

3-4 October 2019

**GLOBAL FAMILY ENTERPRISE COUNCIL  
2<sup>ND</sup> HALF 2019****AGENDA****HOTEL WELLINGTON****VELAZQUEZ 8 | 28001 MADRID****PHONE: +34 915 75 44 00 | [WWW.HOTEL-WELLINGTON.COM](http://WWW.HOTEL-WELLINGTON.COM)****Thursday, 3 October 2019**

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**08:30 – 09:00**                      **Breakfast****09:00 – 09:45**                      **Welcome, Goals of the GFC and Participant Introductions  
and Updates**

*Presented by Sara Hamilton, Founder & CEO, and Miguel López de Silanes, Market Leader Europe & Latin America, Family Office Exchange*

**09:45 – 10:15**                      **Highlights from the Singularity University Program for a  
Leading Family Office**

*Presented by Maarten de Groot, CEO, Eligius SFO*

Maarten will share with us the key highlights and global trends from the recent program that the family and the FO team attended at Singularity University, including global dynamics, exponential technologies, artificial intelligence, energy and education.

**10:15 – 11:15**                      **Key Global Family Enterprise and Family Office Trends**

*Presented by Miguel López de Silanes and Sara Hamilton*

We will share the key trends being experienced by international and US families from our recent FOX FO Survey, including trends in ownership and governance, strategy and risk management, owner engagement and education, FO costs and structure, investments, and various others.

**11:15 – 11:30**                      **Networking Break**

\*\*\* Business casual attire for meeting \*\*\*

## Thursday, 3 October 2019 – Continued

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| <b>11:30 – 12:30</b> | <b>Family Case Study: History, Values, Governance and Key Investments of a Multi-generational European Family Enterprise</b><br><br><i>Presented by José Ignacio Ysasi de Ysasmendi, CEO, Casagrande FO, Madrid, Spain</i>             |
| <b>12:30 – 13:00</b> | <b>Follow-up Discussion and Peer Dialogue</b>  |
| <b>13:00 – 14:00</b> | <b>Lunch</b>   |
| <b>14:00 – 15:00</b> | <b>Family Case Study on Embracing Disruption at Henkel, and the Formation of Henkel X</b><br><br><i>Presented by Rahmyn Kress, Chief Digital Officer, Henkel, and Konstantin von Unger, a Member of Henkel's Shareholder Committee</i> |
| <b>15:00 – 16:00</b> | <b>FOX Opportunity and Risk Committee Research</b>   |
| <b>16:00 – 16:30</b> | <b>Follow-up Discussion and Peer Dialogue and Meeting Adjournment</b>  |
| <b>17:45 – 19:00</b> | <b>Social Event: Highlights of the Museo Reina Sofía</b><br><i>Calle Santa Isabel, 52, 28012 Madrid<br/>+34 91 774 1000 (Private Tours: ext. 2025)</i>   |
| <b>19:30 – 20:15</b> | <b>Cocktails with the Del Pino Family at the Del Pino Foundation</b><br><i>Calle Rafael Calvo, 39, 28010 Madrid<br/>+34 913 96 86 00</i>   |
| <b>20:30 – 22:00</b> | <b>Dinner at Tatel Madrid</b><br><i>Paseo de la Castellana, 36, 28046 Madrid<br/>+34 911 72 18 41</i>  |

\*\*\* Business casual attire for meeting \*\*\*

Friday, 4 October 2019

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**08:30 – 09:00**

***Breakfast***

**09:00 – 09:15**

**Update on Investment Allocations from FOX's and Other Global Surveys**

*Presented by Miguel López de Silanes and Sara Hamilton*

**09:15 – 09:45**

**Investment Allocation Panel: Case Studies from European Families**

*4 Council Panelists, Coordinated by Miguel López de Silanes*

The Participants will share part of their investment strategy/ investment allocation, emphasizing lessons learned on due diligence, providers, returns, and asset expertise.

**09:45 – 10:15**

**Follow-up Discussion and Peer Dialogue**

**10:15 – 10:30**

***Networking Break***

**10:30 – 11:30**

**Venture Capital Trends**

*Presented by José Miguel Herrero, Partner, Big Sur Ventures*

Mr. Herrero will share some of the leading trends affecting and shaping the VC industry, including new structures of direct investing, pricing trends, sub-sector/niche focus, and success stories.

**11:30 – 12:45**

**Peer Dialogue and Key Takeaways from GFC**

**13:00 – 14:00**

***Group Networking Lunch***

\*\*\* *Business casual attire for meeting* \*\*\*