

**PPP** for  
**CITIES**

Specialist Centre  
on PPP in Smart  
and Sustainable Cities



With the support of:

# **2<sup>nd</sup> INTERNATIONAL CONFERENCE. “GOVERNANCE AMONG PARTNERS IN PUBLIC PRIVATE PARTNERSHIPS”**

**BARCELONA, 17<sup>TH</sup> -18<sup>TH</sup> NOVEMBER 2016**

---

## Index

<b>Purpose of the Conference.</b> .....	3
<b>Who will be interested to attend the Conference?</b> .....	3
<b>Agenda of the Conference.</b> .....	4
<b>Detailed information of the sessions.</b> .....	6
<b>Panelists.</b> .....	9
<b>Registration.</b> .....	17
<b>The Specialist Center on Smart &amp; Sustainable Cities (PPP for Cities).</b> .....	18
<b>The Public Private Sector Research Center.</b> .....	19
<b>The Cities in Motion program.</b> .....	20
<b>IESE Business School.</b> .....	21

## Purpose of the Conference.

The Specialist Center on PPP in Smart and Sustainable Cities (PPP for Cities), an UNECE International Center of Excellences in PPP (ICoE) will organize its **2<sup>nd</sup> International Conference on PPP in Smart and Sustainable Cities**. PPP for Cities knowledge and research has seen that governance is a key issue to guarantee the success of PPP projects. Is from that interest, that the **subject of the conference will be the challenges on Governance in PPP**.

During the Conference, attendees will have the opportunity to learn from experts and from examples of real PPP projects, on how Governance, and other topics have been essential to guarantee the goals reached on PPP projects. During the Conference, presentations will have a special scope in showing how People-first PPPs are strong tools to reach UN SDGs<sup>1</sup> Goals.

The **2<sup>nd</sup> International Conference on PPP in Smart and Sustainable Cities** will be a great opportunity of networking between experts around the world on PPPs, with several members of the Team of Specialists in PPPs of UNECE, Public authorities from different countries and representatives of Global private firms specialized on PPP.

## Who will be interested to attend the Conference?

Public authorities, professionals, consultants, researchers and members from private firms specialized in PPP willing to learn more on Public-Private Partnerships, its relation with Smart and Sustainable Cities will find in the **2<sup>nd</sup> International Conference on PPP in Smart and Sustainable Cities** a great opportunity to increase their knowledge and their network during a one-day activity included in the Smart Cities World Expo Congress.

The registration fee includes full access to the conference “**Governance among partners in Public Private Partnerships**”, free access to Smart City EXPO Congress (valued 100 €) during all days of its opening (15 to 17 November) and a 25% discount to Smart City World Congress.

---

<sup>1</sup> For further information on UN SDGs visit page: <http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

## Agenda of the Conference.

Thursday, **November 17<sup>th</sup> 2016**. Fira de Barcelona. Click [here](#) for address.

