An open invitation from the LICENSING EXECUTIVES SOCIETY (ESPAÑA)

TECHNOLOGY TRANSFER- KEY TO BUSINESS DEVELOPMENT IN THE 80's



a unique opportunity to discuss opportunities in Spain and Latin America paticularly BRAZIL, ARGENTINA, VENEZUELA and MEXICO

L E S

Madrid
INTERNATIONAL CONFERENCE

Wednesday 3rd to Friday 5th October 1979 Eurobuilding Hotel Madrid 16

The formal approval of a new Constitution has further enhanced the prospects for increased development in Spain and the likelihood of entry into the European Economic Community. It is particularly appropriate therefore for the Licensing Executives Society to hold their International Conference in Madrid in October under the patronage of the Spanish Chapter.

Over the past twenty years technology transfer has been of particular significance in the rapid growth of the Spanish economy. In addition Spain is in a unique position vis a vis Latin America, due in part to language and historical ties, and this will be reflected in the subject matter for this conference.

LES Espana has assembled an impressive list of speakers for this event including Government Officials from Brazil, Argentina, Mexico and Venezuela as well as Spain. Top Level officials from the European Commission, the European Patent Office, UNIDO, American, Japanese and European Industry will also participate.

This conference will provide a unique opportunity to meet with all those involved or likely to be involved with technology transfer in the 80's. Demand for places is already high following the circulation of the provisional business programme and ***early registration is strongly advised.***

Invitation From Fernando Pombo President, LES Espana

As President of the Spanish Chapter of the Licensing Executives Society, it is with much personal and professional pleasure that I commend to you the interesting and challenging programme which my colleagues and I have assembled for the first international licensing conference to be held in Spain.

The historical, cultural and linguistic ties between Spain and Latin America and their solutions to common licensing problems are reflected in the subjects to be discussed at the Conference, which I am happy to say is being fully supported by influential government and industrial representatives from Argentina, Brazil, Mexico and Venezuela. Spanish Governmental, academic and industrial interests in the licensing field are also represented.

The Conference will also focus attention on the important licensing developments in the field of increasing trade with East-Bloc countries, as well as the continuing work of the United Nations on transfer of technology to developing countries.

Our speakers have been carefully chosen and are all specialists in their various fields. Coming from different cultural backgrounds and representing a variety of political views and business exposure, this will lend authority, interest and perspective to our sessions. All this promises stimulating and exciting plenary sessions in addition to which full opportunity will be given for delegates to participate in question and answer sessions and practical workshops.

Add to this traditional Spanish hospitality and the charm of Madrid and its environs in the Autumn, together with the interesting social programme that has been arranged for delegates and their wives, and I think you will agree with me that the LES Madrid Conference promises to be a profitable, memorable and enjoyable occasion for all concerned.

I look forward, therefore, to sharing this experience with you, and welcoming you soon to Madrid.

About LES

The Licensing Executives' Society was founded in the United States 13 years ago to bring together professional individuals in the licensing field.

LES, now with a membership of nearly 4,000 in 45 different countries has chapters in 20 countries each federated to LES International. LES works closely with the EEC and the United Nations and it is estimated that 75% of the trade in technology transfer by countries in the Western world is conducted by LES members.

Busine

TUESDAY 2nd OCTOBER

18.00-21.00 *REGISTRATION OF DELEGATES*
Eurobuilding Hotel, Padre Damian 23, Madrid 16.

WEDNESDAY 3rd OCTOBER

08.00-11.00 *REGISTRATION OF DELEGATES CONTINUES*

08.00-11.00 **BASIC LICENSING COURSE (Optional)**
Speakers: **Dudley B. Smith,** Senior Licensing Co-ordinator, Celanese Corporation, New York, U.S.A., Gold Medalist, LES International
Robert Goldscheider, Chairman, International Licensing Network, New York

11.30 **OFFICIAL OPENING OF LES ESPANA INTERNATIONAL CONFERENCE (MADRID)**
Welcome: Fernando Pombo, President, LES Espana
Inaugural Speech:
Senior Representative of the Spanish Government

MORNING PLENARY SESSION

Chairman: **Ignacio Gomez-Acebo,** Partner, Gomez-Acebo & Pombo, Madrid

12.00 **PROSPECTS FOR TECHNOLOGY TRANSFER WITH SPAIN**
Economic and political considerations.
Speakers: **Dr. José Ramón Lasuen,** Professor of Economics, Universities of Madrid and Princeton, U.S.A.
Dr. Ramón Tamames, Professor of Economics, University of Madrid, Deputy Mayor of Madrid
Dr. Eugenio Triana, INITEC, Spain

13.30 *COCKTAILS AND LUNCHEON*

AFTERNOON PLENARY SESSION

15.30 **TECHNOLOGY DEVELOPMENT BY RESEARCH INSTITUTES AND UNIVERSITIES**
How to successfully exploit these resources.
Speaker: **Professor Niels J. Reimers,** Stanford University, California, U.S.A. President, LES (U.S.A.)
Comment: **Juan Luengo,** President, CEDETI, Madrid
Javier Trueba, Director, Licensing and Exploitation of Resources Department, Spanish National Council for Research (C.S.I.C.)

