



HISPANIC CHAMBER OF METRO ORLANDO

# EXECUTIVE MISSION TRIP



PRESENTED BY:





# WHY SPAIN?

Spain offers a remarkable opportunity for Central Florida, driven by its history of innovation, vibrant economy, and robust connections with our region. In the past year alone, over 200,000 Spanish visitors explored Florida's diverse attractions and business landscape, underscoring Spain's impact on our tourism sector and the potential for deeper economic collaboration.

Spain stands as a global leader in Smart City innovation, sustainable development, and sports tourism—sectors where Central Florida is strategically aligned to enhance its influence. This mission trip brings together leaders in technology, retail, tourism, and commerce to explore new frontiers in bilateral cooperation, fostering growth in both regions. Our itinerary includes strategic engagements with top Spanish organizations, exclusive access to cutting-edge infrastructure, and high-level discussions with key stakeholders.

By advancing direct flight routes and leveraging Spain's expertise in sustainable urban development, we aim to drive transformative commerce opportunities and strengthen Central Florida's regional impact. This mission is a deliberate effort to build enduring partnerships and unlock unparalleled resources for both regions, setting a foundation for sustained prosperity and innovation.

# DETAILED PRIORITIES

By focusing on these priority areas, the Executive Mission Trip to Spain aims to strengthen the ties between Central Florida and Spain, fostering collaboration, innovation, and economic growth.



## **Direct Flight Awareness Campaign**

Host key meetings to elevate awareness and explore the potential of direct flights between Central Florida and Spain. These strategic discussions aim to enhance connectivity and drive economic growth.



## **SMARTCITIES Conference Participation**

Engage prominently in the SMARTCITIES Conference with a featured presence in the US Pavilion. This will showcase our commitment to smart city innovations and international collaboration.



## **Strengthening Tourism Partnerships**

Conduct high-level business meetings to fortify existing partnerships with leaders in Spain's tourism sectors. These engagements will drive collaborative efforts and regional economic development.



## **Spain for Commerce Connections**

Establish direct connections with the Spain leading corporations to facilitate new business ventures and strengthen economic ties between Central Florida and Spain. This initiative will create pathways for commercial expansion.



“The Hispanic Chamber Executive Mission  
Trip to Spain connects **great  
opportunities across borders with  
unprecedented resources for growth  
and innovation in Central Florida.**”

PEDRO TURUSHINA, PRESIDENT & CEO

HISPANIC CHAMBER OF METRO ORLANDO





# TRIP OVERVIEW



### LOCATIONS

The executive mission trip offers programmed agenda in the cities of Barcelona and Madrid.



### DATES & SUGGESTED FLIGHTS\*

#### DEPARTURE

**November 5<sup>th</sup>**

American Airlines

MCO-BCN

Tue, Nov 5 | PM

Arrival: AM+1 Arrival: PM

#### RETURN

**November 10<sup>th</sup>**

Iberia

MAD-MCO

Sun, Nov 10 | AM



### HOTELS

Grand Hyatt Barcelona and Thompson Madrid by Hyatt.  
(Included in package)



### TRANSPORTATION

IRYO Speed Train and Local Private Transportation.  
(Included in package)

*\*Please note that the suggested multi-city flights are not included in the package and must be booked individually by each participant. The Hispanic Chamber will provide comprehensive support, including schedules and accommodation details, before and during the trip.*



# AGENDA

WEDNESDAY, NOVEMBER 6 –  
SUNDAY, NOVEMBER 10, 2024

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**Disclaimer:**

This agenda is tentative and subject to change. The schedule may be adjusted based on the finalization of specific priorities and the confirmation of details. Please be aware that modifications may occur to best align with the goals and opportunities of the event and will be informed prior to departure.





# SMARTCITY

## EXPO WORLD CONGRESS



## WEDNESDAY, NOVEMBER 6

# DAY ONE – BARCELONA



### **Opening Gathering at the Lobby of Grand Hyatt Barcelona**

Kickstart the day with an opening coffee brunch at the Grand Hyatt Barcelona lobby, setting the tone for a productive journey. This informal yet crucial session allows participants to review the itinerary and align on logistics. Our presenting sponsor, JCQ Services, will offer a welcome briefing, outlining the mission's objectives and underscoring the importance of collaboration and active engagement throughout the trip.



### **Global Reach, Local Impact: The Economic Power of Strategic Alliances**

Explore how strategic partnerships are catalysts for economic growth locally and globally. Regional leaders will share valuable insights into collaborations that are driving innovation, promoting sustainable development, and advancing smart city initiatives. This session underscores how Central Florida's strategic efforts are contributing to a broader, global impact on economic and urban transformation.



### **SMARTCITY EXPO Networking Reception**

Conclude the day with an exclusive Networking Reception presented by the Hispanic Chamber at the U.S. Pavilion within the SMARTCITY Expo. Connect with top business executives, government officials, and influential industry leaders designed to foster meaningful relationships and potential collaborations in the tech industry.





THURSDAY, NOVEMBER 7 - (1 of 2)

## DAY TWO – BARCELONA/MADRID



### VIP Tour at Smart City Expo World Congress

Embark on an exclusive tour through the Smart City Expo World Congress, Tomorrow Mobility World Congress, and Tomorrow Building. Led by a distinguished representative from FIRA Barcelona, this tailor-made tour grants our delegation privileged access to groundbreaking projects shaping the cities of tomorrow. Attendees will witness cutting-edge solutions in sustainable development, mobility, and infrastructure, engaging directly with industry leaders and exploring transformational ideas across various sectors. This curated experience provides a unique view into the future of smart cities.