<b>II International Conference</b>	
<b>“Governance among partners in Public Private Partnerships”</b>	
<b>Program</b>	
<b>9.30-10.00</b>	<b>Welcome remarks</b>
	Joan Enric Ricart. Professor at IESE Business School.
	Geoffrey Hamilton. Chief of the PPP Programme at UNECE.
	* Agustí Colom. Barcelona City Councilman on Enterprise and Tourism. City Hall of Barcelona.
<b>10.00-10.45</b>	<b>Opening Discussion. What is a Smart City?</b>
	Joan Enric Ricart. Professor at IESE Business School.
	Mauricio Bouskela. Senior Specialist in the Competitiveness & Innovation Division in the Inter-American Development Bank
	Chair: Marcelo Garcia. Strategy Execution Consultant Smart Cities and Telecom and Member of PPP for Cities.
<b>10:45-11:15</b>	<b>Speech: “A successful pioneering PPP amidst difficult times”</b>
	Rafael Perez. International Operation Director. AQUALIA
<b>11:15-11:45</b>	Coffee Break
<b>11:45-12:30</b>	<b>Keynote Speech: “The Simple Economics of White Elephants”</b>
	Gerard Llobet. Professor of economics at CEMFI.
<b>12:30-13:00</b>	<b>Speech on PPP projects in Mobility</b>
	Jorge Rivas. CEO of Concessions at GLOBALVIA Chile.
<b>13:00-13:30</b>	<b>Speech: “Improving efficiency through PPP. The case of Public Wifi Integrated Network”</b>
	Rep. Ajuntament de Barcelona.
<b>13.30-14.15</b>	Lunch Break
<b>14.15-14.45</b>	<b>PPP for Cities. Presentation of PPP Case Studies. “Lessons from the reality of PPP”</b>
	PPP for Cities Research Team.
<b>14:45-15:15</b>	<b>Speech: “Emerging and Sustainable Cities Program”</b>
	Ellis J. Juan. Division Chief Housing and Urban Development Division Inter-American Development Bank
<b>15:15-16:15</b>	<b>Round Table: “Key Governance issues to succeed in PPP”</b>
	Pedro Michelena. Chairman at Foro PPP.
	Maya Falguera. Lawyer, Head of Unit for Concessions and Antitrust at Abertis Infraestructuras.
	Marc Frilet. Managing Partner at Frilet Société d’Avocats.
	Irina Zapatrina. Chairman of the Board at Ukrainian PPP Development Support Centre.
	Pedro Neves. Founder & Managing Partner at Global Solutions.
	Dionisio González. Director of Strategic Planning and Operations at Consorcio Regional de Transporte de Madrid.
	Chair <i>Pascual Berrone. Professor at IESE Business School.</i>
<b>16:15-16:45</b>	<b>Keynote Speech: “PPP model to develop new smart Cities. The case in China”</b>
	Walter Fang. Executive Vice President at iSoftstone Group
<b>16:45-17:15</b>	<b>Keynote Speech: “Challenges of PPP in Latino America Cities”</b>
	Antonio Juan Sosa. Vice-President of Infrastructure Funding at CAF
<b>17:15-17:45</b>	<b>Closing remarks and next steps</b>
	Miquel Rodríguez Planas. Manager at Public-Private Sector Research Center, IESE Business School.
	Hon. Mr. Baiget. Minister of Industry and Knowledge, Generalitat de Catalunya.
* means To Be Confirm	

Friday, **November 18<sup>th</sup> 2016**. IESE Business School (North Campus). Click [here](#) for address.

### ToS PPP Workshop

#### "Women empowerment through PPP"

##### Program

##### 10:00-10:15 Welcome remarks

Joan Enric Ricart. Professor at IESE Business School.

Geoffrey Hamilton. Chief of the PPP Programme at UNECE.

TBC. Hon. Majaliwa Kassim Majaliwa. PRIME MINISTER

##### 10:15-11:00 Keynote Speech: "Challenges on Women empowerment"

TBC. Professor at IESE Business School.

##### 11:00-11:30 Barcelona policy on Women

TBC. Barcelona city hall authority

##### 11:30-12:30 Presentation of Tanzanian project on women empowerment

TBC. Hon. Majaliwa Kassim Majaliwa. PRIME MINISTER

Joseph Kahama. Secretary General of Tanzania China Friendship Promotion Association and Board Member of Puma

##### 12:30-13:30 Lunch Break

##### 13:30-14:30 Round Table. Experience on Women empowerment in Africa

Attendees: several Executives women from Africa

Moderator: Joseph Kahama

##### 14:30-14:45 Closing remarks and next steps

Geoffrey Hamilton. Chief of the PPP Programme at UNECE.

## Detailed information of the sessions.

In the following section you will find more information on the content of the sessions included in the **2<sup>nd</sup> International Conference on PPP in Smart and Sustainable Cities**.

### Thursday, November 17th

#### 9.30-10.00 Welcome remarks

The attendees will have the opportunity to listen to some opening reflections about the importance of PPP as a tool for the Public Sector, and specially for the City of Barcelona, one of the world leading cities in PPP, as it was awarded with the [European Capital of Innovation 2015](#). Finally, attendees will learn on how People first-PPP is a priority to reach UN SDGs.

#### 10.00-10.45 Opening Discussion. What is a Smart City?

A discussion on the subject “What is a Smart City?” between Prof. Joan Enric Ricart, Academic Director of the Specialist Center on Smart and Sustainable Cities and Mr. Mauricio Bouskela, Senior Specialist in the Competitiveness & Innovation Division in the Inter-American Development Bank, two international experts on Smart Cities will open the conference. This Opening discussion will put the introductory framework for developing the following sessions.

#### 10:45-11:15 A successful pioneering PPP amidst difficult times.

Mr. Rafael Perez Feito, International Operation Director at FCC Aqualia will present the case of New Cairo WasteWater Plan the challenging first PPP project in Egypt, started in 2009 and in operation in 2012. The Governance of the project was vital to succeed in its implementation, with the special help of the PPP Central Unit from the Ministry of Finance.