16.30 *COFFEE BREAK*

16.45 **DEVELOPMENT OF COMPETITION LAWS AND THEIR EFFECTS ON LICENSING**
Experience in the United States
Speaker: **Kenneth Payne,** Patent Attorney, Finnegan, Henderson Farabow & Garrett, Washington D.C., U.S.A.
The Policy of the European Commission including the Block Exemption Regulation
Speaker: A representative from DG IV (Competition), E.C. Commission
Comment: **Michel de Haas,** Professor, Strasbourg University, President, LES France

21.30 FLAMENCO EVENING at the Corral de la Pacheca including a Sherry Tasting offered by GONZALEZ-BYASS

Invitation From Fernando Pombo President, LES Espana

As President of the Spanish Chapter of the Licensing Executives Society, it is with much personal and professional pleasure that I commend to you the interesting and challenging programme which my colleagues and I have assembled for the first international licensing conference to be held in Spain.

The historical, cultural and linguistic ties between Spain and Latin America and their solutions to common licensing problems are reflected in the subjects to be discussed at the Conference, which I am happy to say is being fully supported by influential government and industrial representatives from Argentina, Brazil, Mexico and Venezuela. Spanish Governmental, academic and industrial interests in the licensing field are also represented.

The Conference will also focus attention on the important licensing developments in the field of increasing trade with East-Bloc countries, as well as the continuing work of the United Nations on transfer of technology to developing countries.

Our speakers have been carefully chosen and are all specialists in their various fields. Coming from different cultural backgrounds and representing a variety of political views and business exposure, this will lend authority, interest and perspective to our sessions. All this promises stimulating and exciting plenary sessions in addition to which full opportunity will be given for delegates to participate in question and answer sessions and practical workshops.

Add to this traditional Spanish hospitality and the charm of Madrid and its environs in the Autumn, together with the interesting social programme that has been arranged for delegates and their wives, and I think you will agree with me that the LES Madrid Conference promises to be a profitable, memorable and enjoyable occasion for all concerned.

I look forward, therefore, to sharing this experience with you, and welcoming you soon to Madrid.

About LES

The Licensing Executives' Society was founded in the United States 13 years ago to bring together professional individuals in the licensing field.

LES, now with a membership of nearly 4,000 in 45 different countries has chapters in 20 countries each federated to LES International. LES works closely with the EEC and the United Nations and it is estimated that 75% of the trade in technology transfer by countries in the Western world is conducted by LES members.

Busine

TUESDAY 2nd OCTOBER

18.00-21.00 *REGISTRATION OF DELEGATES*
Eurobuilding Hotel, Padre Damian 23, Madrid 16.

WEDNESDAY 3rd OCTOBER

08.00-11.00 *REGISTRATION OF DELEGATES CONTINUES*

08.00-11.00 **BASIC LICENSING COURSE (Optional)**
Speakers: **Dudley B. Smith,** Senior Licensing Co-ordinator, Celanese Corporation, New York, U.S.A., Gold Medalist, LES International
Robert Goldscheider, Chairman, International Licensing Network, New York

11.30 **OFFICIAL OPENING OF LES ESPANA INTERNATIONAL CONFERENCE (MADRID)**
Welcome: Fernando Pombo, President, LES Espana
Inaugural Speech:
Senior Representative of the Spanish Government

MORNING PLENARY SESSION

Chairman: **Ignacio Gomez-Acebo,** Partner, Gomez-Acebo & Pombo, Madrid

12.00 **PROSPECTS FOR TECHNOLOGY TRANSFER WITH SPAIN**
Economic and political considerations.
Speakers: **Dr. José Ramón Lasuen,** Professor of Economics, Universities of Madrid and Princeton, U.S.A.
Dr. Ramón Tamames, Professor of Economics, University of Madrid, Deputy Mayor of Madrid
Dr. Eugenio Triana, INITEC, Spain

13.30 *COCKTAILS AND LUNCHEON*

AFTERNOON PLENARY SESSION

15.30 **TECHNOLOGY DEVELOPMENT BY RESEARCH INSTITUTES AND UNIVERSITIES**
How to successfully exploit these resources.
Speaker: **Professor Niels J. Reimers,** Stanford University, California, U.S.A. President, LES (U.S.A.)
Comment: **Juan Luengo,** President, CEDETI, Madrid
Javier Trueba, Director, Licensing and Exploitation of Resources Department, Spanish National Council for Research (C.S.I.C.)

