in global markets and is one of the key decisions in international trade. What's more, this will be the critical deciding factor that will establish the likelihood of the success of the investment overseas.

### **Network externalities in the digital economy: developing a competition model among e-business technologies subject to network effects**

On December 23, 2004, the Director of the Foundation signed a research agreement with Professor Jose Luis Arroyo Barrigüete to conduct the project '*Network Externalities in the Digital Economy: development of a Competition model among e-business technologies subject to network effects*'.

The aim of the research is to take an in-depth look at the business implications of network externalities in the context of electronic markets. Its study can be approached from different angles such as, for example, that of the industry-market. What is more, taking the business enterprise as an analysis unit, it is possible to orientate the study from the perspective of resources and capabilities. The latter is the approach chosen, analysing how the behaviour of a business, condi-



tioned by its own capabilities and resources, can have bearing on network externalities. This approach is justified, among other reasons because of the fact that revised versions of the theory of resources, based on ideas such as dynamic capabilities, knowledge or learning, seem to be designed for studying virtual markets, as they focus on matters that define their idiosyncrasy: dynamism, adaptation, turbulence, etc.

### **Post-privatisation enterprising initiative in Spanish businesses: an explanation for the change in efficiency**

On December 23, 2004, the Director of the Foundation signed a research agreement with Professor Ana Maria Romero Martinez to conduct the project *'Enterprising initiative in Spanish companies after privatisation: an explanation for the change in efficiency'*.



The three main aims of this research are: to find out whether privatisation embodies changes in the strategic behaviour of the businesses; specifically, in their enterprising initiative, which translates as innovation, the development of new business activities and processes for strategic renovation; to decide whether these changes are due simply to the transfer of ownership or, on the contrary, whether deregulation and increased

competition in the sector play a key role; and to explain the different results of Spanish businesses after their privatisation as a result of the changes in their enterprising initiative.

### **Measuring the capitalisation of social value: identifying the most appropriate indicators for measuring the impact of social action on business enterprises**

On December 23, 2004, the Director of the Foundation signed a research agreement with Professor Juan Luis Martinez to conduct research aimed principally at identifying and validating indicators that measure the contribution of effective value of social action to businesses with a view to enabling it to enhance the start-up of singular initiatives, to control them and extend them to other environments and companies.

In other words, the aim is to take stock of knowledge generated to date for the purpose of spreading and applying it. The research will gather together experiences from Asia, South America and Africa. The results of the research will be published in a book within the Foundation's Economy and Business Collection.

### **Knowledge and Development (CYD) report**

On October 1, 2003, the Chairman of the Foundation and the Chairman of the Board of Trustees of the Knowledge and Development Foundation (CYD), Ana Patricia Botin Sanz de Sautuala O'Shea, signed a three-year collaboration agreement the purpose of which is to contribute towards the publication of the CYD Report.

This report is to be 'a barometer for analysing incorporating into university culture the importance of orientating its activity towards economic and social development and, in particular, that of the setting in which each of these institutions is based'.

The signing of the agreement implies that the *Rafael del Pino Foundation* is the Founding Trustee of the CYD Foundation. As a result of the work undertaken, on November 11, 2004, a presentation was held for the book containing the results of the 2004 CYD Report: '*La contribución de las Universidades españolas al desarrollo*' (The contribution to development made by Spanish universities)'.



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### 3. TRAINING PROGRAMMES

Non-profit institutions are gaining growing importance in Western countries, following in the path of the United States, where the so-called Third Sector performs a social function of undeniable importance, complementing the work performed by the Public Administrations.

The activity of these organisations reflects a growing degree of complexity and reveals a serious concern for transparency of information. Its leaders admit that this transparency helps society understand what Third Sector institutions do and evaluate the work they do. It all calls for using adequate management criteria that contribute towards efficient assignment of their resources.

In accordance with the paper: *'El Papel de las Fundaciones en la Sociedad Española. Agenda para el futuro'* (The Role of Foundations in Spanish Society. An Agenda for the Future) published by the Spanish Association of Foundations, 'In the last few years, Spanish businesses have radically modernised their internal functioning, to adapt to increasing international and European competition and

better achieve their objectives in an environment of quickening change. This transformation has not taken place among foundations as widely as would be desired. Management techniques are applicable, to a large extent, to the development of the foundations. Values, such as how to act in time, the capacity for taking initiative, the liking for innovation and risk, ongoing learning, and the concern by all persons who have a relationship with the corporation (stakeholders), should shape the activity of the foundations'.

The comparison with the situation in the United States and that of the European countries reflects that improving the management of non-profit institutions is one of the issues pending. These institutions must exhibit their results and the management methods used. At the same time, they must be capable of developing new activities aimed at guaranteeing the achievement of their aims.

For these reasons, the Foundation has decided to give impetus to a support centre for micro-enterprise activities, as

well as courses and training programmes for people who work in non-profit organisations and institutions. Likewise, there is a clear need to train certain groups of professionals whose aims tally fully with those of the Foundation.

### **Micro-enterprise support centre (CEAMI)**

From December 5-8, 2001, a seminar on micro-credits entitled *'Profitable micro-finance operations: a noble proposition, an achievable challenge'* was held in conjunction with the Codespa Foundation at the headquarters of the Foundation. Organisations that were starting to undertake micro-credit projects were calling for more information on how to organise their programmes. The most experienced Development NGOs called for more specific training on how to manage the growth of the credits portfolio and how to develop the organisation's policies for expansion and for their transformation into specialised micro-finance institutions. From their perspective as donors or appraisers, the firms of consul-

tants, the intermediary Development NGOs and the public administrations engaged in cooperation, called for more training on how to analyse the good progress a micro-finance programme. From its part, the financial sector expressed its wish for more training in micro-credit methodology in keeping with its management methods, and in the methodology available to gauge the potential of the micro-enterprise market as well as other products adapted to the characteristics of the micro-enterprise sector.

Furthermore, the growing interest among financial institutions committed to this line of cooperation reveal that there will be a growing need for training in the field of micro-finance. Along these lines, on June 9, 2004, the *Rafael del Pino Foundation* created, in conjunction with the Codespa Foundation and the ICO Foundation, the Micro-enterprise Support Centre (CEAMI).

The CEAMI is a study centre specialised in the thematic field of micro-enterprise. Its activities can be summarised in three main areas: training, research and consul-



tancy. The *Rafael del Pino Foundation* collaborates with the training programme. In the light of the experience gained from the seminars held in previous years, in 2004 the CEAMI made its organisation more flexible in order to optimise its scope. Instead of holding one annual event in Madrid, it now intends to hold two regional fora in South America and a third forum in Madrid. Each of these fora is seeking to adapt to the needs of micro-enterprise support organisation and to the private sector interested in programmes of this kind, specific to each region.

The three fora will share common guidelines that respond to the objectives and focus of the CEAMI training programme. These are specialised fora intended for senior executives at micro-enterprise support institutions, from the private sector who are interested in the sector, and specialised researchers, with an accent on research and cooperation sector-private sector synergies. The regional fora in South America will adopt the double perspective of financial services and business development services and the forum in Madrid will deal with the specifi-

cations of the Micro-enterprise Support programmes in the developed world.