#### 11:45-12:30 The Simple Economics of White Elephants.

Prof. Gerard Llobet, from CEMFI, will present the conclusions of his working paper (together with Prof. Juanjo Ganuza from Pompeu Fabra University) “the Simple Economics of White Elephants”, where they analyze the reality of non-successful PPP and which were the reasons of their failure.

#### 12:30-13:00 Speech on PPP projects in Mobility.

Mr. Jorge Rivas, CEO of Concessions at Globalvia, Chile, one of the leading PPP firms in mobility in the world, will explain their experience on PPP projects in Motor Highway in Santiago de Chile, and how this project improved mobility for the citizens of Chile’s Capital.

#### 13:00-13:30 Improving efficiency through PPP. The case of Public Wifi Integrated Network.

In 2013, Barcelona City Hall decide to use a PPP method to manage its several Wi-Fi and Optic Fiber networks. The attendees will have the opportunity to know in detail this innovative case of PPP in the framework of a leading Smart City as Barcelona.

#### 14.15-14.45 PPP for Cities. Presentation of PPP Case Studies. “Lessons from the reality of PPP”

The Researchers from the Specialist Center on PPP in Smart and Sustainable Cities will present their firsts conclusions on the Research related to the PPP Case Studies hold in the last 6 months. It will be a very interesting time to learn what are the common trends on different PPP project from a Smart City strategy and how they help reaching UN SDGs.

#### **14:45-15:15 The Emerging and Sustainable Cities Program**

Mr. Elis J. Juan, Division Chief Housing and Urban Development Division Inter-American Development Bank (IDB) will present the Emerging and Sustainable Cities Initiative (ESCI). ESCI was born from the need to meet these challenges found in most Latin-American cities using an intersectoral approach. The ESCI seeks to support the local governments of emerging cities – i.e., those with a population between 100,000 and 2 million, and economic and population growth above the average of their countries – in facing the great challenges of the cities.

#### **15:15-16:15 Round Table: “Key Governance issues to succeed in PPP”**

Six experts on PPP and Smart Cities will explain, through their experience, what are from their point of view the Key Governance Issues essential to succeed in PPPs. Moderate by Prof. Pascual Berrone, IESE business school professor, the panelist will discuss about this topic from their confronted points of views: academics, public authorities, consultants and independent firms.

#### **16:15-16:45 PPP model to develop new smart Cities. The case in China**

Mr. Walter Fang, Executive VicePresident at iSoftstone Group will present the case of the Zhongguancun Dong Sheng Science Park, an Innovative PPP project that is transforming the district of Beijing, the first science park constructed on the villages, and the ownership and usufruct are held by the villages and farmers.

#### **16:45-17:15 Challenges of PPP in Latino America Cities**

Mr. Antonio Juan Sosa, Infrastructures Corporative Vice-president at CAF will explain the challenges of PPP in Latino American Cities. CAF has a wide experience supporting cities and regions around all Latino America and has the knowledge on the needs and capacities of south and central American cities on developing PPP projects, and which are their priorities among UN SDGs.

#### **17:15-17:45 Closing remarks and next steps**

Mr. Baiget, Minister of Industry and Knowledge at the Government of Catalonia will close the **2<sup>nd</sup> International Conference on PPP in Smart and Sustainable Cities.**

## **Friday, November 18th**

### **10.00-10.15 Welcome remarks**

Welcome words to the attendees

### **10.15-11.00 Keynote Speech: "Challenges on Women empowerment"**

An IESE Business School professor, expert in women empowerment will present some thoughts on the challenges that women have to face to success in society.

### **11:00-11:30 Barcelona policy on Women**

Barcelona City Hall has a very strong priority of developing a Policy of women empowerment in Barcelona. The attendees will have the opportunity to know in detail this policy and which are the challenges that it faces and the outcomes resulting from its implementation.

### **11:30-12:30 Presentation of Tanzanian project on women empowerment.**

Mr. Joseph Kahama will present the project to set up a centre in Tanzania on PPP and women's empowerment. After the presentation, the attendees will have the opportunity to discuss the proposal.

### **13:30-14:30 Presentation of Tanzanian project on women empowerment.**

Several Executives women in Africa will explain their experience on how they have improve in life and work.

### **14:30-14:45 Closing remarks and next steps**

Mr. Geoffrey Hamilton will conclude the workshop.



