

CHOISEUL

Thinking global

Giving light to present geostrategic and global economics issues



Choiseul provides a global view of world economics and policy affairs, paying special attention to the global context in every continent: Europe, North and South America, Africa and the Middle East, Asia, as well as Japan and Australia.

Unlike other think tanks,

Choiseul develops an important effort in publishing and educational activities aimed at firmly addressing new problems that arise from a world context, more complex everyday, which requires better understanding of present economic, political and social problems in diverse regions.

Institute Choiseul

Institute Choiseul for geoeconomics and economic intelligence, is an independent research center specialized in the analysis of the international context, including the different political and economic strategies found in the scenario of economic and financial globalization.

On the intellectual front, Institute Choiseul conceives international relations from a multicultural position where political, economic and sociological phenomena are interwoven.

Institute Choiseul sheds new light on contemporary realities through activities in Academia, unique publications and open debates of all opinions, offering the necessary elements to better understand today's international phenomena.

GEOECONOMICS AND ECONOMIC INTELLIGENCE

Geoeconomics refers to the analysis of national strategies, the ultimate goal of which is not to control territories but to gain technological and economic supremacy. National policies affect market structures and states attempt to remodel prevailing tendencies in order to suit their own interests.

Geoeconomics includes the analysis of the movements of people, goods,

services, knowledge and capital between territories where the state is an area of passage with invisible frontiers.



Institute Choiseul specializes in geoeconomics and the management of information and the elaboration of corporate strategies, new procedures and methodologies which derive from economic intelligence techniques, using the cycle of intelligence to better understand the global economic context.

CHOISEUL ORGANIZES HIGH LEVEL CONFERENCES WITH LEADING INSTITUTIONS



In the frame of the Geoeconomics and International Strategy Chair headed by Dr. Eduardo Olier, Executive President of Institute Choiseul Spain, and in collaboration with the Konrad Adenauer Foundation, a conference was held in the auditorium of the campus of CEU University in Madrid to openly discuss the future of the European economy and its impact on Spain. The presidency was taken by the Commissioner for Energy of the European Commission, Mr. Günter Oettinger, as well as the President of the Spanish Government Agency for Financial Regulation of the Securities Markets, and a number of other leading politicians and economists in front of a selected audience.

This April, Mr. José Manuel García-Margallo, Minister of Foreign Affairs of the Spanish Government gave the opening session of a meeting organized by Institute Choiseul Spain at Telefonica Foundation premises. The meeting was held by some 130 senior executives of leading Spanish multinationals, as well as a selected number of foreign ambassadors in Spain. A panel of four people including the CEO of FCC, ITP, CLH and INDRA offered its views about the economic oportunities coming from Spain being a member of the UN Security Council during the period 2015-2016.



Above: Conference on the future of the European economy.
Below: Spanish Minister of Foreign Affairs opening a Choiseul debate.



CHOISEUL ENERGY INDEX - CHALLENGE OF ENERGY COMPETITIVENESS

Energy competitiveness is a crucial challenge for most political and economic decision-makers.

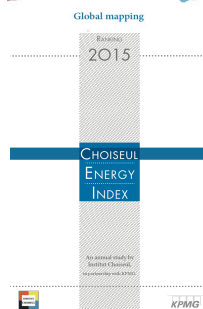
The study strives to provide a unique, neutral and objective perspective on energy competitiveness among the 146 countries it covers.

Choiseul Energy Index, sheds light on the changing face on energy policies and trends of the countries included in the Index.



Affordable, accesible and diversified energy is vital for sustainable, bouyant economic growth.

Global disparities with regard to energy are legion.



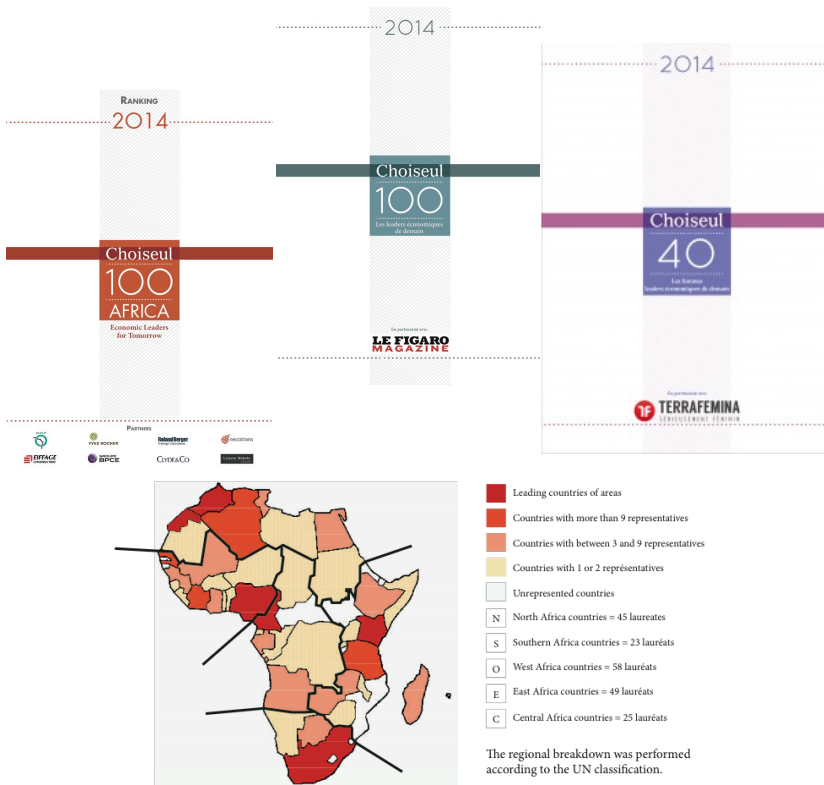
Some Governments have been able to successfully implement a valid, relevant energy model.



