

# EVENT REPORT

## GBS SPAIN 2024

**GLOBAL BUSINESS  
SYMPOSIUM**  
SPAIN'24

9 – 12 MAY, 2024



Global Business Symposium gathered passionate young entrepreneurs from around the World at the industrial center of Spain, Madrid. GBS Spain 2024 proved to be a platform of innovation for the World's active business minds, allowing them to explore unlimited commercial & entrepreneurial opportunities, share insights on global economic trends, and forge collaborations in the arena of sustainable economic development. All in all, the symposium served as a dynamic platform for entrepreneurs, innovators, and industry leaders from around the World to engage and collectively move forward in the ever-evolving landscape of global commerce.

## ACKNOWLEDGEMENT

Firstly, all our gratitude is for God Almighty, the divine power who planted the seeds of empathy in our hearts and allowed us to take a step towards finding new paths and guiding those intending on mapping the roads of development.

As Napoleon Hill stated "Whatever the mind can conceive and believe, the mind can achieve.". GBS Spain 2024 successfully brought together a force of passionate businessmen, all focused on collectively learning the intricacies of sustainable development and economic security. GBS celebrates its success in binding people together in a field where competition leads the way. We are humbled to have all our acknowledged partners right by our side as we navigated the paths of business and development. May God be with you in your future endeavors.

### SUBJECTS OF DISCUSSION

- Navigating business growth amidst global challenges
- Leadership & Management: Overcoming Challenges and Igniting Motivation for Success
- Impact of geopolitical scenarios on business
- Entrepreneurial growth and current business landscape
- Sustainable business development
- Marketing and Branding in Business
- Growth, Geopolitics, and the Search for AI Dominance
- Innovative Approaches to Foster Employment Growth & Entrepreneurship
- Business in Europe: Navigating Immigration Procedures, Opportunities, and Challenges.



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## WORDS FROM THE ORGANIZING COMMITTEE

"We are excited to share our heartfelt gratitude as we wrap up GBS Spain 2024 successfully. It was an honor to host entrepreneurs and business enthusiasts from all corners of the World, united by a common goal of exploring new opportunities, understanding emerging business trends, and fostering global development.

Organizing this event allowed us to bring our best efforts forward, ensuring smooth management and effectively overcoming any small challenges that came our way. We are immensely proud of the high level of participation and engagement exhibited by all attendees. We are thrilled that the participants acquired new business techniques, expanded their professional networks, and immersed themselves in the rich culture and beauty of Spain. The enthusiasm and commitment showed by the attendees significantly contributed to the event's success.

As we look to the future, we are excited about the prospect of organizing similar events. We remain dedicated to providing platforms where the global business community can come together to learn,

collaborate, and thrive. Once again, we thank our participants for making Global Business Symposium Spain 2024 an unforgettable experience. We look forward to welcoming you to our future events".

## INTRODUCTION: GLOBAL BUSINESS SYMPOSIUM SPAIN 2024 DAY 1-3

### THEME OF THE EVENT

Mapping the intricacies of business and development in the 21st Century

### SYMPOSIUM AIMS

- i. To incorporate innovative business ideas discussed by entrepreneurs and providing them with the guidance required to convert those ideas into practical development actions
- ii. Ensure a collective sharing of perspectives on current development trends
- iii. To discuss the specificities of phenomena like sustainable business and geo-political impact on business ventures



# DAY ONE



The first day of Global Business Symposium started as the participants gathered at the registration desk where they received the Symposium merchandise and relevant details of their rooms. For refreshment, coffee and other snacks were available and the participants were asked to enjoy their free time along with catching up on their important businesses. They networked with each other, enjoyed their beverages and relaxed. As the refreshment time approached its end, the attendees were guided to their rooms and given a specific time to arrive at the event venue.



Arriving at the venue, the participants were welcomed by the Global Business Symposium team and guided to their seats. Hosts of the event were Ms. Danica Dsouza and Ms. Sandra Sergio. Ms. Danica is the founder of Sattva Samara, an initiative based on holistic mental health practices and Ms. Sandra is the Center Director of the Swiss School of Management Madrid and Academic Coordinator of the Swiss School of Management Research Center. Both the hosts congratulated the audience for making it to the event and assured them an experience of entrepreneurial learning, collaboration and insights. Here's what they stated, "The Global Business Symposium Spain 2024 is dedicated to unleashing global

business opportunities, offering entrepreneurs a unique platform to network, gain insights, and explore potential collaborations, all while fostering innovation and addressing complex global challenges. As a landmark event transcending geographical boundaries, this symposium unites audiences from around the world to engage in enriching intellectual endeavors, all set against the backdrop of Spain's scenic beauty, sand dunes, and cutting-edge infrastructure. Join us on this journey of knowledge, collaboration, and growth as we collectively shape the future of global business". In addition, the hosts presented the audience with an orientation session where they did a break down of what is about to come later.