## Panelists.

Some of the panelists are to be confirmed. Please, check the agenda of the Conference section to learn more about it.



**Hon. Mr. Baiget. Ministry of Business and Knowledge, Generalitat de Catalunya.**

Baiget holds a bachelor's degree in Economics and a postgraduate degree in Economic Analysis from the Autonomous University of Barcelona, where he would later become assistant lecturer in the Faculty of Economics and Business Studies.

In 1990 Baiget joined CDC's Research Services as a consultant on economic and social issues in the Congress of Deputies. From January 2001 until November 2003, Baiget served as Secretary for the Catalan Parliamentary Group (Convergència i Unió) in the Cortes Generals.

From November 2003 until 2011, Jordi Baiget was the Technical coordinator for the CiU parliamentary groups in Catalonia and in the Cortes Generales. In 2011, he was named Director General of Inter-ministerial Coordination in the Government of the Generalitat and later, in 2012, he was appointed Secretary of the Government of Catalonia.

In 1985, Jordi Baiget became a member of FNEC, Catalonia's National Federation of Students, and from 1986 until 1987 he served on federation's national coordination board as Secretary of Finances. Baiget has published numerous papers relating to Catalonia's economy and labour market.



**Pascual Berrone. Professor at IESE Business School.**

Pascual Berrone is associate professor of strategic management and holder of the Schneider Electric Chair of Sustainability and Business Strategy at IESE Business School. He is also vice-president of the Iberoamerican Academy of Management.

Prof. Berrone earned a B.Sc. in business administration from the Universidad Católica de Córdoba, holds a senior degree in management and international business from the FUNCER Business School, and completed his Ph.D. in business administration and quantitative methods degree at Universidad Carlos III de Madrid. He is also an alumnus from IESE where he completed a PDG program.

Before joining IESE Business School, Prof. Berrone held two visiting scholar appointments at Arizona State University and he was a visiting professor at Concordia University in Montreal, and Simon Fraser in Vancouver, Canada. More recently, he was a visiting professor at the Nanyang Business School in Singapore.



**Mauricio Bouskela. Senior Specialist in the Competitiveness & Innovation Division in the Inter-American Development Bank**

Mauricio Bouskela is a Senior Specialist in the Housing and Urban Development Division at the Inter-American Development Bank. Since he joined the IDB in 2008, Mauricio has been leading multiple cross sectorial projects in the Latin America and Caribbean Region (LAC) that leverage innovative technologies for social and economic development. Mauricio has over thirty years of successful working experience, including eleven years working for Intel Corporation as Director for Latin America and eight years for the IDB. At the IDB he has worked in projects in 18 countries in the region. Since 2011 Mauricio has been leading Smart City projects aimed at transforming LAC cities into Smart Cities. Recently he led the development of the “International Case Studies of Smart Cities” and the publication “The Road Toward Smart Cities” ([www.iadb.org/SmartCities](http://www.iadb.org/SmartCities)). At Intel, Mauricio earned four times the "Intel Top Achievers Intel" and one "Intel Achievement Award", and at the IDB he won the prizes of the “Most Innovative Team Award” and “Start Up Weekend”. Mauricio has a degree in Computer Science from the University of Campinas (Unicamp), a postgraduate degree in Marketing from Fundação Getúlio Vargas and an MBA in Finance from the Brazilian Institute of Capital Markets (IBMEC).



**Agustí Colom. Barcelona City Councilman on Enterprise and Tourism. City Hall of Barcelona.**

Born in 1961, Agustí Colom is a graduate in Economic and Business Sciences, a subject he has been lecturing in at the University of Barcelona's Faculty of Economic Sciences since 1987. Appointed by the Catalan Parliament, he was a board member of the Public Audit Office for Catalonia from 2004 to 2011, a body he was also a member of in the Government Commission. He has worked on the editorial board of the magazine *Economia Crítica* and on the science committee of ATTAC (Association for the Taxation of Financial Transactions and for Citizens' Action). He is also the author of several books and articles and is a media collaborator.



**Geoffrey Hamilton. Chief of the PPP Programme at UNECE.**

Geoffrey Hamilton is currently Chief of the Cooperation and Partnerships Section of the Economic Cooperation and Integration Division in the United Nations Economic Commission for Europe (UNECE) in Geneva.