Within the framework of the agreement, on September 7-8, 2004, the International Seminar 'Sustainable Business Development Programmes: Experiences and New Alternatives' was held in Cartagena de Indias, Colombia. The aim of the seminar was to provoke a discussion on the profitability and sustainability of business development services, without leaving aside the importance of the quality and impact of those services. The seminar was intended for senior managers and civil servants in the field of business development at organisations providing micro-enterprise services.

### **Promotion and monitoring of the United Nations Global Compact**

In order to ensure the monitoring of compliance with the commitments arising out of membership by Spanish businesses of the Global Compact promoted by the United Nations Secretary General and

foster new membership, in 2001 the *Rafael del Pino Foundation* set in motion and gave financial backing to a conference to formally present the Global Compact in Spain, a concert at the *Teatro Real* in Madrid in honour of the Secretary General, and the creation of an organisational structure for monitoring in Spain the commitments that spring from membership of the Global Compact. The consolidation of the Global Compact in Spain was demonstrated by the success achieved at the "Conference for Businesses and Organisations who Signed the Global Compact in Spain" held on October 22, 2003.

On November 15, 2004, Global Compact Spain approved, at its 3<sup>rd</sup> Assembly, the founding of the *Spanish Association for*

*the United Nations Global Compact* (ASEPAM). At that event, held in the auditorium of the Casa de America, its by-laws were approved together with the list of candidates for the Executive Committee, and Salvador García-Atance was appointed Chairman of the ASEPAM.

The Foundation's Deputy Chairlady, Maria del Pino, who attended on behalf of Rafael del Pino, Honorary Chairman of the ASEPAM, welcomed the achievements attained since 2001, when the *Rafael del Pino Foundation* called on Spanish companies to subscribe the then new principles of the United Nations Global Compact. The *Rafael del Pino Foundation* is still pledged to its commitment to support, implement and spread the principles behind the Global Compact.



### Training for judges and magistrates

On October 18, 2002, the President of the *Supreme Court of Justice*, and of the *General Council of the Judiciary*, and the Chairman of the Foundation signed a

collaboration agreement to intensify 'their relations periodically on an institutional basis, establishing, as far as possible, initiatives and mutual activities in the organisation of courses, seminars, talks and round tables, both in the sphere of research and of training, addressed to the members of the Judicial Profession'. The term of the agreement is three years.



Within the framework of this agreement, a seminar was held on July 8-9, 2004, in the 'City of Justice' in Valencia, on 'The application of competition law by judges in Spain'.

The seminar is warranted by the fact that Council Regulation (EC) 1/2003 provides, in article 6, for the direct application by judges in Spain of Community competition law. In the past, competition law had

been treated as a Spanish law applied almost exclusively by administrative bodies with a centralised nature. The Regulation is a radical change in the application of competition law, especially since it presents the direct jurisdictional application of all the paragraphs of article 81 of the Treaty of Rome. In Spain, pursuant to section 86 of the Organic Act of the Powers of the Judiciary, its application will correspond to Mercantile Judges.

Consequently, the aim of the seminar was, in the first place, to provide those judges with sufficient training to apply the competition law with the complexities that it might embody and, in the second place, to examine how to incorporate competition law into Spanish civil action.

The directors of the seminar were Juan Manuel Fernández López, Magistrate and former Deputy Chairman of the Competition Defence Court, and Antoni Creus, a lawyer. The seminar was attended by 27 magistrates.

## The European Observatory of Children's Television

The aim of the European Observatory for Children's Television is to help achieve ethical contents in the audiovisual media, particularly in TV programmes for children. The Observatory questions whether the youngsters know how to 'read' the television language used in programmes made in the 21<sup>st</sup> century.

In connection with this issue, the Foundation signed an agreement with the Observatory on March 4, 2004, with a view to holding a technical conference entitled 'Newscasts for young children and youth: the values of training'.



## Initiation into leadership in civil engineering

On November 11, 2004, the Foundation signed an agreement with the University of Castilla-La Mancha to sponsor a leadership course for first-rate, newly-fledged civil engineering graduates. Run and taught by the Castilla-La Mancha University Advanced School of Civil Engineering, the following main topics of the course will be as follows: leadership techniques, new ways of organising modern businesses, innovation in civil engineering and the provision of services and, lastly, civil engineering enterprise management.

Added to that, there will be a weekly seminar given by business and social leaders, a task force to put in place an innovation plan for a civil engineering firm and lastly, the participants will have job training placements in companies. The course starts in the first fortnight of September 2005 and ends the first fortnight of December.

## Rail Transport Chair

On October 19, 2004, the Foundation agreed to fund a Chair in the Transport Department of the Madrid Advanced School of Civil Engineering, to be called the 'Engineer Rafael del Pino Chair in Rail Transport'. The Chair will include the following activities: an MSc in Rail Transport Technology, specialised conferences and seminars, scholarships for final year students to conduct end-of-course projects related to railways, scholarships to PhD studies and doctoral theses, postgraduate scholarships for courses and activities in other universities and research centres, financial support for short-term stays by lecturers at other universities and research centres, the publication of reports and books related to rail transport technology and rail transport research projects, among other matters.

## General agreement to collaborate with running the Diploma course in University Senior Management

On November 16, 2004, the Foundation signed a general agreement to collabo-

rate with running the Diploma course in University Senior Management, in conjunction with the Antonio de Nebrija University and Foundation, the UNESCO Chair of University Management at the Polytechnic University of Catalonia and the Conference of Rectors of Spanish Universities.

The Antonio de Nebrija University and Foundation, the instigators of this initiative, organise, run and administer the training programme in Madrid and award, in conjunction with the Polytechnic University of Catalonia, the Diploma in University Senior Management that grants a postgraduate degree in both universities. The Polytechnic University of Catalonia, the Spanish university with most experience in running courses of this kind, will contribute its extensive experience by way of its UNESCO Chair in University Management.



The *Rafael del Pino Foundation* is part-funding the project by awarding a grant to cover 50% of the cost of the course to each of the Universities wishing to enrol members of their administration, representation and management bodies. The Foundation's involvement expressly includes the use of its headquarters where the on-site sessions are held.

The Conference of Rectors of Spanish Universities (CRUE), which encompasses Spanish universities and the different UNESCO Chairs in higher education in Spain, such as the UNESCO Chair of University Management and Policy of the Polytechnic University of Madrid and the UNESCO Chair of e-learning at the Open University of Catalonia, contribute their knowledge and expertise and support the initiative and raise awareness of it in Spanish universities.

### **Course on Foundations and Sponsorship**

On October 28, 2004, the *Rafael del Pino Foundation* signed an agreement with the Spanish Association of Foundations to organise a course on 'Foundations and Sponsorship' for journalists and students of journalism.





The aims of the seminar were to improve the standard of knowledge, to gain new insights and make contacts relevant to research in the field of reforming the role played by governments in the markets.



## 4. SEMINARS FOR ACADEMIC STAFF

### Seminars on Business Economics for Spanish academic staff, held in Madrid and at the Real Colegio Complutense, Harvard University



On October 17, 2001 the *Rafael del Pino Foundation* signed a collaboration agreement with the Complutense University of Madrid which was renewed and given wider scope on May 25, 2004.