To set an exciting tone for the Symposium, DJ Alea and Mey Green took to the stage and delivered an electrifying performance. Their singing backed with the customized tunes generated an atmosphere with enjoyable vibes, which everyone present was amused by.





After the performance, Mr. Usman Amjad, Managing Director of Global Business Symposium was called on stage to share introductory remarks regarding the event. Mr. Amjad started his speech by discussing the uncertainties of current global business scenario, where economic downfall and saturation of the markets are stories of the day. He connected these issues with GBS in a way that the former plights led the GBS team to come up with the idea of introducing a symposium, which would consist of everything a businessman needs, at one platform; learning, training, collaboration, and acknowledgement, so they can carve their ways towards success in the business World. Mr. Amjad ended his speech by welcoming the participants to an engaging and collaborative event, aiming at providing new directions to their ideas.

After Mr. Usman's session, Ambassador of Pakistan to Spain, Dr. Zahoor Ahmed came on stage for his speech. Mr. Ahmed started his speech with a thankyou note to the GBS team and participants for making possible such a dynamic event. Next, he discussed the interdependent relationship between geopolitics and business. He discussed that geopolitical dynamics, shaped by the relationships between countries, political stability, and regional conflicts, profoundly influence the global business landscape. Regions characterized by political stability and strong governance structures tend to attract more investment, foster innovation, and provide a conducive environment for business growth. Conversely, regions experiencing political unrest, conflict, or diplomatic tensions often face disruptions that can hinder economic activities, affect supply chains, and deter investors. Trade policies and international relations also play a pivotal role in shaping business opportunities. Tariffs, trade agreements, and economic sanctions can either facilitate or restrict market access, impacting the flow of goods, services, and capital across borders. Understanding these influences is crucial for entrepreneurs and business leaders as they navigate the complexities of international markets.





Mr. Zahoor's session gave way to the Ambassador of Bangladesh to Spain, Mr. Mohammad Sarwar to come on stage for a keynote speech. Mr. Sarwar expressed his gratitude for being invited to a setting consisting of entrepreneurial minds and business enthusiasts. He discussed that in today's interconnected global economy, business plays a pivotal role in driving progress and innovation. It serves as the backbone of economic growth, creating jobs, fostering technological advancements, and enhancing the quality of life for people across the globe. Moreover, business transcends borders and brings together diverse cultures, ideas, and perspectives. It is a powerful force for collaboration and understanding, fostering international cooperation and mutual respect. By engaging in global trade and investment, we build bridges between nations, promote peace, and contribute to a more stable and harmonious World. Mr. Sarwar touched upon the example of Bangladesh, where the country's garment and textile business became the source of economic growth and empowerment for its residents.



It was time for a session by Mr. Tabassam Raza, Disaster Management Expert, on managing unforeseeable situations in business effectively. He stated that disasters and risks pose significant threats to businesses, potentially disrupting operations, damaging assets, and threatening the livelihoods of employees. Moreover, natural disasters, cyber-attacks, economic downturns, and pandemics can lead to substantial financial losses and long-term setbacks. To overcome these challenges, businesses must adopt comprehensive risk management strategies that include contingency planning, insurance policies, and diversified supply chains. Additionally, investing in resilient infrastructure, enhancing cybersecurity measures, and fostering a culture of adaptability and continuous improvement can help businesses mitigate risks and quickly recover from disruptions. Lastly, he discussed that proactive preparation and timely response systems are crucial in safeguarding business continuity and ensuring sustainable growth amidst uncertainties.

After this insightful session, Ms. Maria Sultan was called on stage to conduct a session on, "The growing importance of sustainability in business". She started off by briefing the participants on the concept of sustainable business by explaining it as the practice of conducting operations in a manner that balances economic growth, environmental protection, and social responsibility. She added that it involves adopting strategies and activities that meet the needs of the present without compromising the ability of future generations to meet their own needs. This can include reducing carbon emissions, minimizing waste, using resources efficiently, promoting fair labor practices, and contributing positively to the communities in which businesses operate. She moved the discussion towards the importance of sustainability in business by mentioning that by integrating sustainable practices, businesses can minimize their ecological footprint, use resources more efficiently, and contribute to the fight against climate change. Most importantly, she said, sustainability fosters innovation, enhances brand reputation, and meets the growing consumer demand for environmentally and socially responsible products.