The UNECE is an intergovernmental body of 56 member states with a focus on developing economic standards for pan-European integration and support for the transition economies. His current responsibility is promoting public-private partnerships for infrastructure development where he leads a programme on building the capacity of governments to undertake successful projects.

His other interests include Good governance, FDI, the economic aspects to peace building and security, property rights for the poor and the protection of intellectual property for innovation. Before joining the UNECE he has worked in UNCTAD, ILO, the Commonwealth Secretariat and the Institute for Research on Multinational Enterprises in Paris. He holds a PhD and a Masters from the University of Glasgow, Scotland.



**Ellis J. Juan. Division Chief Housing and Urban Development Division Inter-American Development Bank**

On May 1st, 2016, Ellis J. Juan has taken responsibilities as **Division Chief of the Housing and Urban Development Division** at the Inter-American development Bank (IDB). This Division merges the Emerging and Sustainable Cities Initiative with the Urban Cluster in the Bank. From January, 2012, He was the **General Coordinator for the Emerging and Sustainable Cities Initiative (ESCI)** in the Inter-American Development Bank. This is a Bank's new initiative to engage in assisting emerging cities to deal with the challenges of rapid urbanization and climate change while making the city environmentally, urban and fiscally sustainable. With already + 70 cities included in the Program, ESCI has proven a successful technical assistance and financing program for urban infrastructure. The Program has mobilized US\$ 75 million in technical assistance and close to US\$ 4 billion in long term financing.

From March 2008 to January 2012, Ellis J. Juan had responsibilities as **Country Representative for the Inter-American Bank in Mexico**. He was responsible for the overall Bank's operations (i.e., public, private and sub-national sectors) and new business developments in Mexico. The Bank has an outstanding portfolio of US\$ 7 billion in Mexico and an average lending program of US\$ 2.5 billion per year for the 2008-2011 periods.

Between April 2004 and March 2008, Mr. Juan was a **Sector Manager in the Finance, Economics and Urban Department in the World Bank (FEU)** where he was responsible for the Infrastructure Finance Group. Previously (2001-2004), Ellis was the **Head of the Capital Markets Group, Private Sector Department at the Inter-American Development Bank**. The Group provides partial credit guarantees to support private issuers in local capital markets in the region. Previous to these positions Mr. Juan has had experience in the infrastructure finance area through several positions at the Banco Santander (Head of Investment Banking for LATAM) and the World Bank.

Ellis J. Juan, a joint citizen of USA and Venezuela, has extensive management operating experience in Latin America, having worked in Venezuela's private sector in both the industrial and the financial sector for 20 years. During the period 1989-91, he served as **CEO of the Venezuelan Investment Fund** and **Deputy Minister for Privatization** during President Perez's Economic Reform Program and successfully privatized several key state-owned enterprises. He is a graduate of Columbia University, New York (MBA) and holds an economics degree from Universidad Catolica Andres Bello, Caracas, Venezuela.



**Gerard Llobet. Professor of economics at CEMFI.**

Gerard Llobet is an Associate professor at CEMFI. He holds a Ph.D. in Economics from University of Rochester (2000), and a B.A. in Economics at the Universitat Pompeu Fabra (Spain). Prof. Llobet is also one of the editors of the Spanish blog [NadaesGratis](#). His fields of research interests are Industrial economics, innovation, intellectual property, antitrust policy and his teaching is focus on Industrial economics, Regulation and competition policy.



**Pedro Michelena. Chairman at Foro PPP.**

Pedro Michelena has been a Partner of QEP since 2007 and has over 20 years experience in banking and structured finance. Mr. Michelena participated in the development of the Energy practice since its origins. He serves as a member of FRV's Investment Committee. He also occupies several relevant positions among the Spanish business community, such as the Chair of the "PPP Forum".

Before joining QEP, Mr. Michelena was Head of the Structured Finance department at BBVA, where he also held different responsibilities in the departments of Corporate Finance, Treasury and Risk Management.

Pedro Michelena holds a BA in Economics from UPV in Bilbao, and an MBA from Syracuse University (Fullbright Scholar).



**Rafael Perez. International Operation Director. AQUALIA.**

International Operations Director at FCC Aqualia.

Hold different positions at different Boards of Directors and Supervisory Boards in the Czech Republic, Spain and Italy. Member of the Board of Directors at "Aqualia New Europe", a joint venture between Aqualia and the European Bank for Reconstruction and Development. Member of the Advisor Committee of the Public-Private Sector Research Center & the Specialist Centre on PPP in Smart and Sustainable Cities at IESE Business School.