The aim of the agreement was the sponsorship of the following academic and scientific activities:

a) to hold seminars for updating knowledge in the field of business economics for Spanish academic staff who teach business administration, at the Real Colegio Complutense, Harvard University. The panel of lecturers were specialists from leading American universities.

b) to hold courses and/or seminars for studying research methodologies in the field of business administration at the Real Colegio Complutense, and to make available the knowledge of centres and first-rate lecturers and professors to reinforce and internationalise research into business topics.

c) to organise and run at least one academic event a year at the headquarters of the *Rafael del Pino Foundation* on relevant matters related to business economics.

Within the framework of the agreement, on June 10, 2004, a summer course was held at the Foundation, for Spanish academic staff who teach Business Management.

Later, another course was held at the Real Colegio Complutense, Harvard University, from July 12-20, 2004. The aim of the course was to enhance the standard of knowledge of the participants, gain fresh insights and make contacts relevant to research in the field of business administration in the specific fields of competitive strategy, technological

change and technological internationalisation. The course was given by 11 well-known lecturers with relevant publications in their field of specialisation, from the Harvard Business School (seven lecturers), MIT (2 lecturers), Boston University (one lecturer) and the Wharton School (one lecturer). The student body was made up of 31 lecturers and professors from 20 universities.

### **Seminars on economic regulation, competition and public sector reform for Spanish academic staff, held in Madrid and at the World Bank**

On April 23, 2004, the *Rafael del Pino Foundation* signed a collaboration agreement with the University of Barcelona aimed principally at organising activities on the subjects of economic regulation, competition and public sector reform, for the purpose of training leaders, university lecturers, company directors and regulatory bodies. The University of Barcelona is participating through the Department of Economic Policy and World Economic Structure.

According to the agreement, the department in question will also organise an annual programme of seminars, lectures and meetings for university lecturers and Spanish senior managers.

As an initial outcome of the agreement, a seminar entitled '*Government Reform: privatisation, regulation and competition*' was organised in conjunction with the World Bank and held at its Washington offices from July 12-16, 2004.

The seminar's aims were to enhance knowledge, gather new information and make relevant contacts for research in the field of the reform of the role played by governments in the markets, in particular with regard to the processes of privatisation, regulation and competition. In order to achieve those goals, the seminar focused on updating knowledge, studying research methodologies and making contact with renowned lecturers and research centres.

### **Seminars on economic analysis of law for Spanish academic staff, held in Madrid and at the Real Colegio Complutense, Harvard University**

Within the framework of the agreement signed with the Complutense University on May 25, 2004, a postgraduate course on the Economic analysis of law was held from 18-22 October, 2004, with the support of the Real Colegio Complutense, Harvard University. The aims of the course were:

- To give an up-to-date vision of the key problems that arise today in the field of the economic analysis of law.
- To study research methodologies.
- To develop contacts with renowned professors and research centres.

The directors of the course and of the programme were, respectively, Francisco Cabrillo (Complutense University, Madrid) and Fernando Gómez (Pompeu Fabra University). The coordinator was Rocío Albert.



‘Governments should think  
of consumers and individual savers  
when they regulate markets  
and deregulate monopolies.’

*Rodrigo Rato y Figaredo*  
Deputy Prime Minister of the Government and Minister for the Economy

## Lectures and conferences

### 1. MASTER LECTURES

In 2004 the following master lectures were held:

*'Governments should think of consumers and individual savers when they regulate markets and deregulate monopolies.'*

#### **Rodrigo Rato y Figaredo**

Deputy Prime Minister of the Government and Minister for the Economy.

The closing address for the course 'Just twenty-five years', scheduled in 2003, was held on January 12, 2004, and given by Rodrigo Rato y Figaredo, the Deputy Prime Minister of the Government and Minister for the Economy. The title of the lecture was: *'An economic strategy for the future: 25 years of lessons'*.



*'More important than being at fair value is the question of symmetry: the end of a cycle overvalued as much as it was undervalued at the start of the cycle.'*

#### **Daniel Chornous**

Chief Investment Officer, RBC Asset Management, Bank of Canada.

On June 17, Daniel Chornous, Chief Investment Officer, RBC Asset Management, Bank of Canada, gave the lecture *'The Investment Outlook: Prospects for Growth and Capital Markets'*.

*'As far as structural reforms are concerned, these reforms have to be carried out in the labour markets and the goods and services markets in the euro zone'*

**Win Duisenberg**

Former Chairman of the Central European Bank.

On October 13, Mr. Win Duisenberg, the former president of the Central European Bank, gave the lecture *'Economic and Monetary Union: Inception, Experience and Future'*.

**2. EXPERTS' MEETINGS**

**The history of the universe and of life**

On March 1, 2004, the *Rafael del Pino Foundation* signed a collaboration agreement with the Carlos III Foundation for International Cooperation and Health.

The history of the evolution of mankind goes beyond the scientific interest of the discipline itself because it has major bearing on our understanding of human behaviour. Although a large part of our conduct is underpinned by the values and traditions common to every culture, human behaviour is also considered to be determined by biological factors. From this perspective, the understanding of the biological bases of human behaviour is of utmost importance in key



aspects of our society, such as planning for education, drafting laws, proposals for models of social organisation, and as a source of data for ethical reflection.

The collaboration between the two institutions mentioned above will take shape in the form of the sponsorship by the *Rafael del Pino Foundation* of the activities described below:

- a) The design of a large panel to illustrate the history of the universe and of life and the proposal for the creation of a mural on the basis of the panel. Likewise, the Centre for Research into the Evolution of Mankind and Human Behaviour will produce a book explaining the mural, which can be read on its own.
- b) The organisation of an annual cycle of lectures for senior executives and scholars or, alternatively, a summer course to be given by Professor Arsuaga and his team, including the possibility that professors of international renown will take part in it.
- c) The organisation of a course, the title of which could be: *'Consillience:*

*towards the integration of natural and social sciences'*. The course will analyse topics such as ethology, human evolution, socio-biology, behavioural genetics, evolutionist psychology, evolutionist medicine, cognitive neuroscience, game theory and others.

#### Lecture by Professor Wallace Oates



Within the framework of the 11th Meeting of Public Economics, the Foundation sponsored a lecture by Professor Wallace Oates from the University of Maryland, a pioneer in the analysis of fiscal federalism and one of the world experts in environmental economy. The Congress, which brought together the top experts on this subject, has been organised since 1993 and was held on 5-6 February, 2004, at the University of Barcelona and was dedicated to 'The challenges of fiscal decentralisation in the face of globalisation'. Professor Oates gave the opening

address '*Towards a second-generation theory of fiscal federalism*'. Taking advantage of his presence in Spain, the Foundation organised a seminar at its headquarters.

### **Conference on humanitarian criminal law**

On October 27, 2004, the *Rafael del Pino Foundation* and the Spanish Red Cross signed a collaboration agreement with a view to holding conferences on '*Humanitarian international law in the face of armed conflict*'. The conferences, held on 17-18 November at the headquarters of the Foundation, were aimed principally at professionals from the academic world, lawyers, judges, politicians, the media, social and political sciences, students, humanitarian organisations and everyone related directly or indirectly to international criminal justice. The opening address was given by Dr. Jacques Moreillon, member of the International Committee of the Red Cross. The conferences were structured on the basis of two central themes: 'The protection of war victims' and 'The International Criminal Court'.