16.30 *COFFEE BREAK*

16.45 **DEVELOPMENT OF COMPETITION LAWS AND THEIR EFFECTS ON LICENSING**
Experience in the United States
Speaker: **Kenneth Payne,** Patent Attorney, Finnegan, Henderson Farabow & Garrett, Washington D.C., U.S.A.
The Policy of the European Commission including the Block Exemption Regulation
Speaker: A representative from DG IV (Competition), E.C. Commission
Comment: **Michel de Haas,** Professor, Strasbourg University, President, LES France

21.30 FLAMENCO EVENING at the Corral de la Pacheca including a Sherry Tasting offered by GONZALEZ-BYASS

Social Programme

Wednesday Evening (3rd October)

21.30 **Flamenco Evening** at the Corral de la Pacheca, a short walk from the Eurobuilding Hotel.
The Corral de la Pacheca is a Tablao Flamenco with Andalusian gipsy dancing and guitar playing. The cost of this evening including a light dinner and a special Sherry Tasting offered by Gonzales-Byass is included in the conference delegate and associate delegate fees.

Thursday Evening (4th October)

21.00 LES Espana have arranged a Gala Banquet at the famous restaurant LOS PORCHES set in the romantic gardens of the Parque del Oeste. Please indicate on the registration form whether you wish to attend. Tickets will be US$35.00 each.

ASSOCIATE DELEGATE'S PROGRAMME

A special programme has been arranged by the organisers for those accompanying full delegates at an inclusive fee of US$150.00. Participation in each event is, of course, optional. Ample time has been allocated for shopping during the three days.

Wednesday 3rd October

11.30 Coffee Morning at the Eurobuilding Hotel to meet other Associate Delegates.
A short talk on Madrid will be given.

13.00 Depart for a well-known Madrid Restaurant.

15.00 Guided familiarisation tour of Madrid by coach showing main landmarks. Visit to the Prado Museum.

21.30 FLAMENCO EVENING with conference delegates at El Corral de la Pacheca.

Thursday 4th October

09.30 Special visit to El Escorial and Segovia.
San Lorenzo de El Escorial, burial place of Spanish Kings and Queens. A monastery erected by Philip II as a memorial to his father, Charles V.
Segovia — See the still undamaged Roman aqueduct and the Alcazar Fortress palace dating back to pre-Roman times and once the home of Queen Isabella.

Luncheon will be included on this tour.

21.00 Gala Banquet at Los Porches Restaurant, Parque del Oeste, Madrid. (An extra charge of US$35.00 each will be made for the Banquet).

Friday 5th October

09.30 Half-day visit to Toledo including lunch on the return journey.
Toledo, The national monument, site of El Greco's house. The 13th Century Cathedral is one of the most beautiful in the world, containing jewelled chalices, ancient church vestments, historic tapestries and no less than 750 stained glass windows.

16.00 Return to Madrid.

18.45 Farewell Cocktails at the Eurobuilding Hotel.

PLEASE INDICATE YOUR NAME ON THE REGISTRATION FORM.
We look forward to your company.

Registration Form

LES ESPANA INTERNATIONAL CONFERENCE, MADRID 1979

3rd, 4th and 5th October, 1979.
EUROBUILDING HOTEL, MADRID, SPAIN

To: LES Espana, c/o Fernando Pombo, Ave Generalisimo 52, Madrid 16, Spain.

Please register the following delegates (and Associates) to the 1979 LES Espana International Conference.

I/We require hotel accommodation as indicated*

Initials	Surname	Position in Firm	Full Delegate	Associate Delegate	Hotel of First Choice A, B or C	Double/ Single*	Nights TO	INCLUSIVE
							TO	INCLUSIVE

Firm/Organisation _____

Address _____ **Telephone** _____ **Telex** _____

GALA BANQUET (Delegates and Associate Delegates only) I/We wish to attend the Gala Banquet. Please reserve ..... tickets at US$35.00 each.

WEEK-END VISIT TO PALMA DE MALLORCA Please reserve ..... places on your tour to Palma (Double Room/Single Room)*.
Leaving Madrid on Friday evening*/Saturday morning*. I enclose a deposit of US$50.00 per person.

FULL DAY EXCURSION TO SALAMANCA AND AVILA Please reserve ..... places on this tour.

Our cheque for US$_____ made payable to LES Espana is enclosed (This is calculated as follows:

Paid before 31st August —		*Paid after 31st August* —	
...LES members at	US$360 per person	...LES members at	US$400 per person
...Non-members at	US$405 per person	...Non-members at	US$450 per person
...Associate delegates at	US$135 per person	...Associate delegates at	US$150 per person
...Banquet Tickets at	US$35 per person	...Banquet Tickets at	US$35 per person
...Hotel Deposit at	US$50 per room	...Hotel Deposit at	US$50 per room
...Deposit for Visit to Palma de Mallorca	US$50	...Deposit for Visit to Palma de Mallorca	US$50
TOTAL OF CHEQUE	US$.....	TOTAL OF CHEQUE	US$.....