Previous positions include Europe Regional Manager, Central and Eastern Europe Director and Corporate Development Director for Europe. Previous to Aqualia, he has worked in the Consulting and Research fields for several years.

Mr. Pérez Feito holds an Executive MBA at IESE Business School, a Master in Civil & Environmental Engineering at University of Wisconsin-Madison, US, and a B.E. in Agricultural Engineering at the Polytechnic University of Madrid."



**Joan Enric Ricart. Professor at IESE Business School.**

Joan E. Ricart is professor of economics and strategic management. He is also associate director of faculty for the departments of strategic management, economy, production, technology and operations, and entrepreneurship.

In addition, Prof. Ricart holds IESE's Carl Schroeder Chair of Strategic Management. He served as president of the Strategic Management Society, an international organization comprised of academics, business practitioners and consultants dedicated to expanding knowledge and exchanging ideas on the strategic management process. He is also founding president of the European Academy of Management (EURAM) and vice-president of the Iberoamerican Academy of Management. In addition, he is Fellow of SMS, Euram and IAM.



**Antonio Juan Sosa. Vice-President of Infrastructure Funding at CAF**

Antonio J. Sosa is Corporate Vice-President of Infrastructure Funding at CAF -Latin America Development Bank- since 2000, responsible for funding and knowledge management in the following sectors: Transportation, Urban Transport, Logistics, Telecommunications and broadband networks and Regional Physical Integration.

Previous positions include Vice-Minister and Director General of Planning and Coordination CORDIPLAN, Venezuela (1992-1994), Senior Adviser of the Department of Strategic Planning 1986-1992 PDVSA and was Technical Adviser for Venezuela and Panama in the IDB Board in Washington DC. Mr. Sosa holds a B.S. and an MSc in Economics from the London School of Economics (LSE) and is a Bachelor in Social Science and Philosophy from the Universidad Católica Andrés Bello in Caracas.



**Irina Zapatrina. Chairman of the Board of the Ukrainian Public-Private Partnership Development Support Center.**

Doctor of economic sciences, professor of Department of Finance of the Kyiv National University of Trade and Economics, leading scientist of the PI Institute of economy and forecasting of NAS of Ukraine.

In 1980 she has graduated Moscow physical-technical institute, applied mathematics faculty,

speciality: mathematical methods and computer usage in economy. She has started her career in V.M. Glushkov Institute of cybernetics of NAS of Ukraine, worked in National institute of strategic studies, Scientific-research financial institute of the Ministry of Finance of Ukraine (deputy director), Ministry of housing and communal services of Ukraine (deputy Minister). She was a national expert of UNIDO, a consultant of parliamentary committees of Ukraine (on issues of fuel and energy complex, nuclear policy and nuclear safety; on issues of European integration), the editor of the magazine «Theory and practice of management».



**Pedro Neves.**

Responsible for originating and managing over 10 billion USD in infrastructure asset deals in over 60 countries in Europe, Africa, the Americas and Asia. Assets deals range from Oil & Gas (upstream and downstream), Power (fossil and renewable in production, transmission and distribution), Environment (water, water treatment & solid waste, Mobility (Airports, Ports, Roads, Railways, Metro), Social Infrastructure (Health, Education, Public Administration), Real Estate and Urban Development, Mining, Industry and Logistics. Has achieved success managing investment operations, in new ventures, new markets and with new partners due to more than 25 years of experience operating management projects and SPV's (special purpose vehicles) in the development and exploitation phases. His, 7+ years of experience working with the public sector (United Nations, government and state owned entities) designing and implementing policies for public sector investment have given him a unique perspective on public interest that has been key in originating deals and developing PPPs throughout the world. These activities cover the full life cycle of asset development starting with interpreting infrastructure gaps, analyzing demographics and market tendencies, designing products and business models, defining strategy and aligning goals between share and stakeholders, starting up / reorganizing of management teams, carrying out fund raising (debt, equity, mezzanine), M&A and managing value growth.

Has been lecturing on Business Development Strategy since 2001 and is the founder of the first MBA on Urban Renewal for which he has lectured on Sustainable and Urban Development and Urban Renewal Business since 2010.