### SMARTCITY Delegation Lunch at NUCLO

Join us for an exclusive lunch at NUCLO, where attendees will gather to discuss key insights on the future of urban innovation. This gathering offers a unique opportunity to connect with peers and prepare for the immersive experience that follows.



### Free Exploration of the Smart City Expo World Congress

After lunch, participants will have dedicated time to explore the expo independently. This free period allows attendees to connect with industry leaders, discover pioneering advancements, and gain firsthand knowledge about the region's progress in sustainability, infrastructure, and smart city innovation.



THURSDAY, NOVEMBER 7 - (2 of 2)

## DAY TWO – BARCELONA/MADRID



### VIP Journey on the High-Speed Iryo Train from Barcelona to Madrid

Experience a premium travel journey aboard the high-speed Iryo train, connecting Spain's vibrant cities of Barcelona and Madrid with speed, luxury, and breathtaking views of the Spanish countryside. This exclusive passage offers unique access to state-of-the-art transportation solutions that redefine connectivity across major urban centers. During the journey, Iryo representatives will provide an insightful presentation on groundbreaking advancements in high-speed rail, enhancing accessibility and economic integration across Spain.



### Welcome to Madrid Reception

Conclude the day with an exclusive networking reception, featuring key Spanish organizations and influential leaders from both regions. This gathering offers an exceptional opportunity to forge strategic business connections and explore collaborative ventures. Attendees will hear updates from our Central Florida delegation and Spanish partners on the latest business impacts and market trends. Adding to the occasion, David Russell, the Commercial Attaché, will be present on behalf of the U.S. Ambassador, underscoring the strength of the economic relationship between the U.S. and Spain.





# FRIDAY, NOVEMBER 8 - (1 of 2)

## DAY THREE – MADRID



### Exclusive Behind-the-Scenes Experience at Madrid Airport Terminal 4



Gain privileged access to Terminal 4, a central European transportation hub renowned for its advanced operational systems and logistical innovations. This exclusive tour provides insights into the airport's infrastructure while underscoring the strategic importance of the new direct flight initiative between Madrid (MAD) and Orlando (MCO). This route promises to elevate travel demand and deepen economic connections between Central Florida and Spain, fostering increased business and tourism exchange.



### High-Level Business Meeting with El Corte Inglés

Join an exclusive session with the executive leadership of El Corte Inglés, Spain's premier retail giant and a major player in the tourism sector. This meeting includes a guided tour of their flagship location in La Castellana, where participants will gain insights from key departments—Tourism, Contracting, and Product—focused on enhancing travel and shopping experiences for international visitors. Collaborative initiatives will be explored to strengthen ties between Spain and Central Florida, amplifying cross-market engagement and elevating international tourism experiences.



### Strategic Roundtable at the Madrid Chamber of Commerce

Participate in an exclusive roundtable with Spain's top entrepreneurs and business leaders at the prestigious Salón de Actos, hosted by the Madrid Chamber of Commerce. This high-level gathering is an opportunity to forge influential partnerships, explore investment avenues, and discuss strategic business insights across sectors of mutual interest. The session aims to strengthen economic bonds between Spain and Central Florida, opening new pathways for trade and collaboration.





FRIDAY, NOVEMBER 8 - (2 of 2)

## DAY THREE – MADRID



### Strategic Meeting with Ávoris

Participate in a high-level session with Ávoris, a leading force in travel and tourism services, specializing in tailored travel experiences, wholesale distribution, and digital innovation. This meeting will involve key divisions, including the Retail Network and Wholesaler Division, to explore collaboration opportunities. Our partners from Disney Destinations and Iberojet will join the dialogue, enhancing our shared vision of creating innovative, scalable tourism solutions to elevate travel experiences between Central Florida and Spain.



### Exclusive Tour of Galería Canalejas

Conclude the day with an exclusive tour of Galería Canalejas, a premier destination that merges luxury retail with international gastronomy in a setting that epitomizes elegance and cultural sophistication. This visit offers a behind-the-scenes look at how Galería Canalejas seamlessly integrates historic architecture with modern luxury, positioning itself as a model for blending heritage with contemporary allure. The tour highlights Galería Canalejas as a beacon of high-end retail and tourism, underscoring its role in elevating Madrid's global appeal.





## SATURDAY, NOVEMBER 9

# DAY FOUR – MADRID



### **Strategic Meeting with Atlético de Madrid and Stadium Visit**

Participate in an exclusive business session with Atlético de Madrid, one of Spain's most renowned football clubs, known for its influential sports business strategies, global brand-building, and innovative fan engagement practices. Following the meeting, enjoy a guided tour of the cutting-edge Riyadh Air Metropolitan Stadium, celebrated for its sustainable design, modern facilities, and immersive fan experience.



### **Royal Collections Gallery Experience**

Delve into Spain's royal heritage with a visit to the Royal Collections Gallery, an art museum showcasing priceless historical artifacts and masterpieces from the Spanish Crown. Situated beside the Royal Palace and Almudena Cathedral, this modern gallery offers a captivating journey through centuries of cultural and artistic history, set against the scenic backdrop of Campo del Moro gardens.



### **Closing Ceremony at Corral de la Morería**

Conclude the mission with an extraordinary evening at Corral de la Morería, the world's most iconic flamenco tablao, featuring a Michelin-starred dining experience. Sponsored by JCQ Services and Travel + Leisure, this exclusive event celebrates our journey with a vibrant flamenco performance, providing the perfect setting for meaningful exchanges and reflections on the connections forged during the mission.



**HISPANIC  
CHAMBER**  
METRO ORLANDO

# CENTRAL FLORIDA DELEGATION

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