



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

## Peter Brabeck, Chairman, Nestle SA, Speaks at the Latin American Chamber of Commerce Zurich, November 17, 2009

Latcam hosted Peter Brabeck, Chairman, Nestle SA, as a guest speaker at a luncheon presentation on November 17, 2009 in the Zunfthaus zur Meisen, Zurich. Mr. Brabeck spoke on the topic of “Creating Shared Value – The New Concept of Corporate Social Responsibility.” We were also honored to have former Federal Councillor Pascal Couchepin and Credit Suisse Chairman Rainer Gut in attendance at the event.

Mr. Brabeck has had longstanding professional and personal ties with Latin America, having served variously, as Chairman and Chief Executive Officer, Nestlé Venezuela, Chief Executive Officer, Nestlé Ecuador and Director of Marketing, Nestlé Chile. This reflected itself richly in his presentation. He showcased a number of compelling Nestlé projects in Latin America, where social good is being served while generating value for the company at the same time.

The fundamental thesis of Mr. Brabeck’s presentation indeed encapsulated this approach. As he observed, “many more businesses are recognising that they can only have long term success if they create value for shareholders and society in equal measure. This is one of the central lessons of the latest financial crisis. It calls for a fundamental change in terms of the meaning of the societal responsibility of business.”

Nestlé has been a long-standing supporter of Latcam. We have two top Nestlé representatives on our board, Luis Cantarell, Vice President, Americas, and Carlos E. Represas, Chairman, Nestle Mexico. Indeed, through his appearance at the Latcam, Mr. Brabeck once again reinforced this valued support and communicated the importance of nurturing Swiss-Latin American business ties. *dps*