**Marc Frillet**

Marc Frilet's law firm [Frilet Société d'Avocats](#) is considered as one of the leading French law firms operating within the construction, infrastructure and mining domains. Both nationally and internationally, Marc Frilet is known as one of the most skilled and knowledgeable lawyers within these domains. He is continuously recognized for his achievements by the legal guide Who's Who Legal who listed him several times as a go-to lawyer for construction, infrastructure and mining, especially in regards to the implementation of concession and PPP

projects. Most recently, Marc Frilet was honored as the [construction lawyer of the year 2014 in France](#) by the [Construction Law Experts](#).

After being an active member of the French law firm Bureau Francis Lefebvre for several years, including the position of partner and head of the complex project division within the international department, Marc Frilet decided to embark on a new venture. He founded his own law firm in 1998, focusing his efforts on advisory work and contract management within the complex area of international mining, infrastructure Concessions and PPP Projects. As a result of his extensive experience and elaborate expertise, Marc Frilet is able to assist many public and private clients during the inception and development of oftentimes large and complex Concessions and PPP projects, while ensuring a successful development of the project through is excellent dispute avoidance and resolution skills.

Besides his extensive experience in the construction and infrastructure domain, Marc Frilet also co-organizes seminars and conferences worldwide, while regularly participating as an expert speaker. His engagements often cover topics such as international concession and PPP projects, international procurement, litigation and others.

Moreover, he has written numerous articles on mining, public procurement, Concessions and PPPs, methods to disseminate good practices, litigation, comparative law in France and internationally, particularly Francophone Africa and Latin America. His regularly published in some of the world's most recognized and known journals and magazines for law practice. Thus, it is not a coincidence that for more than 10 years according to The International Who's Who of Business Lawyers, Marc is "one of the most highly regarded individuals" internationally, especially in the construction domain.

His unique blend of expertise both with the public and private sector developed within more than twenty countries has been an important contribution to the international movement for the development of framework regulations and standards in the Concession and PPP area. This role has culminated with his leading participation to the creation by IFEJI, where he is vice president, and the [Confederation of International Contractors' Associations \(CICA\)](#) of the UN International Centre of Excellence for Concessions and PPP 'Policies, Laws and Institutions' in May 2015.



### **Dionisio Gonzalez**

José Dionisio González García graduated as a civil engineer (Ingeniero de Caminos, Canales y Puertos) from Madrid Polytechnic University (Universidad Politécnica de Madrid: UPM). He then received a postgraduate degree in the Financing of Public Services and Infrastructure from the Civil Engineering College (Colegio de Ingenieros de Caminos, Canales y Puertos: CICC) and in General Management from the IESE Business School. He also holds the diploma of the Harvard-IESE Leadership and Management Program. Before his current post he worked in the Projects Directorate of the European Investment Bank in Luxembourg and was Head of Concessions and Technical Director of the Consorcio Regional de Transportes de Madrid. He is currently also Secretary General of the Infrastructure Forum, a member of the Executive Board of the International Association of Public Transport (UITP), a member of the Construction and Infrastructure-Financing Committee of Spain's Professional Association of Civil Engineers

(Colegio de Ingenieros de Caminos, Canales y Puertos) and is the author of several technical papers.



## Registration.

The registration must be done in two steps.

First, to register for the Conference on November 17<sup>th</sup>, please find more information on registration fees in the following link:

<http://www.pppcities.org/conference2016/>

Second, to register for the Workshop on November 18<sup>th</sup>, please send an email to Carlota Monner at: [PPSRC@iese.edu](mailto:PPSRC@iese.edu)

## The Specialist Center on Smart & Sustainable Cities (PPP for Cities).

The **Specialist Centre on PPPs in Smart and Sustainable Cities (PPP for Cities)** is a research, innovation and advisory center that aims to provide public administrations throughout the world with support in the organization, management and development of projects involving collaboration between the public and private sectors in the smart cities arena.

**PPP for Cities** task is to help cities around the world transform themselves into Smart and Sustainable Cities (SSC) by embracing the Sustainable Development Goals (SDG) of the United Nations (UN). **PPP for Cities** will focus its efforts in particular to address goal number 11, “Make cities and human settlements inclusive, safe, resilient and sustainable” using Public-Private Partnerships as one of the most successful mechanism.

It is also a partnership platform between companies and administrations from all over the world where they can further explore the dynamics of public-private partnerships, create guides to good practices and standards and design solutions to the issues facing cities.

The center is led by **IESE Business School** and is part of the **United Nations’ International Centre of Excellence on PPPs program**. It has the support and sponsorship of Barcelona City Hall and other public administrations and private companies.

