

The **University of Valladolid**, founded in the **13th century**, is one of the **oldest universities of Spain**. With about 3.500 academic and administrative staff organised in faculties and schools with campuses in four cities, it allows **over 20.000 students** to choose from more than **100 study programmes, 50 post-graduate courses and 80 Ph.D. programmes**. These study programmes are uniquely designed in intensive co-operation with enterprises and other relevant stakeholders.

The University of Valladolid is making every effort to have its scientific potential channelled into research that will be ever more useful to its surroundings.

International co-operation is a crucial cornerstone in the University of Valladolid's strategy. It has concluded not only over 250 co-operation agreements with institutions of the five continents but also over 1.500 bilateral Erasmus agreements, which have enabled the exchange of over 1.800 students and 400 lecturers in the past year. It offers courses in other European languages and has **developed double degree programmes together** with prestigious institutions in **France, Germany, Italy, Japan, Vietnam and Mexico**.



SPAIN - ESPAÑA

Spain, a great **market and a bridge** with the Spanish Speaking World. Spain is strategically positioned to access a potential market of **more than 700 million consumers in Latin America** and has currently the largest number of double taxation and investment protection treaties with Latin America.

Companies doing business with Spain can access not only the Spanish national market, but also, with advantage, the **markets of the EMEA region (Europe, Middle East and North Africa)**, as well as **Latin America and the Spanish Speaking World**, considering its privileged geostrategic position, prestige and strong presence in these regions. In addition, **Spanish companies play a leading role in Latin American economies**. Both factors are key to turning Spain into a springboard for doing business in Latin America and for Latin American companies to address the European and Latin American markets.



Doing **business** in **Spain** and Spanish speaking world

3 week executive diploma course

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Universidad de Valladolid



DESCRIPTION OF THE COURSE

The **University of Valladolid (UVa)** offers the course “Doing business in Spain and LATAM” to **executives interested in investing in Spain or Latin America.**

It is a 3 week-course that **combines courses taught at the Faculty of Commerce** (a total of 75 hours) and **visits to companies** (6 to 8) from different sectors that will offer an insight on the international trajectory that has positioned themselves in a global market (45 hours).

The educative dimension of the visit will be enriched with discussion sessions in place that will allow participants to interact with stakeholders and analyze the prospective implementation in other countries.

AIMS OF THE COURSE

- Get to know the **main methods of market entry in Spain and LATAM.**
- Get insight into the **EU trade market**
- Understand the importance of the **forms and the knowledge of the Spanish-speaking cultures** to carry out international business
- Work successfully in a cross cultural environment

THE CONTENTS OF THE COURSE ARE ORGANIZED AROUND 6 MODULES:

- 1 SPAIN AND LATAM
- 2 BUSINESS ACTIVITY
- 3 MARKETING AND INTERNATIONAL COMMUNICATION
- 4 LEGISLATIVE ENVIRONMENT
- 5 INTERNATIONAL BUSINESS
- 6 ECONOMIC ENVIRONMENT



COORDINATORS OF THE COURSE:

- Mr. Alan D´Silva, Economist & Chartered Accountant (Advisor Plus)
- Germán Ortega PhD, Coordinator of South Asia, Asian Studies Centre (UVa)

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THE SIX MODULES OF THE COURSE ARE DEVELOPED WITH THE FOLLOWING SUBJECTS:

Spain and LATAM. Descriptors: Trade agreements between Spain & LATAM countries; Spain as a hub for business and trade with LATAM.

EU Trade Market. Descriptors: Foreign trade EU structure; Bilateral Trade agreements between EU and India; European Business Regulations; Foreign Direct Investments in Spain/Europe; Spain as Headquarters for European operations; Investment agreements between Spain and India.

Internationalization Company Model. Descriptors: Access to the Spanish market; Models of internationalization of the Company; The brokers in distribution; Spanish Trade Institutions and Associations; Organizational, Legal and Operating structures; Spain´s Industry Overview.

Logistic and Export and Import Operations and processes. Descriptors: European financial and banking structure and regulations; International logistics decision-making; Transport in international trade, necessary documentation and customs; The logistic function according to the industry analysed, either agro-food, consumer products or industrial products, ICTs.

International Negotiations and Protocols. Descriptors: Specific determinants of trade interaction as a trade negotiation context; culture and protocol in Spain and the EU; Training in commercial and intercultural negotiation; intercultural contexts protocol.

International Marketing. Descriptors. Stages in the process of internationalization; main methods of market entry in Spain; International communication; Distribution and types of distributors; Study of consumer behaviour in different cultural contexts.

The European Internal Market. Descriptors: Spanish Company law; EC competition law rules.

Spanish and International Tax System. Descriptors: Double tax treaty with India; Spanish labour system & legislation.

Cultural intelligence. Descriptors: How to work successfully in a cross cultural environment; Adapt behaviour to cultural norms and expectations; Improve situational judgment in cross-cultural situations.

Managerial Management and Expatriate Jobs. Descriptors: Specify the HRM strategies that are most appropriate for firms at different stages of internationalization; Identify the best mix of host-country and expatriate employees given the conditions facing a firm; Develop HRM policies and procedures that match the needs and values cultures.