### **First Seminar on competition law and economics**

On May 1 last year, Council Regulation (EC) no. 1/2003 of December 16, 2002, on the application of competition rules pursuant to articles 81 and 82 of the EC treaty, and Council Regulation (EC) no. 139/2004 of January 20, 2004, on the control of concentrations among undertakings, came into force. The coming into force of Rule 1/2003 coincides with the coming into force of Council Regulation (EC) no. 773/2004 of April 7, 2004, relating to the conducting of proceedings by the Commission pursuant to articles 81 and 82 (which repeals the former Regulations 2842/98 and 3385/94) and with the publication of six Communications by the Commission regarding their application. Altogether, it has been dubbed the modernisation package for Community competition law.

On the other hand, the government of Spain announced its decision to carry out a sweeping reform of the current Competition Defence Law in which it would not only cater for the announced merger of the current Competition

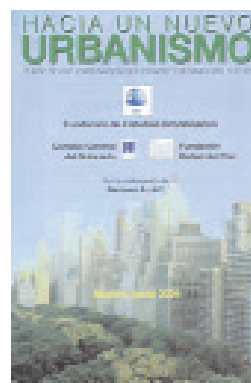


Defence Service and Court, but other reforms as well, such as giving decision-making powers on concentration operations to an independent body (without prejudice to possible exception clauses), the reform of the proceedings, and other aspects of the law in force that guarantee the coherence of Spain's system within the European Competition Network that enable heightened legal security and the transparency and efficiency of Spain competition defence system. Likewise, the work on drafting a new law should be based on the experience built up over the last 15 years and compared with that of other countries –European or otherwise– and with that of the European Commission. As a result, initially it is a question of giving thought to the aims of the competition policy and the best way enforcing compliance with the rules implementing it (court application, administrative application).

In view of this, the Foundation decided to hold the 'First Seminar on Competition Law and Economics', on 15 November, which aims to be the first in a long series of seminars which will be devoted, year after year, to studying the problems of

competition law and economics, always with a multidisciplinary slant (legal and economic), attempting to draw together the different professionals related to those subjects from all angles (professors and authorities, magistrates and judges, lawyers and consultants, etc.). The talks given will form the basis of a book to be published by the Foundation at the beginning of 2005 within its Law collection. Later, the book will be presented within the framework of a Conference open to anyone interested in the subject matters dealt with at the Seminar. The directors of the Seminar were Santiago Martínez-Lage and Amadeo Petitbó.

### Course on town and land-use planning



On May 27, 2004, the *Rafael del Pino Foundation* and the *Foundation for Real Estate Studies* signed a collaboration agreement for the former to sponsor a course on

'Regulating space and land-use planning'.

The General Council of Notaries and Garrigues A. and A.T. collaborated as well. The course was held in 10 sessions from May 31 to June 28, 2004, and the following people took part: Jaime Rodríguez Arana, Manuel Jiménez de Parga, Pedro González Trevijano, José Manuel Sala Arquer, José Luis Martínez López Muñiz, José Pedro Pérez Llorca, Gabriel Cisneros Laborda, José Gabaldón López, Francisco Fernández Segado, José Luis de los Mozos, Tomás-Ramón Fernández, Antonio Garrigues Walker, Francisco Perales Madueño, Luis Morell Ocaña, Enrique Sánchez Goyanes, Alfonso Pérez Moreno, Jesús González Salinas, Luis de Guindos Jurado, Martín Bassols Coma, Pedro García Capdepón, Manuel Martí Ferrer, Borja López Jurado, Roberto Parejo Gamir, José Manuel Galindo, Juan Bolás Alfonso, Joaquín Rams Albesa, Vicente Luis Montés Penadés, José M<sup>a</sup> Cuesta Sáez, Guillermo Chicote Estruch, Pedro Romero Candau, Manuel Medina de Lemus, Manuel Ángel Rueda Pérez, Rafael Termes Carreró, Francisco Cabrillo Rodríguez, Gaspar Ariño Ortiz, Amadeo Petitbò Juan, Miguel Ángel Fernández Ordóñez, Carlos Rodríguez Braun, Juan Iranzo Martín, Gregorio Izquierdo, Antonio Pulido, Emilio Fontela and María Antonia Trujillo.

## **Conferences on rail transport competition**

The *Rafael del Pino Foundation* held three conferences on competition in rail transport, airport infrastructures and port infrastructures. The complexity of the topics, the difficulties in getting together the world's top experts and the wish to publish the content of the talks given at each conference before the next one began explains why only the first of the conferences planned was held in 2004.

The Conferences on rail transport competition are based on the fact that, at present, Spain, as well as other European countries, is trying to decide the best way to apply the European Commission rail transport directives. Since there is ample experience of the different approaches available in the world, the aim of the Conference was to held debates on and learn from those experiences in order to come to conclusions that could prove useful for Spain. For that purpose, the world's best experts was invited to participate.

## Second International meeting on corporate social responsibility. IUVE Foundation



On September 28, 2004, the Foundation agreed to provide financial backing for the 2<sup>nd</sup> Corporate Social Responsibility Meeting orga-

nised by the IUVE Foundation. The meeting took place in Madrid on 27-28 October, 2004. The aim of the meeting was to look in depth at the social commitment that businesses have and at how this becomes a factor that helps improve productivity and boosts social transformation. At the meeting, where there were speakers from Spain and other countries, an appraisal was made of the situation of the business sector in the field of corporate social responsibility by looking at cases involving large companies.

## Agreement with the Spanish Royal Academy of Moral and Political Sciences

An agreement was signed on July 21, 2004, with the Royal Academy of Moral and Political Sciences to finance a seminar on 'Labour productivity in Spain' and a course of lectures on 'Economics and Spanish economists'.

The aim of the seminar is to analyse labour productivity in the Spanish economy. It will take an in-depth look at the technical foundations of the debate on productivity and come up with answer to questions on positive analysis and rules of productivity trends in recent years in Spain.

Although there are links in the behaviour of short and long-term productivity, clarifying those issues calls for distinguishing between these time frames. For that purpose, the talks at the seminar should contribute towards analysing the different time dimensions of the phenomenon and the implications for economic policy stemming from that analysis. This patronage function involves the Rafael del

Pino Foundation's membership of the Association of Protectors of the Spanish Royal Academy of Moral and Political Sciences.

### 3. FUTURE PROSPECTS MEETINGS

#### The current economic trends

A six-monthly lecture was scheduled for 2003 onwards on economic trends to be given by Juergen Donges, Director of the Institute of Economic Policy of Cologne and former Chairman of the Council of Economic Experts (Germany).

After the coming into being of the so-called new economy and the constitution of the Economic and Monetary Union, the monitoring of economic trends takes on special importance. For that reason, the Foundation is aiming to offer entrepreneurs and Spanish students regular and illustrated information about economic trends in Spain, Europe and the world.



To do so, an agreement was reached with Professor Juergen Donges for him to give two lectures a year on the subject. Two lectures were held in 2004, on May 27 and November 25, entitled respectively *'The challenge of competitiveness in the enlarged European Union'* and *'Domestic economic prospects; uncertainty returns'*.

