



Seminar and Events Programme for Summer Term 2012
Conference

The Crisis and Local Government: from Austerity to Internationalisation

Wednesday 2 May 2012, 10.30h.

Programme:

10.30 Tea & Coffee

11.00 Welcoming address

Prof. Paul Preston, Chair, Catalan Observatory, LSE & **Roser Clavell**, General Secretary, Patronat Catalunya Mòn.

11.15- Workshop: **Public Policy and Austerity: Reshaping the Quest for Efficiency**

12.15 Speaker: Miquel Salvador, Associate Lecturer at the Department of Political and Social Sciences, Universitat Pompeu Fabra (UPF).

Chair: Professor H. Overman, Director Spatial Economics Research Centre (LSE).

Abstract: The financial crisis is having a major impact on public expenditure. New goals are being set and there are multiple debates regarding when, where and how much to reduce. The challenge, especially at the local level, is to increase efficiency: spending less and spending it better. The first workshop offers a comparative overview regarding the different techniques that are being implemented in Catalonia and the United Kingdom to meet the task.

12.30- Workshop: **Internationalising Local Government and Smart City Branding**

13.30 Speaker: Juan Carlos Belloso, Advisor in City Branding, City Council of Barcelona.

Speaker: Joaquim Llimona, Director of International Relations and Cooperation, City Council of Barcelona.

Chair: Dr. Simona Iammarino, Reader in Economic Geography and Regional Science, Department of Geography and Environment (LSE).

Abstract: Internationalisation represents in the current context a key strategy for local entities to improve both competitiveness and their global reputation. Cities are developing new ways of gaining a comparative advantage in the international market, at the same time as they build up network exchanges to help achieve best practices. The introduction of new technologies and the debates surrounding the notion of 'smart city' is also becoming crucial. How much of that will endure, and how much cities can gain from internationalising?

Place: Cañada Blanch Room, 1st Floor, Cowdray House, Portugal Street

Maps and directions: <http://www2.lse.ac.uk/mapsAndDirections/campusMap.pdf>

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