



THE FINDER SPANISH COLLECTION

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**MUCHO GUSTO**  
Spanish in the Lion city

Join THE FINDER as we point you in the right direction when it comes to seeking out all things Spanish across the Lion City. We introduce you to the Spaniards who bring their expertise to Singapore in education, business, retail, hospitality, art, culture and travel...

### A NOTE FROM THE AMBASSADOR OF SPAIN IN SINGAPORE

Since I arrived in Singapore almost four years ago, I've noticed the number of Spaniards choosing to call Singapore home has been on the rise. The Spanish community constitutes a young and vibrant addition to the Lion City's population and have brought with them many elements of Spanish living; the proliferation of Spanish eateries in Singapore is one such living testament to this fact. Spanish professionals aptly go about their work with responsibility and dedication while always living life with a dash of spice. After all, chilli, a celebrated icon in Asian cuisine, first received its place of pride through the Spaniards.

Now the second most-spoken language in the world, Spanish has recently become a popular language of study on this island nation, with more than 6,000 Singaporeans immersing themselves in the language of Cervantes - the celebrated author of *Don Quixote*. A vibrant and colourful language, Spanish is not just a mode of communication in the business world; it also paints a humble portrait of life, art and culture in many countries.

Spain is also one of the world leaders in the tourism industry, having opened our doors to welcome visitors from all over the globe for more than 2,000 years. Along the way, we have received positive influences and elements now fused into our intriguing culture. Cities like Toledo, Salamanca, Barcelona and Seville can be categorised as living monuments where tradition integrates with urban life; a successful experiment where centuries of life co-exist as one.

A place where art comes to life in various forms, Spain is also the home of the Flamenco dance; a true amalgamation of elements from the Indian, Arab, Jewish and Native American cultures. The capital city of Madrid is the home of many important and riveting museums, all playing home to some of the world's best art and its own selection of celebrated Spanish artists. Spiritual and material rewards await the visitor of the Road of Saint James, the "Camino" or path from the Middle Ages, which provided a way of contact between Northern and Southern Europe.

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Despite having its roots set firmly in its past, Spain has also taken a step forward into the technological future and boasts the largest high-speed train network in the European continent. Tourists are encouraged to explore Spain and its multitude of offerings with Europe's most amazing piece of infrastructure. With that, I conclude by inviting all readers of *The Finder* to visit Spain, learn Spanish and join us in the Spanish community to celebrate our National Day on October 12 with pride in the Lion City.

Federico Palomera Guez  
Ambassador of Spain in Singapore

### ENTREPRENEURIAL EXCELLENCE

In a globally connected world, a good image can be an asset to support a country's international positions in politics, economics, culture, social settings, and science and technology. This is exactly the function of Marca España (Brand Spain), a state policy promoting and encouraging the improvement of Spain's image both within and beyond her borders.

In May 2014, 100 Spanish entrepreneurs who have established their legacies around the world were chosen as winners of the 100 Españoles (100 Spaniards) award. Promoted by the Fusionarte Association, this initiative is fully supported by Marca España through the High Commissioner of the Government for Brand Spain and his office. Each of the native 100 award winners, ranging from entrepreneurs to scientists, aid workers and much more, were individually profiled in an engaging book, presented at the award's ceremony at the Palacio de Viana in Spain's capital city of Madrid.

Although the winners come from different backgrounds and fields of knowledge and activity, each of them has shown excellence in their chosen professions, retain strong ties to Spain, have made efforts to spread knowledge of the Spanish culture outside of the country, and are committed towards helping Spaniards overseas integrate into local communities and the larger society. Two such persons residing in Singapore are the founder and director of *Las Lilas School* Estefanía Peral Iglesias and president of *Microsoft Asia Pacific*, César Cernuda.

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### SPOTLIGHT

### ESTEFANÍA PERAL IGLESIAS

The Director of *Las Lilas School*, Estefanía Peral, was one of the proud receivers of the 100 Spaniards Award, which was given for the first time in Spain to recognize their professional excellence and their contribution as an example of Spain's image abroad. Some of the greatest achievements in her professional career are the establishment of *Las Lilas School*, founded in July 2005, to exclusively focus on the teaching of Spanish and the dissemination of the cultures associated with this language.

*Las Lilas* quickly became the referent of Spanish in Singapore and officially became the first Associated Centre to the Cervantes Institute in Southeast Asia in December 2007. It remains the only one in the region and it is also the only accredited examination centre for the official DELE Exams in Singapore. She was also responsible for the set-up of the Spanish department at the *Stamford American International School*, which opened in 2009 and continued her academic collaboration there for five years. *The Finder* congratulates Estefanía on her contribution and commitment to providing quality language education to expatriates and Singaporeans for almost 10 consecutive years and counting.

**INFORMATION** Call 6333 3484 www.lasilasschool.com



The High Commissioner for Marca España, Carlos Espinosa de los Monteros (right) awards Estefanía Peral.

### CÉSAR CERNUDA

The current President of *Microsoft Asia Pacific*, César Cernuda, was one of the winners of Marca España's 100 Españoles (100 Spaniards) award of excellence and received the award from His Excellency Federico Palomera Guez, the Ambassador of Spain in Singapore. At *Microsoft*, César leads Microsoft's APAC subsidiaries in commercial and consumer products, service and support offerings.

César (pictured below) doesn't just have an impressive list of commendable professional achievements, the proud father of two is also a respected, active philanthropist.

The honorary member of *Future Cities Development Inc.* - an organisation focused on advancing humanity by building cities based on innovative forms of governance - was named "Asturian of the Month" by La

*Nueva España*, an independent newspaper in Asturias in 2010. Additionally, this proud Spaniard is an Honorary Patron of *Plataforma Solidaria de Asturias*, a foundation devoted to helping and supporting a group of children in Bolivia with their basic needs and education. He's also won the Best Executive of the Year award in 2011 by Spain's *Emprendedores Magazine*. *The Finder*, on behalf of our readers, wishes to congratulate César on his professional contribution and personal achievements.

### SPOTLIGHT



The Ambassador of Spain in Singapore, Federico Palomera Guez (left) awards César Cernuda.