#### 4. FREE ENTERPRISE FORUM

The Foundation felt it was appropriate to organise regular meetings to discuss key current events. So far 16 meetings have been held, five in 2001, three in 2002, four in 2003 and four in 2004. The speakers in 2004 were:

- Ana Palacio Vallelersundi. Minister of Foreign Affairs. January 21, 2004
- Rafael Puyol Antolín. Former Rector of the Complutense University and Vice-president of the Instituto de Empresa Foundation. March 17, 2004
- Luis Berenguer Fuster. Euro MP. May 16, 2004
- Joan Trullén Thomàs. Secretary General for Industry. December 16, 2004





TO FAVOR THE KNOWLEDGE OF THE HISTORY OF SPAIN AND FOSTER AND DEFEND ITS CULTURAL HERITAGE

The routes that between them gave  
access to the world's cultures  
are the scaffolding -the infrastructure-  
of cultural exchange and the precise  
framework for understanding them

## To favor the knowledge of the history of Spain and foster and defend its cultural heritage

### 1. LECTURES AND CONFERENCES ON DIFFERENT ASPECTS OF THE HISTORY OF SPAIN

#### Publication of the Minutes of the Congress 'Governing a world. Viceroyalties and Audiencias in Hispanic America'

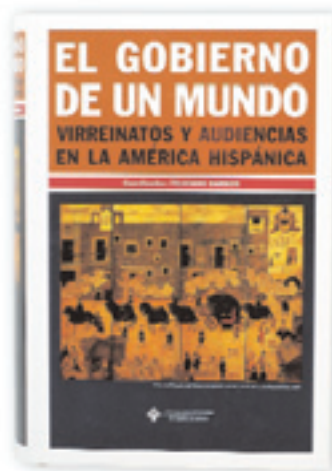
Following the 'Viceregal Conferences in Rio de la Plata', it emerged that the issues that had to do with Spanish Administration overseas arouse a lively interest that make them worthy of a scientific study and a synthetic analysis. In that framework, the Foundation promoted the staging of a top-level international scientific Congress in 2002 to put forward and compare the current state of knowledge of the organisation, administrative structure and practice of governing the American and Oceanic territories once linked to the Spanish Crown.

The Congress took place in the Ancient Convent of *San Pedro Martir* in Toledo (November 3-5) and at the

headquarters of the *Rafael del Pino Foundation* in Madrid (November 6-8). The Minutes of the Congress were published in a book in June, 2004. The book, entitled '*El Gobierno de un mundo. Virreinos y Audiencias en la América Hispánica*' (Governing a world. Viceroyalties and Audiencias in Spanish America), was coordinated by Professor Feliciano Barrios.

#### Governing the Indies. A general readership publication

The International Congress on '*Governing a World. Viceroyalties and Audiencias in Spanish America*' has been reflected in what inevitably had to be a limited edition of a large book intended mainly for scholars and specialists. However, the importance of the part played by Spain and the need for that period in history to be known by a large number of Spanish and South American citizens advised the writing and publication of a general readership book for the public at large.



For this purpose, Javier Barrientos, Professor of History of Law at the Faculty of Law at Diego Portales University in Santiago, Chile, has written the text of a highly informative book entitled '*El Gobierno de las Indias*' (Governing the Indies) which was published within the Foundation's History Collection.

## Second Viceregal Conference

After the Viceregal Conference and the International Congress 'Governing a World. Viceroyalties and Audiencias in Spanish America' were held, it was felt advisable to give continuity to those activities. As a result, the 'Second Viceregal Conference. Acts to Commemorate the Second Centenary of the death of the Honourable Don Joaquin del Pino y Rozas of Baena, 3rd Viceroy of Río de la Plata' were scheduled, and held in the town of Baena (Cordoba) on April 16-17, 2004. The Conference was sponsored by the *Rafael del Pino Foundation* with the collabo-

ration of Baena Town Council and the University of Córdoba.

As happened in Argentina, the Conference held in Baena consisted in getting together accredited specialists in the History of the Institutions for them to put forward their research studies and for debates to be held on subjects related to the Government and Administration of Spanish America during the viceregal period. This time, the theme proposed was the action of governance by Don Joaquin del Pino during his long career as a senior Crown official in the Indies: Governor of Montevideo, President of the Royal Audience of Charcas, General-in-Chief of the Chilean Army and Viceroy of the Provinces of Río de la Plata.

The event got underway with addresses by the Mayor of Baena, Luis Moreno Castro, the Rector Magnificent of the University of Córdoba, Eugenio Domínguez Vilches and by Rafael del Pino y Moreno, Founder Chairman of the *Rafael del Pino Foundation*. Carmen Iglesias





from the Spanish Royal Academy of History gave the opening address and presented a suggestive panorama of Spanish American Enlightenment, as a cultural backcloth to the era of Viceroy del Pino.

The closing ceremony, chaired by Amadeo Petitbó, director of the *Rafael del Pino Foundation* and organiser of the Conference, had two outstanding guests: Andres Pastrana, former President of the Republic of Colombia, as speaker, and Gonzalo Anes y Alvarez de Castrillon, Director of the Spanish Royal Academy of History, who gave the closing address.

Prior to that, the following people had given talks: Jose Antonio Escudero, from the Spanish Royal Academy and the Royal Academy of History, who gave a lecture on *'The Central Government of Spanish America at the time of Viceroy del Pino'*, and Javier Barrientos, from the Chilean Academy of History, who gave the lecture *'Loyalty and merit: Don Joaquin del Pino and governance of Spanish America'*. On the afternoon of April 16, an interesting round table discussion was held, chaired by Feliciano

Barrios, Professor of History of Law and of Institutions from the University of Castilla-La Mancha and scientific coordinator of the Conference. The following people took part in the discussion: Eduardo Martiré from the National Academy of History (Argentina), Ezequiel Abasolo from the Catholic University of Buenos Aires, Manuel Torres from the University of Cordoba, Luis María Calvo, Director of the Provincial Museum of Santa Fé (Argentina), and Manuel Horcas Gálvez, Baena's Official Chronicler. That afternoon, a fête organised by the Town Council of Baena and at which the town's 'adopted son', Rafael del Pino y Moreno, greeted the people of Baena, was a touching end to the events.

### **Spanish America at the dawn of emancipation**

The approaching celebration of the centennials of South American independences highlights the need to embark on a deep-seated debate on the Spanish America emancipation by means of a scientific method. These celebrations will

undoubtedly focus on the beginnings of the emancipation process. Hence, it would seem fitting to take the initiative with regard to holding scientific meetings by organising an International Congress to coincide with the meeting in Madrid of the Latin American Academies of History, centering on the reality, at times distorted, of the South American Viceroyalties - and Audiencias- at the end of the 18th century and beginning of the 19th century.

The 9th Congress of Latin American Academies of History was the outcome of collaboration between the Spanish Royal Academy of History and the *Rafael del Pino Foundation*. It took place in Madrid on November 4-6 at the *Cason del Nuevo Rezado*, the headquarters of the Spanish Royal Academy of History and at the *Rafael del Pino Foundation* building. The opportunity to sponsor this Congress arose as a result of the meetings of Latin American Academies that are taking place in the arena of Spanish - and Portuguese- speaking culture.

