



**THE LATIN AMERICAN CHAMBER
OF COMMERCE IN SWITZERLAND**
Your business bridge between Latin America and Switzerland

**SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business

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

Latin American Day 2018

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

April 17, 2018

UBS Gruenenhof, Nueschelerstrasse 9, 8001 Zurich

15:00 - 15:30 REGISTRATION & COFFEE

Moderated by Dr. Alex Gertschen, Independent Latin America Expert for Business, Media and Academia

15:30 - 15:45 Welcome, Dr. Richard A. Friedl, President, LATCAM

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

15:45 - 16:15 Keynote: Latin American Investment Climate Outlook - Risks and Opportunities

Dr. Michael Bolliger, Head Emerging Market Asset Allocation, UBS AG

16:15 - 16:50 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)

Minister Philippe Nell, Head Americas Division, State Secretariat for Economic Affairs (SECO)

16:50 - 17:20 COFFEE BREAK & MARKETPLACE FEATURING LATIN AMERICAN COUNTRIES

17:20 - 17:40 Geotest AG – Company Testimonial - Experiences and Lessons Learned in Latin America

Dr. Bernhard Krummenacher, Member of the Executive Board

17:40 - 18:00 EUROCENTRES – Company Testimonial - Experiences and Lessons Learned in Latam

Ivo Häfliger, Head of Franchise and Partner Schools, Member of the Executive Board

18:00 - 18:20 KiWi Mexico (eBOP SA) – Company Testimonial - Experiences and Lessons Learned in Latam

Christian Sinobas, CEO and Co-Founder

18:20 - 18:40 Grupo ECOS (Panama) - Investments in Renewable Energy in Latin America

Andreas Eggenberg, Chairman of the Board

18:40 - 18:50 Closing Statement, Dr. Richard A. Friedl, President, LATCAM

18:50 - 20:00 NETWORKING APERO RICHE & MARKETPLACE