

José Luis Zavala Richi

(Madrid, 1933) José Luis de Zavala Richi earned a Bachelor's Degree in Law, and was trained at the Complutense University of Madrid as an Investment Analyst. He was involved with Foot Cone & Belding as well as the Banque de Paris et des Pays Bas, and Kleinwort Benson Ltd.

His political activity peaked in the seventies; in 1973 he directed and financed a constitutional ruling made by Jorge Esteban, a teacher who became one of the guides to manage the transition to democracy in Spain. He was Advisor of *Notebooks for Dialogue*. He belonged to the Social Democrat group of Francisco Fernández Ordóñez and, since November 1975, he also joined the Democratic Centre. Together with José Luis Álvarez and José Luis Cudós, he was co-manager of the election campaign. Finally, he joined the Union of the Democratic Centre (UCD), becoming the convention delegate of the Constituent Assembly in Madrid, as well as the First National Congress, which was beginning to form.

In November 1977, José Luis Zavala Richi was appointed by Juan Antonio García Díez, then Minister of Trade and Tourism, to become the General Directorate of the Promotion of Tourism. In that role, he was the creator of FITUR, one of the most important tourism fairs in the world.

His career has always been related to finance and tourism. He has held significant positions in the private sector focusing on equity issues, capital markets, and asset management. He also has a strong reputation in the tourism industry, having pioneered the utilization of documentaries for tourist destinations. This extensive experience earned him the silver medal at *Merito Turístico*. He has been contributor and editor of various periodicals as well. Moreover, since 1999, José Luis Zavala Richi has been Secretary of the Board of Foreign Policy Studies,

and editor of the journals *Foreign Policy* and *Foreign Economy and AFCAR*. Alongside INCIPE, he has been Patron as well as Secretary General (1983-1988) of the José Ortega y Gasset Foundation. He is a founding member of the Association of Friends of the National Museum of Decorative Arts in Madrid, and an active supporter of the Foundation for Freedom.