The Congress, whose honorary chairman is HM the King of Spain, gathered together in Madrid representatives from

Argentina, Bolivia, Brazil, Colombia, Costa Rica, Chile, the Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Paraguay, Peru, Portugal, Puerto Rico, Spain, Uruguay and Venezuela, and a Cuban representative as an observer. The common theme of the busy sessions was Spanish America at the dawn of emancipation, a lead-in to the many events, congresses and meetings which will undoubtedly take place to mark the celebrations for the second centenary of the start of the different processes of independence of sister republics on the other side of the Atlantic.

The Congress began with a solemn opening ceremony chaired by HRH the Princess of Asturias, which was the first event chaired by Doña Leticia on her own. Addresses were given by Gonzalo Anes y Alvarez de Castrillon, Director of the Spanish Royal Academy of History, Luis Suarez Fernandez from the Royal Academy of History, Eduardo Martíre from the National Academy of History of Argentina and María del Pino y Calvo-Sotelo, Deputy Chairlady of the *Rafael del Pino Foundation*. During the three days' work, 36 communications were produced, grouped in 12 sessions followed

by the appropriate debate, and the presidents of the different Academies in attendance chaired them. At the closing ceremony, held at the headquarters of the Foundation, addresses were given by Amadeo Petitbó, Director of the *Rafael del Pino Foundation*, and Gonzalo Anes y Alvarez de Castrillon who, during the course of the event, was awarded the Portuguese Academy of History Gold Medal.

The proposals presented at the 9th Congress of Latin American Academies of History will be published soon by the *Rafael del Pino Foundation* within its History Collection.

The members of the Honorary Committee of the Congress were:

- José Luis Rodríguez Zapatero. Prime Minister of the Government
- Miguel Ángel Moratinos Cayaubé. Minister of Foreign Affairs and for Cooperation
- Maria Jesús Sansegundo Gómez de Cadiñanos. Minister of Science and Education
- Carmen Calvo Poyato. Minister of Culture

- Esperanza Aguirre y Gil de Biedma. President of the Community of Madrid
- Alberto Ruiz Gallardón Jiménez. Mayor of Madrid
- Rafael del Pino y Moreno. Chairman of the *Rafael del Pino Foundation*

The Executive Committee comprised the following persons:

- Gonzalo Anes y Álvarez de Castrillón. Director of the Royal Academy of History
- Eloy Benito Ruano. Permanent Secretary of the Royal Academy of History
- Amadeo Petitbò Juan. Director of the *Rafael del Pino Foundation*
- Feliciano Barrios Pintado. Correspondent Academic of the Royal Academy of History



## Research project: “Don Joaquin del Pino and the organisation of Spanish Uruguay”

On September 1, 2004, the Foundation signed a research agreement with Professor Ezequiel Abasolo for the purpose of providing financial support for the work ‘*Don Joaquin del Pino y la organización del Uruguay Hispánico*’ (Don Joaquín del Pino and the organisation of Spanish Uruguay), the outcome of which will be a book that will be published within the Foundation's History collection.

The first two chapters of the book will deal with the personality of Viceroy del Pino and the characteristics of Spanish Uruguay prior to his access to the government. The remainder will develop the different aspects in which the Viceroy's ‘good governance’ was deployed.

So far, the researcher has identified 240 documents that shed considerable light on the trajectory of the

Viceroy and of his family as well as the situation that Spanish Uruguay was in at the end of the 18th century.

## Book about Don Jerónimo Luis de Cabrera

Within the framework of the activities carried out in the Republic of Argentina, the Foundation sponsored the publication of the book ‘*Don Jerónimo Luis de Cabrera. 1528-1574. Origen y descendencia*’ (Don Jerónimo Luis de Cabrera. 1528-1573. Origin and descent) by Alejandro Moyano Aliaga, published by Alcion Editora.

The book was presented on September 22 at the Enrique Larreta Spanish Art Museum in Buenos Aires. The presentation ceremony was attended by the Director of the Academy of History of Argentina, Miguel Angel de Marco, the Chairman of the *Rafael del Pino Foundation*, Rafael del Pino y Moreno, the Deputy Director of the Royal Matritense Academy of



Heraldry and Genealogy, Jaime de Salazar, and the Doctor in Medicine - Historian and former President of the Argentine Federation of Genealogy and Heraldry, Dr. Prudencio Bustos Argañarás.

In the prologue of the book, Dr. Prudencio Bustos Argañarás describes the work carried out by Alejandro Moyano as 'colossal, not only for its contribution to genealogy studies, but also because it serves to reinforce the process of recuperating the Spanish period in our history, which has such bearing on our cultural wealth'.

The book was presented at the headquarters of the Foundation on October 19, 2004. The presentation address was given by Jaime de Salazar Acha and by Ignacio Tejerina Carrerá, President of the Córdoba Centre for Genealogy Studies (Argentina).

## 2. SUPPORT FOR ACTIVITIES TO FOSTER AND DEFEND SPAIN'S CULTURAL HERITAGE

### Student's Dictionary

On October 4, 2001, a collaboration agreement was signed at the premises of the Spanish Royal Academy by the Pro Real Academia Española Foundation and the *Rafael del Pino Foundation*. The purpose of the agreement was to prepare, in collaboration with the relevant Academies, the new 'Student's Dictionary', the aim of which is familiarise the youngest generation of Spanish-speakers, whose responsibility it will be to forge the Spanish language in the 21<sup>st</sup> century, with its lexical repertoire.

The Student's Dictionary aims to cover the area not always dealt with by traditional school dictionaries, devoting its efforts to a band of users, both Spanish and Hispanic Americans, comprising students aged between the ages of 12 and 17. The writing of the dictionary was completed in February 2004, at which point its revision began. It is expected to be available in September 2005.

The aim of the work is to make it an efficient and indispensable tool, not only in language classes but in all other subjects covered in schools. The Student's Dictionary has been conceived as a selective inventory of the lexicon of our times, to be used by the students in the age group indicated above. As it is intended for all the Spanish-speaking countries, it will include the most common and widespread South American lexicon.

The Student's Dictionary will be made up of some 38,000 entries, selected on the basis of usage criteria, and it sets out to draw together the basic vocabulary in which a secondary or university-entrance student should be linguistically competent, or should at least know.

During 2004, the South American Academies were sent the words and meanings selected, and now written and revised, corresponding to Latin American use of Spanish, for them to make their comments. The Student's Dictionary indicates essential synonyms and related words in Spanish. It also places special importance on the treatment of grammatical words. An academic dictionary must pay special attention to the treatment

given to these terms as they represent a field in which the authorised voice of the Academy is expected. It will also include black and white illustrations.

On a parallel basis, the documents that denote the specific treatment given to the articles in the Student's Dictionary have been completed and perfected. They cover all the aspects that have to do with the method of writing and structure of the Dictionary: topic-based examples of composition, grammar, lemmatisation criteria, synonyms, antonyms and treatment of idioms, etc.