After the enlightening session, it was time for, “Delegates Introduction”, an interesting activity where the hosts divided the participants into two groups, with a condition that every participant must join a group where they haven’t come in contact with the group members. It is done to maximize the level of socialization and networking. The participants were then instructed to pick a partner and within the next ten minutes, would have to ask them as many questions as the time allowed about their personal and professional lives. In the personal section, they were instructed to inquire about their partner’s hobbies, interests and something out of the ordinary they did. In the professional section, they were asked to know about their partner’s objectives, reason for their participation in the symposium and future plans. As ten minutes passed, every participant shared with others information about their partner, which resulted in an atmosphere of familiarity, acceptance and tolerance towards each other.

After the activity, it was time for a brief break, where the delegates enjoyed their snacks, socialized, explored the venues and took rest.



As the break ended, an interesting session by Ms. Caritta Seppa, Co-Founder Tespack, TEDx Speaker, Forbes 30 under 30, on “Leadership & Management; Overcoming Challenges and Igniting Motivation for Success”, was waiting for them. Ms. Seppa shared that leadership and management play pivotal roles in business success by guiding organizations toward their goals, fostering innovation, and ensuring operational efficiency. Effective leaders inspire and motivate employees, setting a vision and strategic direction that aligns with the company’s values and objectives. In addition, they cultivate a positive organizational culture, encouraging collaboration, adaptability, and continuous improvement. Meanwhile, skilled managers implement this vision through continuous planning, coordination, and resource allocation, ensuring that daily operations run smoothly and efficiently. Together, leadership and management drive business growth, navigate challenges, and maintain a competitive edge in the evolving market landscape. Lastly, she touched upon the need for business person to know when to expect and resolve the challenges which might make their way to them.



After back-to-back sessions, Day One finally came to a close. Delegates were asked to gather for a group photo, where this gathering depicted symphony of diverse perspectives. After photos, delegates were sent for dinner, where they enjoyed their meals and voluntarily shared their reviews via interviews. After a tiring but enlightening Day One, the participants went on to rest, all excited for the next day.





# DAY TWO

The second day of Global Business Symposium Spain 2024 started off with delegates arriving on time at the event venue and completing their registration processes.



Ms. Danica and Ms. Sandra welcomed everyone and briefed them on the upcoming sequence of sessions to provide a heads up to the delegates present, so they know what to expect. To start the second day on an even powerful note, the hosts invited Mr. Angel Henriquez Trombone and Mr. Adrian Mathias for an entertaining performance. Consisting of a mix of trumpet and live vocals, the performance ignited an essence of enjoyment in the delegates, allowing them to move with the beats and get freshened up.



As the performance ended, the hosts invited first guest of the second day, Mr. Gonzalo De Cadenas Santiago, Deputy GM and Chief Economist (MAPFRE) for a session on "Growth, Geopolitics, and the search for AI dominance". Mr. Gonzalo shared that business growth and AI dominance are increasingly intertwined, as artificial intelligence is revolutionizing various industries and reshaping traditional business models. Moreover, AI technologies enhance decision making, streamline operations, and unlock new revenue streams by analyzing vast amounts of data to provide actionable insights. Furthermore, automation powered by AI improves efficiency, reduces costs, and frees up human resources for more strategic tasks. Additionally, AI is innovating customer

service, product development, and marketing enable businesses to better meet consumer demands and stay competitive. Lastly, he mentioned that as AI continues to evolve, its dominance will further propel business growth, driving advancements in productivity, personalization, and market expansion. He emphasized that businessmen of today must know how to utilize AI for development while being aware of potential risk this technology can bring.



After the first session, it was time for a quick coffee break, where the delegates moved around, met each other and discussed the previous session. During the break, the GBS team was busy taking interviews of those who volunteered to share their reviews.

After the break, it was time for a session by, Mr. Luis Bergareche, Managing Director NP Digital Spain, on "Marketing and Branding of Business". The session was meaning to discuss valuable insights into creating a strong business identity and attracting customers. Mr. Luis discussed that in order to build strong business insights and attract customers, a combination of market research, data analysis, and customer engagement is crucial. He told the audience to start by thoroughly understanding their target market through surveys, focus groups, and competitive analysis to identify needs, preferences, and pain points. Then, the time comes to leverage data analytics for gaining actionable insights into consumer behavior and market trends. Then, developing a value proposition that clearly addresses their customers' needs and differentiates their business from competitors is necessary. In addition, utilization of personalized marketing strategies and engagement with customers through various channels, including social media, email, and in person interactions is very important. Lastly, providing excellent customer service, gathering feedback, and continuously adapting to market changes will help maintain strong business insights and attract a loyal customer base.



After this engaging session, the hosts announced a group activity named, "Innovative Approaches to Foster Employment Growth & Entrepreneurship". In the activity, the participants were divided in groups and each group was given a name. Every group was provided with a business and development related topic where the delegates were asked to discover and discuss issues pertaining this matter and possible solutions to those issues. The delegates were given a specific time frame after which each group was well prepared on the assigned topics which they shared on stage. This allowed every delegate to learn teambuilding and have confidence in their ideas while respecting other's perspectives. The activity emphasized on growing the entrepreneurial spirit in every delegate, which they could take on with them.

