



With the collaboration of
the Catalan Generalitat's Department
of Social Action and Citizenship

5th to 7th of June 2008
www.salonavante.com

Workshop: “Collaboration between the public sector and private initiative”

Friday, 6th of June 2008

Conference Hall. R&D&I Area. Pavilion 1. Gran Via Exhibition Centre

Access Av. Joan Carles I, / Calle Ciències. L'Hospitalet de Llobregat

09:30 – 10.00 | Inauguration

- **Higinio Raventós**, President of the Edad&Vida Foundation
- **Juan Enrique Gradolph**, Director General of Economic Policy. Ministry of Economic Affairs and Finance
- **Neus Orriols**, Territorial Director General of Social Services in Barcelona. The Catalan Generalitat's Department of Social Action and Citizenship
- **Representative from the Catalan Generalitat's Department of Economic Affairs and Finance**

10:00- 10.30 | Opening Address.

Chairman: Javier Romero, Director General of Sanyres

Speaker: José Antonio Herce, member of the International Finance Analysts group

10:30- 12.00| Round Table 1. The role of private initiative in the dependency care services sector and the need for a clear, stable framework in order to make the necessary investments. Challenges of implementing the SAAD. How is the cooperation between public sector and private initiative understood?

Chairman: **Rafael Iglesias**, Director General of the Amma Group

Moderator: **Antonio Argandoña**, Professor of the “la Caixa” Chair for Company and Corporate Government Social Liability, IESE

- **Martí Carnicer**, Secretary General of the Catalan Generalitat's Department of Economic Affairs and Finance
- **Domènec Crosas**, Director General of Sanitas Residencial
- **José Ramón Campos**, Technical Director of Mapfre Quavita
- **Josep Arqués**, Director General of Mutuam
- **Joaquim Serrahima**, Director General of Fundació Catalònia

12:00- 12.15 | Coffee Break

12:15 – 13.45 | Round Table 2: Current situation and future prospects of the purchase of dependency care services

Chairman: Jorge Guarner, President of AESTE and member of CEOE

Moderator: Albert Vergés, Director General of the Edad&Vida Foundation

- **Jordi Tudela**, Director of ProdeP, the Catalan Generalitat's Department of Social Action and Citizenship a
- **Mariano Vivancos**, Under Secretary of the Valencian Community's Social Welfare Department
- **Yolanda Ibarrola**, Director General of Dependency, Community of Madrid.
- **Begoña Rodríguez Marcos**, Managing Director of the Navarra Dependency Agency.

13.45 – 14.10 | Round Table 3: Viewpoint of the Town Councils

- **Concepción Dancausa**, Councillor for Employment and Social Services of the Madrid Town Council
- **Ricard Gomà**, Deputy Mayor of the Barcelona Town Council

14.15 – 16.00 | Lunch

16.00 – 17.45 | Round Table 4: Successful experiences in other sectors in cooperation between the public sector and private initiative

Chairman: José Antonio Iglesias, Deputy Sales and Marketing Director of Caifor

Moderator: Eugeni Sedano, Director of Institutional Affairs of Esteve

- **Pere Ibern**, Strategic Development Director of DKV.
- **Joaquim Triadú**, Lawyer, member of Garrigues.
- **Carlos Pérez Espuelas**, Executive Director of Hospital Development of Sanitas. L'Horta de Manises Hospital.
- **Jordi Rivera**, Delegate Councillor of Caixa Sabadell Vida.
- **Pablo Martín**, Director General of Personalia. ONCE Group

18.00 – 18.15 | Conclusions

Josep M. Via, Advisor to the Presidency of the Edad&Vida Foundation

17.30 – 18.00 | Closing addresses

Higinio Raventós, President of the Edad&Vida Foundation

Jordi Tudela, Director of ProdeP, the Catalan Generalitat's Department of Social Action and Citizenship

Further information:

The Edad&Vida Foundation

Albert Garriga

Tel. 93 488 27 20

agarriga@edad-vida.org