An Adm Card will be forwarded to each delegate on receipt of this form. Refunds will be n or cancellations received in writing by the organisers fourteen before the conference.

** Please delete where applicable.*

Speakers Include


Fernando Pombo


Carlos Payá


Bernardo M. Cremades


Pierre Hug


Ian Blackshaw


Javier Trueba


M. Okano


Michel De Haas


José Ramón Lasuen


Eugenio Triana

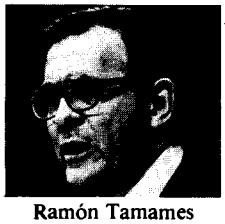

Mario M. Panalver


Ignacio Gomez-Acebo

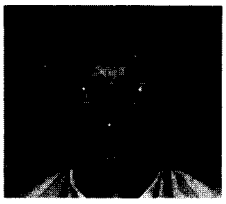

Robert Goldscheider

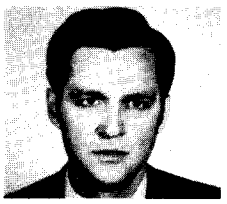

John Gay


Karl Jorda


Ramón Tamames


L. B. Mackey


Dudley B. Smith


Rafael Martin Moyano


E. Aguilar

Post Conference Visits

Saturday 6th October

A full day excursion has been arranged to the delightful towns of Salamanca and Avila. Lunch at a gourmet restaurant will be included in the price. Reservations can be made during the conference.

Week-End Visit to Palma de Mallorca

Arrangements are being made for a post conference tour to the island of Palma de Mallorca in the Balearic Isles.

Accommodation has been reserved in the sumptuous Valparaiso Hotel, whose magnificent view over the bay of Palma is unmatched. This tranquil hotel in beautiful landscaped gardens has two heated swimming pools and is the ideal spot for a quiet week-end after a busy conference.

Delegates may choose to travel on the Friday evening or early Saturday morning and leave Palma, which has an international airport, on the Sunday or Monday.

In order for the organisers to hold sufficient accommodation please indicate on the registration form if you wish to take advantage of this offer. A deposit of $50.00 is required.

Further Details of the above visits will be forwarded to you on registration.

Administrative Details

Dates

Wednesday, Thursday and Friday, 3rd, 4th and 5th October, 1979

Venue

Eurobuilding Hotel, Padre Damian 23,
Madrid 16, Spain.
Telephone: 457 31 00 or 457 67 00
Telex: 22548 Eubil-E.

A recently built five star hotel in a residential corner of the city's rapidly expanding financial area.

Fee

The conference delegate fee is US$450.00 to non-members of the Licensing Executives Society (US$400.00 to members). A 10% reduction is offered to delegates who register *before* 31st August 1979. The fee is inclusive of detailed course documentation, luncheon and mid-session refreshments on the three conference days as well as the Flamenco Evening and farewell cocktails.

The fee does not include hotel accommodation.

The fee should be paid by cheque to LES Espana quoting the name of full delegate, associate delegate and firm and sent to the organisers or by transfer to (A/c No. 7175), Banco de Santander, Generalisimo 64, Madrid 16.

Refunds will be made for cancellations received in writing fourteen days before the conference.

Associate Delegates

A special programme has been arranged by the organisers for those accompanying full delegates at an inclusive fee of US$150.00 (details overleaf).

Hotel Accommodation

A number of single and double rooms with bath have been reserved by the organisers at the Eurobuilding Hotel, situated in Madrid's business area. Additional accommodation is available at two other hotels in old Madrid, as shown below. Please indicate your requirements on the Registration Form. We shall accept reservations on a first come first served basis and ***delegates will be responsible for meeting their own accounts at the end of their stay.***
Reservations will only be valid on receipt of a deposit of US$50 per room. This should be sent with your registration form.

		Price per night	
		Double	Single
A	Eurobuilding Hotel	Ptas. 5.450	Ptas. 4.065
B	Hotel Melia	Ptas. 5.200	Ptas. 4.000
C	Hotel Princesa Plaza	Ptas. 4.900	Ptas. 3.900

Languages

The conference languages will be English and Spanish. Simultaneous interpretation will be provided. Documentation will be in both languages.

Registration

Please complete the attached booking form when making your reservation or confirming a telephone or telex booking. An Admission Card will then be forwarded to you.

Administration

LES ESPANA, C/o Fernando Pombo,
Ave. Generalisimo 52, Madrid 16, Spain.
Telephone: 403 35 03 or 403 39 04
Telex: 23429 GAPO E