The headquarters of the PPP for Cities are located in **Public-Private Sector Research Center at IESE (PPSRC-IESE)** in collaboration with the **Cities in Motion** program.

### Vision

To become an international benchmark in the provision of advisory services to public administrations regarding how to improve and plan their cities through the public-private collaboration. These services shall be based on the creation of an archive of practical case studies, the development of management standards, the publication of handbooks on good practices, training and ongoing research and innovation.

### Objectives

According to the United Nations, some of the main objectives of the PPP for Cities are:

- Identifying and disseminating good practices internationally
- Creating working standards for designing, bidding, contracting, managing and evaluating PPP for cities projects
- Helping governments develop public-private partnership projects in the sphere of cities
- Creating spaces of debate among companies, administrations and experts from all over the world on specific topics
- Conducting research
- Designing training strategies in the sector for state, regional and local governments, especially in countries with less experience, and fostering the exchange of knowledge with countries with more experience in PPPs
- Providing specialized training in PPPs

Website: [www.pppcities.org](http://www.pppcities.org)

## The Public Private Sector Research Center.

The Public-Private Sector Research Center was created in October of 2001. Its mission is to foster cooperation between the private sector and public administrations, as well as the exchange of ideas and initiatives, through dialogue, research and education. The aim is to open a way of cooperation and exchange of ideas and initiatives.

The objectives of the Center are the following:

- To promote high quality scientific research about the business sector and public administration
- To consolidate a group of international investigative excellence in the fields related to the Center
- To spread scientific studies in business media and administrations to impact public policies created in Catalonia, Spain, Europe and Latin America.
- To serve as a forum bringing together professionals and researchers from companies, as well as public administrators.
- To contribute to high level business training in the business sector area and public administration.

In addition to its role as a research entity, the Center also seeks to promote educational activities and forums for experts in the field, through the design of courses, seminars and conferences.

### Research

Research is the main focus point of Center PPSRC Activity. Research project conclusions will be disseminated through journals, academic conferences and discussion forums.

A few of the topics which the center would like to focus its attention on:

- Regulation and Competition. With special emphasis on the study of regulated sectors such as telecommunications, media, energy, financial markets or health.
- Innovation. Including topics like new technologies and patents.
- Regional Economics and Industrial Policy. Emphasizing on the location of the economic activity and firm headquarters.
- Public Economics and The Welfare State. Aspects related to the welfare state will be analyzed, with a special focus on those related to health economy.

### Events and activities

In order to promote dialogue and the exchange of ideas, the PPSRC Research Center organizes and sponsors a number of seminars and conferences throughout the year to analyze and discuss the many different research areas of the center.

Website: [www.iese.edu/ppsrc](http://www.iese.edu/ppsrc)

## The Cities in Motion program.

IESE Cities in Motion Strategies is a research platform that was launched by the IESE Business School Center for Globalization and Strategy and the IESE Department of Strategy.

The initiative connects a worldwide network of city experts and specialized private companies with local administrations all over the world, with the goal of developing valuable ideas and innovative tools that can generate smarter cities and promote change at the local level.

The mission of the platform is to promote the Cities in Motion Model, that includes an innovative approach to city management, and a new urban model for the 21st century, based on 4 main drivers: sustainable ecosystems, innovative activities, equitability among citizens and connected territory.

### Main strategic lines

1. To develop a comprehensive approach to smart governance strategies
2. To conduct research and bring innovation to governance strategies all over the world
3. To identify and communicate international best practices
4. To design case studies
5. To connect urban leaders to powerful ideas through events and networking

### Main activities

1. Research projects on smart governance
2. Event organization and networking actions
3. Creation of academic and training materials
4. Publication of content on challenges and opportunities in cities
5. Collaboration with international centres
6. Participation in international forums

Website: [www.iese.edu/cim](http://www.iese.edu/cim)

## **IESE Business School.**

IESE BUSINESS SCHOOL is committed to the development of leaders who can have a positive, deep and lasting impact on people, firms and society through professionalism, integrity and spirit of service.

IESE aspires to be a world-class and truly global business school, seeking teaching excellence and research impact, with an international campus in Barcelona-Madrid-New York, offices in Munich, and executive programs in key countries or regions around the world, including Eastern Europe, Africa, Brazil and China.

The school's core values are articulated in its programs and materials. They are based on the belief that firms are, above all, communities of people who work better in an atmosphere of trust.

Website: [www.iese.edu](http://www.iese.edu)