



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

**A Conference of
Latin American Chamber of Commerce in Switzerland (LATCAM) and
Switzerland Global Enterprise (S-GE)**

Latin American Day 2017

Switzerland's Annual Flagship Event on Doing Business in Latin America
(The conference will be in English)

May 23, 2017

**SIX Convention Point, Selnaustrasse 30,
Zurich, Switzerland**

09:00 - 09:30 REGISTRATION & COFFEE

Moderated by Dr. Alex Gertschen, Independent Latin America expert for business, media and academia

09:30 - 09:45 Welcome, Claudio Boettcher, Board Member, LATCAM

Welcome, Thomas Först, Head of Global Network, Member Executive Committee, S-GE

09:45 - 10:15 Keynote: Latin American Investment Climate Outlook - Risks and Opportunities

Philipp Lisibach, Investment Strategist and Head of Emerging Market Strategies, Credit Suisse IWM

10:15 - 10:50 Recent Developments in Switzerland's Relations with Latin America and Implications for Swiss Business

Ambassador Bénédicte de Cerjat, Head of the Americas Division, Federal Department of Foreign Affairs (FDFA)

with a complement from the Perspective of the Swiss Foreign Economic Policy by Minister Philippe Nell, Head Americas Division, State Secretariat for Economic Affairs (SECO)

10:50 - 11:20 COFFEE BREAK & MARKETPLACE FEATURING LATIN AMERICAN COUNTRIES

11:20 - 11:40 Equippo AG: Company Testimonial - Experiences and Lessons Learned in Latin America

Michael Rohmeder, Founder and CEO

11:40 - 12:00 Geistlich Pharma AG - Company Testimonial - Experiences and Lessons Learned in Latam

Daniel Mock, Manager International Sales

12:00 - 12:20 ELITE SA – Company Testimonial - Experiences and Lessons Learned in Latin America

François Pugliese, CEO

12:20 - 12:45 Microfinance: Lessons Learned and Perspectives in Latin America

Roland Dominicé, Chief Executive Officer, Symbiotics SA

12:45 - 13:00 Closing Statement, Claudio Boettcher, Board Member, LATCAM

13:00 - 14:00 NETWORKING LUNCH & MARKETPLACE