### **Europe and America. Four hundred years after the publication of Don Quixote**

On May 29, Miguel Angel Cortes, Chairman of the Governing Board of the Carolina Foundation, Rafael del Pino y Moreno, Founder Chairman of the *Rafael del Pino Foundation*, and Jose Angel Sanchez Asiain, Chairman of the Board of Trustees of the Colegio Libre de Eméritos Universitarios Foundation signed a collaboration agreement for organising the International Meetings 'Europe and America. Four hundred years after Don Quixote'.

The aim of the Meetings is to foster and raise awareness of the cultural legacy of Spain and its contribution to universal culture and, in particular, to western civilisation. The meetings are framed in the commemoration, in 2005, of the fourth centenary of the publication in Madrid of the first part of the work by Miguel de Cervantes: 'The Ingenious Gentleman Don Quixote de la Mancha', one of the great literary pillars of world culture and a symbol of Spain's contribution to our civilisation on both sides of the Atlantic.

The celebration of this anniversary would be based on the organisation of three top-level international meetings, with the aim of discussing and reflecting on the main aspects of relations between Europe and the Americas—as continents that form the nucleus of western civilisation—in the historical perspective and today.

The first meeting, '*Europe, America and the World: historic times*' took place at the headquarters of the Foundation on February 12-

14, 2004. The aim was to analyse, from a plural point of view (historic, linguistic, sociological and political), a series of aspects that are fundamental for understanding the history of Europe and America, their relations and the relationships with other parts of the world. The organisers aimed to study the genesis, evolution and current state of the relations, convergences and differences between both continents, as well as the relations, contacts and divergences between these continents and the rest of the world at various moments in history.

At this first meeting, five sessions were held to analyse the cultural and political contributions made by America and Europe, as well as the development of their different areas, their changing and, at times, conflictive relations, as well as those they held with other parts of the world also undergoing transformation. For that reason, a chronological analysis was chosen and an interdisciplinary focus that contemplated the different ideological and methodological options.



## Searching: a History of the exploration of the World

The Spanish Geographical Society and the *Rafael del Pino Foundation* expressed their interest in the publication of a general readership book explaining the history of the discoveries, placing emphasis on the role played by Spanish travellers and explorers. The book will be published in English and Spanish and will be directed by the historian, Felipe Fernandez-Armesto.

The book shows how, for some 100,000 years, human communities have split apart, after long migrations, and developed distinct cultures. This array of cultures is, perhaps, the crowning glory of mankind. There are other social animals—simians, for example, monkeys, ants, whales, rats—but none have experienced a history of divergence and, hence, of exchange akin to ours, or the possibility of enrichment and progress that leads on from it.

Since contacts between cultures began to be re-established, world history consists of the narration of the exchanges

that have taken place: the procedures whereby the cultures of humans have initiated contacts, have mimicked each other, have influenced or adopted new systems of living, building the world we live in; engaged in a network of communications that interlinks the entire planet.

The routes that, between them, gave access to the world's cultures are the scaffolding—the infrastructure—of cultural exchanges and the precise framework for understand them. But their story must be told. The historiography of the explorations has traditionally been confined to a fairly humble project: a run-through of European discoveries in the last five or six hundred years as an aspect of the emergence of the West and of western hegemony in the modern world. Now we have the opportunity to respond to the need for a genuine world history, both authentic and comprehensive.

The history of the exploration of the world starts with the analysis of the great migrations by homo sapiens, situating them in their geographical and ecological context. It devotes attention to the explorations achieved by extra-European



peoples. It tries, above all, to re-map the routes of the great pioneers, that established links between divergent cultures, and the paths trodden through contacts and conquests, trade and contagion. The achievements of the European and Spanish discoverers shine even brighter in their world context.

The project includes two agreements. A research agreement signed by the Foundation and Felipe Fernandez-Armesto Millan, and another agreement signed by the former and the Spanish Geographic Foundation. The aim of the first agreement, signed on March 31, 2004, is the publication of a book on the history of the discoveries, which may go by the title '*Searching: A History of the Exploration of the World*' and that highlights the part played by the Spanish explorers, an interest shared by the Spanish Geographic Foundation.

A second agreement, signed on June 28, 2004, establishes that the signatories share the wish to publish the book and for it to be distributed widely in the English and American markets and, later on, in other languages.

## **Association of Protectors of the Spanish Royal Academy of History**

The Foundation has agreed to sign an agreement with the Royal Academy of History whereby the former would join the future Association of Protectors of the Royal Academy of History. This membership is framed in the Academy's wish to make active dissemination and publication commitments with other institutions and private individuals, to make the results of scientific research available to the general public and facilitate knowledge of history.

It also wishes to make agreements with people and institutions that, beyond the scope of a financial contribution, take the shape of a framework of ongoing collaboration that associates them with the aforesaid aims and the activities of the Academy, as privileged and active areas in their move to bridge the gap with society.

'Through schools, there is a pressing need to set in motion a process of cultural change and a change of values, which is vital for the economic and social modernisation of the country.'



AWARDS

‘There is a pressing need to put  
in motion a process of cultural change  
and change of values, in schools,  
that is essential for the economic and  
social modernisation of the country’

## Awards

### 1. FREE ENTERPRISE AWARD

The Foundation decided to award an annual prize for the best book published by one or several Spanish authors that highlights the values of the market in the fields of the general economy, or of business economics and law.

In its third edition, 2004, the award was given to Professor Manuel Jesús González, author of the work *'El empresario y la economía de mercado. Breve recorrido por los textos de Historia, Geografía y Economía'* (The entrepreneur and market economics. A brief trip down the texts of History, Geography and Economy).



The panel of judges was made up by: Rafael del Pino y Moreno, who took the

chair; Ricardo Alonso Soto; Enrique Álvarez López; Francisco Cabrillo Rodríguez; Álvaro Cuervo García; Carlos Espinosa de los Monteros y Bernaldo de Quirós; José Antonio García-Durán de Lara; Teresa García-Milá Lloveras; Santos Pastor Prieto; Víctor Pérez Díaz; Amadeo Petitbò Juan; Fernando del Pino y Calvo-Sotelo; María del Pino y Calvo-Sotelo; José T. Raga Gil; Vicente Salas Fumás; Rafael Termes i Carrerò; Joaquín Trigo Portela; Eduardo Trueba Cortés and Ricardo López Moráis, who acted as secretary.

According to the minutes for the award of the prize: 'The prize-winning book, written in brilliant prose and with abundant doses of irony, reveals extensive knowledge of economic analysis. The author states that there is a fundamental failing in our education system which, without a doubt, has major effects on later stages in the learning process of our young students. In the words of the prize-winner, the work 'only has the modest intention of alerting to the work, of indoctrination more than of conveying knowledge, carried out by some apostolic authors, who may have good inten-

tions but are ignorant'. And that ignorance results in an incomplete understanding of the function of the entrepreneur and of the market in university entrance-level school textbooks. It is precisely that fact of unveiling the effects of that ignorance, given the indisputable importance of the issue, that gives value to the award-winning work.

This ability to point out what can manifestly be improved upon is what gives the book sufficient merit to be worthy of the 2004 Free Enterprise Award. The matter is so important that, according to the *Círculo de Empresarios*, the entrepreneur institution that sponsors the award, 'there is a pressing need to put in motion a process of cultural change and change of values, in schools, that is essential for the economic and social modernisation of the country.' And one of the parts in that process is to review the contents of middle-school teaching, as Professor M. Jesus Gonzalez has so brilliantly made clear.' The prize was awarded in public on December 14, 2004.