CHOISEUL DEBATING WITH LEADING ECONOMISTS

Spanish Minister for Economics and Competitiveness, Mr. Luis de Guindos, together with Choiseul’s President, Chief Economist of BBVA, the Chairman of the Spanish Academy of Sciences and the former Director of the Government Economics Office in an open debate on the future of public pensions.

RAISING THE ECONOMIC LEADERS OF THE FUTURE



Having implemented two editions in France and underway in Spain and Latin America the continental and unique ranking of the African economic leaders of the future draws the contour of the future of Africa, a future that is shaped through the dynamism and the engagement of its young economical elites.

toward a more mature and diversified economy. All around the continent, great programs are launched, projects are developed, and growth levers are created.

Choiseul 100 Africa is only the first stone of a much more ambitious project that aims to promote dialogue between all economic actors on the African continent.

Africa is turning today

GEOECONOMICS, A UNIQUE JOURNAL ON GLOBAL ECONOMICS AFFAIRS

Geoeconomía, the journal published in Spain by Institute Choiseul has published three important specimens in 2014. Number 11 was devoted to studying the economic importance of city branding with special focus on Madrid, the capital of Spain. More than 15 officials of a number of cities wrote their views, including the mayors of Madrid and Barcelona. There were also senior members of the Spanish Go-

vernment like the Secretary of State of “Marca España”, as well as a selected number of leading executives of a number of Spanish multinationals.

Number 10 was exploring the keys of the Spanish economy, its challenges and opportunities. And number 9 focused on leadership in front of the challenges imposed by globalization. In both cases Choiseul was supported by recognized leaders.



GEOECONOMICS

The book *Geoeconomics* published in 2011 by Pearson, Ltd. and written in Spanish by Dr. Eduardo Olier is now in its second edition. Several thousand samples have already been sold including hard copies and e-books. The accompanying blog www.geoeconomia.es led by Dr. Olier reached 150,000 visits after two years of existence.

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Executive President

PhD in Telecommunications Engineering and Postgraduate Programs with Harvard Business School and Cranfield School of Management. He has held executive positions at the European Space Agency, Repsol, BBVA, the Japanese company NEC and Deloitte Consulting. Visiting professor in a number of international Universities, including TEC Monterrey (Mexico) and Sorbona University (Sciences Po) in Paris.



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Executive Vicepresident

PhD in Computing Engineering and a MSc in Knowledge Management. He was a partner of Arthur Andersen and has been General Manager at Banco Santander and Banesto and Executive Director at Caixa Bank. Likewise he was the Presidente of the Electronic Certification Agency. He is also Vicepresident of the Economic Cooperation Council.



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MSc in Economics and MBA by INSEAD. Until 2011 he was Managing Partner at PWC, responsible for the energy industry. Previously he was General Manager at Unisys Consulting, Partner at KPMG Consulting in the energy sector, COO at EDS, and General Manager at Digital Equipment Corporation.



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MSc in Chemistry and Biochemistry Sciences and Executive Program with London Business School. Managing Director at Total, Elf, Fina and Gulf in Spain and Vicepresident of Marketing Overseas of Total for Africa, Middle East, Caribbean and the Pacific. He is presently the Chairman of the French-Spanish Chamber of Commerce.



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PhD in Economics and MSc in Political Science. He has developed a long international career in Investment Promotion and Public Diplomacy as well as in postgraduate teaching in International Relations, Foreign Trade and Economic Intelligence.



Alfredo DAGNINO
Attorney, Spanish State Council
Secretary of the Board
Director, Choiseul Strategic Studies

He holds a Law Degree and Doctorate Studies from Universidad Complutense of Madrid, as well as Postgraduate Studies from Marshall-Wythe School of Law in Virginia (US). He is a recognized attorney specialized in Public Economic Law and Regulated Economic Sectors, as well as European and International Law.



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MSc in Chemistry and PhD in Biochemistry. Senior Partner at Egon Zehnder International, a global leader in the search and development of executive teams and government organizations. Member of the global practices of Health & Pharmacy, Technology/Industry and Energy. He worked as Associate Researcher in the Centre of Molecular Biology of the University Autonoma of Madrid.



Ramsi JAZMATI
Member of the Board
Deputy Director to the President

MSc in Bioethics and Bachelor in Liberal Arts. He holds a Master in Management of Health Institutions. Born in Syria, Mr. Jazmati is of Spanish nationality. He has deep experience in managing health organizations and has developed a number of academic ventures. He spends most of his time in The Emirates (UAE).