



IV Forum España – Estados Unidos

Fundación Consejo España – Estados Unidos
US – Spain Council

Barcelona, november 1998

FINAL REPORT

Senator Bob Graham and Jaime Carvajal opened the meeting and expressed their appreciation to all involved for the successful program held on Saturday.

The Council agreed to hold the V Forum of the US-Spain Council in Santa Fe, New Mexico in September 1999. Leopoldo Stampa and Diego Asencio were designated as the point persons for the Santa Fe meeting.

The Council decided not to expand its current membership from 60 to 80 because it would change the atmosphere of the meeting and not allow a fluid dialogue.

Issues for discussion at the V Forum might include: *“Spanish language in the US and the English language in Spain,” “Ways to increase Spain’s competitiveness in the US -- trade between the U.S. and Spain,”* and *“Existing differences, how to solve them.”*

The Council created a sixth working group, Research and Development, headed by José Antonio Pérez-Nievas and Pedro de Echenique on the Spanish part, and by Blake Davies, Emilio Moraleda and Carlos Mira on the American side, along with the Deans of the Engineering School and the Medical School of the University of Florida at Gainesville. This working group will identify ways in which Spain and the U.S. can work more closely together at both the public and private levels to enhance the quality, speed, and dissemination of new ideas. The report of this working group will be discussed at the V Forum.

Secretary of Energy Bill Richardson announced his intention to organize a conference on *“Energy and Climate Change”* between energy ministers of the U.S. and the EU which would take place in Spain in the near future.

Finally, the Council discussed the activities and results of the working groups that were established during the last meeting of the Council in Washington in October 1997. A summary of those working groups follows.

Issue - Working Group Trade and Investment Issues

Beatriz Casals

Angel Corcóstegui

Bill Harman

José Manuel Reyero

Juan Rodríguez Inciarte

Tom Skola

The Conference on Triangulation held in Coral Gables, Miami, May 28-30, 1998 dealt with the role of capital markets, cross-border business transactions, the Free Trade Area of the Americas (FTAA) and legal aspects of joint ventures. After last May's conference, the working group decided to hold a follow-on Triangulation meeting in New York in the spring of 1999. Discussion topics will include financial aspects of Latin American economies. Less emphasis will be placed on the current financial and liquidity crisis which is partially a result of the on-going Asian crisis. The 1999 meeting should make an effort to focus on the positive aspects of Latin American economies. Suggested participants include Enrique Iglesias, Director of the Inter-American Development Bank, members of the New York Stock Exchange, senior representatives of Latin American governments, and business people. The working group discussed whether the U.S.-Spain Council should be more political, not in terms of having a Political Action Committee, but rather through lobbying efforts to promote its views on Capitol Hill. The goal would be to emphasize the importance of the U.S.-Spain-Latin American trade triangle and the positive impact it has on business.

Issue - Working Group Image and Public Opinion Issues

Emilio Lamo de Espinosa

Antonio Garrigues

Eusebio Mujal-Leon

Isabel Valdés

José Manuel Reyero

S. Embassy Madrid

Spanish Embassy Washington

The working group conducted a study in the U.S. about "Spain's Image in the U.S." that consisted of 1,600 interviews among Hispanics and other Americans. The results showed that Spain has a very positive image, without negatives but that the Spanish image is not very strong. Spain's image in the U.S. is often stereotyped and not substantive. There was a marked lack of strong, positive associations with Spain which was attributed to the lack of knowledge about Spain. This contrasts sharply with Spain's image in Europe which is much fuller and more broadly developed. As a result of the study, the Council recommended Spain's use of advertising and public relations strategies to increase the knowledge and awareness about Spain in the U.S. The goal is to reorient the country's image to a more positive, modern image. Target groups for this strategy should be higher-income Hispanics and other Americans, and younger Hispanics and other Americans. A special strategy should be designed for the Mexican-American population because this group is the least receptive to a positive Spanish image. The Council asked Jose Manuel Reyero of ICEX to join this working group which will continue its studies. One of the key areas of research will be to study how

Spain's image is portrayed in history text books in schools. The results and relevant findings of the studies will be presented at the V Forum to be held in Santa Fe.

Working Group Young Leaders

Jaime Carvajal

Emilio Cassinello

Beatriz Casals

Eusebio Mujal-Leon

Martha Muse

Emilio Moraleda

After last summer's first U.S.-Spain Council-sponsored 10 day visit of a group of 12 Hispanic-Americans to different cities in Spain, the Council decided to repeat the program again this summer but to enlarge the group to include young leaders who represent a broader cross section of Americans. The Council discussed organizing the next "Young Leaders Conference" based on a more American-German model. This signifies the need to identify sources of funding beyond the support provided by the Universidad Internacional Menéndez Pelayo, the Instituto Ortega y Gasset and the Spanish Ministry of Foreign Affairs. The Council also approved the idea of approaching the German Marshall Fund to seek its expertise and to study its ability to establish and fund a permanent program. Additional funding could also come from U.S. and Spanish corporations. Another possibility is to combine next year's Young Leaders Conference with the scholarship program that is being established by the Council. The purpose of the scholarship program is to enhance the knowledge about Spain in the U.S. The idea is to give 15 young, post-graduate Americans who speak Spanish the opportunity to work and study in the offices of the Spanish members of the Council for a period of six to ten months.

Issue - Working Group Internet

Antonio Garrigues

José Luis Pardos

Michael Peck

English is the language used in more than 70% of all Internet Web sites pages while Spanish is used in less than two percent. Spanish, therefore, is not currently commercially viable on the Internet and runs the risk of becoming a secondary commercial language. The Council identified several possible measures to increase the use of Spanish on Internet: . Increase the number of Spanish-speaking Internet users. 2. Enhance and insure the viability of the Spanish language in Spain's electronic-based commerce delivery system. 3. Create Spanish-language based on-line communities. The Council agreed to continue this investigation on a permanent basis. English will continue to play the dominant role on Internet, but Spanish should have an important and growing role as well. Spanish language in the US and the English language in Spain, a priority topic that was discussed during bilateral meetings between Spanish Minister of Culture and Education, Esperanza Aguirre, and U.S. Secretary of Education Richard Riley prior to the Barcelona meeting.

Issue - Working Group Intellectual Property Issues

Antonio Castán

Alberto Elzaburu

Lou Clemente

Brad Smith

Legally, Spain has all of the necessary instruments to defend intellectual and industrial property. Both the U.S. and Spanish intellectual property rights protection regimes are comparable. However, Spain can still do things to reduce its estimated 59 percent piracy rate. One suggestion is to improve the coordination among the different authorities which have responsibility for intellectual and industrial property rights. Another is to improve the speed and efficiency of the Spanish court system and for some courts to specialize in the issue. To address these deficiencies, the Council proposes education initiatives with three different key groups: a) academics; b) professionals (judges, prosecutors and police), and c) government to government. In addition, the Council will forward the Price Waterhouse report on piracy to the Spanish Minister of Industry.

Irene Díaz