

Latin America - Market Entry for mid-sized Companies through M&A and Partnerships

Experiences by Entrepreneurs



Latin American countries have weathered the financial crisis remarkably well and become increasingly important for business. The continent comprises 21 million square kilometers and a young and growing population of 570 million. The continent is rapidly developing economically and by 2050 will comprise two (Mexico, Brazil) of the five biggest economies of the world (the other ones being China, India, USA). No internationally competing medium-sized company can neglect the region's potential and should endeavor to be present in the larger countries. In this event, renowned Swiss entrepreneurs report about their experiences and key learnings when entering the region.

**Wednesday, 17th November 2010 from 18.00h to 20.00h
at SWX Swiss Exchange, Selnaustrasse 30, Zürich**

- 17.45 Door opening / registration
- 18.00 **Introductory remarks**
Jürg Kurmann, Managing Partner, Kurmann Partners AG, Zürich
- 18:10 **Key Success Factors for Business Development in Latin America**
Peter Degen, Associate Partner, Kurmann Partners
- 18:40 **What makes Latin America different – an Argentinean Perspective**
Dieter Meier, artist and entrepreneur, organic farmer and wine producer in Argentina
- 19:00 **Practical Experiences with Phonak's Acquisition and Integration in Brazil**
Ignacio Martinez, Group Vice President International Sales, Phonak AG, Stäfa
- 19.30 **Q&A and panel discussion**
with the speakers and Dr. Richard Friedl, Chairman of the Latin American Chamber of Commerce in Switzerland
- 20.00 Aperitifs
- ca. 20.45 End of event

Presentations and discussions will be in English. Your registration is mandatory as there is a limited space. Register on www.kurmannpartners.com, or send your registration to Kurmann Partners AG, Lintheschergasse 21, 8001 Zürich, Tel. +41 44 229 90 90 and Fax +41 44 229 90 99, or to mail@kurmannpartners.com. Entry fee: CHF 50.-

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Latinoamerikanische Handelskammer in der Schweiz
Cámara de Comercio Latinoamericana en Suiza
Câmara de Comércio Latino-Americana na Suíça
Chambre de Commerce Latino-Américaine en Suisse

A joint event of Kurmann Partners AG, Fargate AG and the Latin American Chamber of Commerce in Switzerland