After the activity, lunch break was announced, where the delegates had their meals and chatted away.



The next session awaited, by Lorenia Aquino Mendoza, Director of Immigration & Global Mobility Carbray Int., on “Gateway to Europe and Possibilities”. She discussed that establishing a business in Europe offers a wealth of opportunities due to the continent's diverse and dynamic market, modern infrastructure, and supportive regulatory environment. Moreover, to successfully settle a business in Europe, entrepreneurs should begin by selecting a strategic location, considering factors such as market potential, ease of doing business, and access to skilled labor. Furthermore, navigating the legal and administrative requirements, such as registering the business, obtaining necessary permits, and understanding tax obligations, is crucial. Europe's single market facilitates trade across member states, providing access to over 500 million consumers. Additionally, businesses can benefit from various EU funding programs, inno-

vation hubs, and a strong emphasis on sustainability and digitalization. This strategic positioning in Europe can enhance global competitiveness, foster innovation, and open doors to numerous partnership and expansion opportunities across the continent and beyond.

After this insightful session, it was time for delegates to present before the audience, their business ventures where a selected few would be awarded for the, “Best Business Practices”. The business presentations were truly impressive, and depicted the delegate's passion, creativity and will to sustain something major. As promised, after the presentations, the selected few were presented with the awards by the GBS team.

For closing remarks, the hosts invited H.E Mr. Doan Thanh Song, Ambassador of Vietnam to Kingdom of Spain, where He shared his gratitude for being part of Global Business Symposium and encouraged the team to keep on conducting such collaborative events focused on fostering development. A special mention goes to the Counselor at Embassy of Federal Republic of Nigeria, Mr. Hauwa Kulu Audu Kwagga, for his honorable presence at the Symposium.





The event proceeded with the, "Delegate Awarding Ceremony", where every delegate was awarded with certificate of encouragement for participating in Global Business Symposium and putting their trust in the organization.



As the second and last day came to a close, an incredible musical performance by Zhanel Ali was conducted, where her high notes, close to perfect pitch and amazing vocals spread an essence of emotionality throughout the hall. Everyone sang along and enjoyed her performance.



After the performance, the hosts announced the official end of day two and called every delegate for a group photo. The delegates felt a bitter sweet feeling, where the sweet represented the lessons learnt and the networks and the bitter was all about parting of the ways and uncertainty of the future. All in all, the delegates seemed to really enjoy the event, got new insights and enjoyed what Spain had to offer. After the group photos, the participants were called for dinner and that is how Global Business Symposium officially came to a successful close.



# DAY THREE

After two busy days of Global Business Symposium Spain 2024, the third and final day was reserved for a City Tour, focused on roaming around and experiencing the breath-taking sights Spain has to offer. The delegates met in the hotel lobby at 10:30 AM, and collectively headed out for the awaited adventure. They enjoyed the views of Las Ventas Bullring, absorbed the magnificence of Madrid 5 Towers, felt the royalty of

Cibeles Fountain and the list went on. At the end of the day, the delegates were tired, but content with their learnings from the Summit, memories they made on their City Tour and the cuisine they enjoyed throughout. Now, it was time for the event to unofficially come to an end, and the delegates moved on with their future endeavors, all determined to apply the knowledge gained into something major.

## KEY TAKEAWAYS

- i. Business transcends borders and brings together diverse cultures, ideas, and perspectives.
- ii. Geopolitically stable regions with strong governance structures tend to attract more investment, and act as safe hubs for entrepreneurs, compared to regions which are not.
- iii. Investment in resilient infrastructure, enhancement of cybersecurity measures, and fostering a culture of adaptability and continuous improvement can help businesses mitigate risks and quickly recover from disruptions.
- iv. Businessmen of today must know how to utilize AI for development while being aware of potential risks this technology can bring.

## ACHIEVEMENTS

- i. GBS Spain 2024 hosted audiences from the World's 65+ States, generating a diverse cohort of business enthusiasts.
- ii. Bringing Honorable Ambassadors and high-profile personalities on board.
- iii. Getting recognition of GBS Spain by local and international media hubs.
- iv. Successfully curating a platform where the delegates confidently shared their perspectives, pointed out issues and discussed possible solutions .
- v. Introduced the beautiful architecture and hustle of Spain to those who participated.



**GLOBAL  
BUSINESS  
SYMPOSIUM**



The credit for writing this report goes to Ms. Alya Farooq- Communication Department Global Business Symposium

The credit for the successful conduction of the event goes to Ms. Danica and Ms. Sandra- Hosts for Global Business Symposium Spain 2024