## 2. 'INVESTIGA' AWARD FOR RESEARCH, RAFAEL DEL PINO FOUNDATION-GACETA UNIVERSITARIA

On January 22, 2002, the *Rafael del Pino Foundation* and *Gaceta Universitaria* (Recoletos Communication Group) signed a collaboration agreement for the purpose of organising and awarding the 'Rafael del Pino Foundation-Gaceta Universitaria' prize, to support young Spanish researchers with a vocation for leadership in the fields of economy, law, business enterprise, politics, international relations, media and teaching. The prize includes a monetary award of 25.000 €.

On May 31, 2004, a new collaboration agreement was signed by the *Rafael del Pino Foundation* and *Gaceta*



Universitaria whereby both parties agreed to call for applications and award the 'Investiga 2004' prize. The monetary award continues to be 25.000 €.

The panel of judges was made up by: Maria del Pino, Deputy Chairlady of the Rafael del Pino Foundation, who took the chair; Amadeo Petitbó, Director of the Rafael del Pino Foundation; Jose Manuel Romero, member of the Advisory Board of the Rafael del Pino Foundation; Juan Carlos Lozano, Director of Gaceta Universitaria; Tom Burns, Director of Communication at the Recoletos Group, and Rafael Kindelán, Director of the General Area of Health, Women and Youth at the Recoletos Group. The panel of judges met on November 16, 2004, at the headquarters of the Foundation. The award winner was Jordi Perdigueró Garcia, lecturer at the Department of Economic Policy and World Economic Structure at the University of Barcelona for his project 'Dynamic competition and tacit collusion: the case of hydrocarbons in Spain'.

According to the minutes, the Panel took into account both the importance of the

analysis of the topics of competition proposed by the project, given the impact of the hydrocarbon industry on social welfare, the lack of similar studies in Spain, the outstanding academic profile of Jordi Perdigueró Garcia and the extensive bibliography, mainly North American, on which his doctoral thesis was based.

### 3. AWARDS FOR PARLIAMENTARY AND MUNICIPAL ECONOMIC PROCEEDINGS

The *Rafael del Pino Foundation* and the magazine, *Trámite Parlamentario y Municipal*, signed a collaboration agreement on July 29, 2002, which has since been renewed. The aim of the agreement was the sponsorship of the 'Awards for Parliamentary and Municipal Economic



Proceedings' to make an award to the best initiatives by Members of the Spanish Parliament, Members of Autonomous Region Parliaments, and Councillors at Local Corporations who, in the period defined by the organisers, presented some initiative aimed at eliminating inefficient regulatory rules or promoting competition in the goods and services markets. Para el año 2003 se estimó conveniente ampliar el Premio para cubrir las actuaciones de los eurodiputados españoles.

In 2003, it was deemed fitting to broaden the scope of the Award to include the activities of Spanish Euro MPs. On November 18, 2004, the panel of judges met and comprised: Amadeo Petitbó Juan, Director of the *Rafael del Pino Foundation*, who took the chair; Maria del Pino y Calvo-Sotelo, Deputy Chairlady of the *Rafael del Pino Foundation*; Carlos Espinosa de los Monteros y Bernardo de Quirós, Chairman of Mercedes Benz España; Joseph M. Francás, Director of the magazine *Tramite Parlamentario y Municipal*; Susana Burgos Mazón, Director of Los Desayunos de Capital on Radio

Intereconomia and Director of Contents of Intereconomia TV; and Cecilia Gonzalez Naranjo, editor of *Trámite Parlamentario y Municipal*, acted as secretary.

The panel members decided unanimously to award the following prizes:

1. In the European Parliament section, to the 'Resolution proposal on provisions on the subject of market and competition for the liberal professions' y 'Proposal for a common resolution on provisions on the subject of market and competition for the liberal professions', presented on October 10, 2003, and December 11, 2003, by Manuel Medina Ortega, member of the Socialist Group at the European Parliament.

This initiative aims to create the conditions necessary for the liberal professions in European Union member states to perform their professional activity in an environment of open competition. It was awarded for defending the creation of rules that adapt to the specific characteristics of each liberal profession and are confined to safeguar-

ding the ethics and trustworthiness of the professionals without making obstacles for free competition in the practice of those professions.

2. In the Spanish Parliament section, to the 'Government Bill on Fiscal, Administrative and Social Order Measures', presented by the Government on October 16, 2003, and to 'amendment number 250 of the Government Bill on Fiscal, Administrative and Social Order Measures' presented by the Popular Parliamentary Group on November 10, 2003.

This initiative seeks to eliminate the fiscal burdens on scholarships granted by non-profit organisations for studies at all levels of the education system, both in Spain and overseas. It was awarded for permitting persons who have been awarded scholarships to make better use of the resources received to broaden their training, eliminating the fiscal burdens on the amount of those grants and thus making the entire amount available for the purpose for which it was intended.

3. In the Local Corporations section, to the 'Programme of guaranteed pledges otherwise we give you back your money', presented in May, 2004 by the Mayor of Sant Fost de Campsentelles (Barcelona), Joan Gassó Ramiro.

This initiative seeks to guarantee the quality of the services provided by the Local Council through the pledge to give the general public financial compensation in the event that the services do not function properly. The prize was awarded for its originality and because it represents a clear undertaking to provide quality public services, with the obligation to compensate the general public in the event of failure to fulfil its mission.

4. In the Autonomous Communities section, the panel declared the prize void.



# Financial information





## STATEMENT OF ASSETS AND LIABILITIES AS OF DECEMBER 31, 2004

Euros (000)

### BALANCE SHEET

#### ASSETS

Fixed assets	17,128.8
Furniture and installations	2,061.5
Accumulated amortisation of fixed assets	-1,841.0
Debtors	436.2
Financial investments	98,499.7
Banks	405.8
<b>TOTAL ASSETS</b>	<b>116,691.0</b>

#### LIABILITIES

Founding endowment	112,800.0
Voluntary reserve	2,903.4
2004 Financial year results	705.0
Creditors	226.8
Beneficiaries creditors	55.8
<b>TOTAL LIABILITIES</b>	<b>116,691.0</b>

### OPERATING STATEMENT

Financial	4,706.1
Building rental	260.3
<b>TOTAL REVENUES</b>	<b>4,966.4</b>
Personnel and social charges	251.3
General expenses and maintenance	531.1
Building and installation amortisation	488.4
Company tax	69.8
<b>TOTAL EXPENDITURE</b>	<b>1,340.5</b>
Surplus	3,625.9
Monetary assistance (activities)	2,920.9
<b>TOTAL RESULT</b>	<b>705.0</b>



# Audit report





A copy of this report in PDF format can be found on the Foundation webpage:  
[www.fundacionrafaeldelpino.es](http://www.fundacionrafaeldelpino.es)

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RAFAEL DEL PINO FOUNDATION  
Rafael Calvo, 39  
28010 Madrid  
Tel: 91 396 86 00  
Fax: 91 396 86 19  
[info@frdelpino.es](mailto:info@frdelpino.es)  
[www.fundacionrafaeldelpino.es](http://www.fundacionrafaeldelpino.es)