

**GGI EASYMEET**  
**24-26 JUNE 2016**  
**MADRID, SPAIN**



hosted by

***FICESA TREUHAND, S.A.P.***  
Auditores y Asesores Fiscales

*Dr. Frühbeck*  
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## HOTELS

Individual arrival at the:

**InterContinental Hotel Madrid\***

Paseo de la Castellana, 49, 28046 Madrid, Spain

T: +34 917 00 73 00, W: [www.madrid.intercontinental.com](http://www.madrid.intercontinental.com)

**\*All meetings will be held in this hotel;  
all tours and transfers will also depart from this hotel.**

**Hotel Miguel Angel**

C/ Miguel Angel, 29-31, 28010 Madrid, Spain

T: +34 91 442 00 22, W: [www.hotelmiguelangel.com](http://www.hotelmiguelangel.com)

## DRESS CODE

**Dress Code: Smart Casual**

## CONTACTS

Your main GGI contact persons at this Conference are:

**Igino Moffa Marchetti  
Linda Soriton  
Marco Izzo**

You will always find one of us at the GGI Hospitality Desk in the Lobby of the InterContinental Hotel Madrid during our opening hours:

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Thursday, 23 June 2016: 18:00 – 19:30

Friday, 24 June 2016: 08:00 – 17:30

Saturday, 25 June 2016: 08:30 – 12:30

**All delegates must complete registration at the GGI Hospitality Desk prior to joining any of the Conference activities.**



- 17:45 – 19:00                    OPTIONAL Tour of the Santiago Bernabéu Stadium (home to Real Madrid)  
*Meeting Point: Hotel Lobby InterContinental*
- 19:00 – 23:00                    Dinner at “Puerta 57” in the Santiago Bernabéu Stadium  
*Meeting Point: Hotel Lobby InterContinental*

## Sunday, 26 June 2016

Individual departure from hotels – check out no later than 12:00 noon.

## KEYNOTE SPEAKER

### Michael Reiss von Filski

Michael is the Global CEO of GGI and was born in 1974 in Switzerland in a Spanish, Swiss, Austrian-Hungarian and German family. He is Spanish, Swiss and Hungarian citizen and studied also in Switzerland and Spain. As a diplomat, he was very often in Madrid, New York, Rome and Buenos Aires. He was for three years the Chief Executive of the Spanish Chamber of Commerce in Switzerland, prior to joining GGI. He is an accredited observer to the European Parliament, Chairman of AILFN, the Association of International Law Firm Networks, member of the Advisory Committee of EGIAN, the European Group of Accounting Networks, a member of the Editorial Board of the IAB International Accounting Bulletin in London and Member of the Board and of the International Advisory Committee of LSM Louvain School of Management. Michael serves as non-executive director in several companies.



### Spain – Years of Change

Spain has changed beyond recognition since General Franco died 41 years ago. The country telescoped its political, economic and social modernisation into a much shorter period than any other European country. This presentation shall provide a brief overview from the early ages to the Caliphate of Cordoba, covering the era of Spain as a global superpower and the demise of the same. The Civil war 1936-39 and the involvement of many international powers will be covered in order to understand the following decades. King Juan Carlos was the engine of reforms during the transition to democracy, sealed in the 1978 Constitution. After the Franco-era, Spain managed to modernize and to democratize, joining the EU and showing unprecedented economic growth. After the financial crisis, Spain went through immense challenges and a soft recovery can already be seen. The economy, the euro zone's fourth largest, has been fully integrated into the global economy and a bevy of multinationals created. It seems that Spain is always in a particular way of change. The past of Spain shows its potential for the future, full of opportunities for businesses and individuals. Participants to this presentation will gain a stringent insight in and a better understanding of Spain, also for the benefit of their professional firms and their clients.

## MEETING SUMMARIES

**Friday, 24 June 2016, 16:45 – 17:15**

### **Streamlining Business Processes**

**Halima Salim**

It is fair to say that technology has a huge influence on the way in which we all undertake business. The development and modernisation of technology in recent years, allows us to save some trees by moving towards becoming paperless, which many would agree was almost impossible in the past.

We all know how to use computers in its conventional form. However, there are a number of exciting recent advances that allows us to ease our business processes, some of which include the use of an integrated billing and invoicing system, using hosted and cloud environment, the use of an online portal where clients will have easy and secure access to their documents and data.

Through streaming your business processes in-line with the current business climate, your business is likely to see many benefits that will simplify its processes and allow work to flow more efficiently.

We can be more successful by learning from each other. This session will focus on examples mentioned above which your business can use to assist with its development.

*Halima is an ACCA Chartered Accountant with a Bachelor of Science degree in Accounting. Halima recently joined Lawrence Grant and is involved in working with both corporate and personal clients in all areas of tax, accounting and VAT.*

**Saturday, 25 June 2016, 11:00 – 12:30**

### **A guided tour in the labyrinth of European Politics and Economy**

**Dr László Tunyogi**

A short but comprehensive overview of the current situation of the “old continent”, just two days after the European Union Membership Referendum in the UK, and in the middle of a long, hot summer, when millions of emigrants arrive to Europe...



## OPTIONAL EXTRA-CURRICULAR ACTIVITIES

**Thursday, 23 June 2016**

**Segovia – World Heritage City, 08:45 – 17:15**

Segovia is symbolic of a complex, historical reality. Its neighborhoods, streets and houses are laid out in accordance with a social structure in which hierarchy was organised and dominated by belonging to one of the different cultural communities. The evidence of this cultural process can be seen in the large number of outstanding monuments in the city, among which the Roman Aqueduct stands out. Other important monuments can be found in here: the Alcázar, begun around the 11<sup>th</sup> century; several Romanesque churches; noble palaces from the 15<sup>th</sup> and 16<sup>th</sup> centuries; the 16<sup>th</sup> century Gothic cathedral, the last to be built in Spain in this style.



Lunch is included with this tour.

**Saturday, 25 June 2016**

**Visit to Madrid Palacio Real – Downtown Heritage, 13:45 – 16:30**

The Royal Palace of Madrid, one of the largest in Europe, stands on the site of the former Alcazar of Madrid, a medieval fortress transformed into a lavish palace by John II, Charles V and Phillip II (who in 1561 made it the official residence of the Spanish Monarchy). Phillip V then decided to raise a new Royal palace on this site.

The Palace's marvelous gardens and privileged location in the city make it one of the most attractive places to visit in the city.

This is a VIP guided tour including some secret corners (not open to the general public).

**Saturday, 25 June 2016**

**Tour of Santiago Bernabéu Stadium, 17:45 – 19:00**

Visit the home of Real Madrid prior to dinner in "Puerta 57" (which is in the Stadium itself).