



Latin America Day 2020

An afternoon of Zoom Webinars (in English)

November 3, 2020, 2.00 pm - 5.30 pm

WEBINAR PROGRAM

2.00-2.15 pm

Host welcome

Tatjana Gaspar

Managing Director of LATCAM

Introductory remarks

Ramon Esteve

President of the Board of LATCAM; Member of the Board, Ecom Agroindustrial Corp. Ltd.; President of the Executive Board, Swiss Trading and Shipping Association

A message from our sponsor

Thomas Först

Head of Global Network, Member of the Executive Committee, Switzerland Global Enterprise

Special Video Message

prepared by the bilateral Chambers in Latin America

2.15-2.45 pm

Financial Outlook for Latin America post COVID-19 (followed by Q&A)

Esteban Polidura

Head of Advisory and Products in the Americas, Julius Bär

Short break

2.50-3.40 pm

Swiss-Latin American political and economic relations under COVID-19 (followed by Q&A)

Ambassador Mirko Giulietti

Assistant Secretary of State FDFA, Directorate of Political Affairs

Minister Hervé Lohr

Deputy Head Bilateral Economic Relations and Head Americas, Federal Department of Economic Affairs, Education and Research EAER, State Secretariat for Economic Affairs SECO

Moderator:

Dr. Philippe G. Nell

Honorary Ambassador of LATCAM

Short break

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3.45-4.30 pm **Company Testimonials (incl. Q&A)**

Cedric Wilhelm

Joint CEO, PENERGETIC AG

Mimmo Micali

Regional Manager Latin America, Securiton AG

Moderator

Martina Bietenhader

Manager, Global Network, Switzerland Global Enterprise

Short break

4.35-5.05 pm **How FIFA's ongoing social responsibility programs impact the game and create positive and lasting change more widely**

Joyce Cook

Chief of Social Responsibility & Education, FIFA

5.05-5.10 pm **Closing statement**

Linda Walker von Graffenried

Vice President of the Board of LATCAM; Owner and CEO, Walker von Graffenried Asset Management Ltd.

This webinar will be recorded.

The recording will be posted on our website under "Past Events".

BIOGRAPHIES



Martina Bietenhader

Martina joined Switzerland Global Enterprise in 2020 as Manager for the Global Network. From 2017-2019, she worked at the State Secretariat for Foreign Affairs, at the Swiss Agency for Development and Cooperation SDC, first as Scientific Collaborator for economic development in the Latin America Division, later as a Policy Advisor for the West Africa Division.

Prior workplaces include, Swisscontact, St.Gallen Institute of Management Latin America (GIMLA) in São Paulo and Credit Suisse.

Martina has a Bachelor in Economics from the University of St.Gallen, and a Master of Science in Applied Economic Analysis with special qualifications in trade and development from the University of Bern. She is fluent in five languages.

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Joyce Cook CBE OBE

Joyce Cook joined FIFA in November 2016 as its Chief Member Associations Officer and a member of FIFA's Senior Management Board. In September 2019, she was appointed as the first FIFA Chief Social Responsibility and Education Officer responsible for the organization's Human Rights and Anti-Discrimination, Child Protection and Safeguarding, and Sustainability and Environment programmes.

An openly gay woman working in football and a champion of diversity and inclusion, Cook has been active in this sector for almost 20 years. In 2009, she founded the Centre for Access to Football in Europe and has served as a board member at FARE, Women in Football, the English FA Inclusion Advisory Board, the Sports Grounds Safety Authority and other equality advisory groups and boards.

In 2017, Cook was awarded a CBE in the Queen's New Year's Honours (UK) for services to disability and sports at national and international levels.



Ramon Esteve

Ramon Esteve is a business leader with more than 30 years of experience in the Agricultural commodity sector. He has held various Senior Management positions throughout his career within the ECOM group and continues being involved in all aspects of the business.

A member of the Board of ECOM AgroIndustrial, he is also President of the Swiss-Latin American Chamber of Commerce as well as President of the Executive Board of the Swiss Trading and Shipping Association. Mr. Esteve holds a License in Law from the University of Lausanne.

Thomas Först



Education: 09/1984 – 06/1997 German international School, Caracas Venezuela. 09/1997 – 05/1999 Industrial Apprenticeship at Hoechst AG, Germany. 01/2001 – 12/2002 University of Buckingham, United Kingdom Bachelor of Sciences in Business Studies. 09/2009 – 07/2011 University of Applied Sciences Zürich (HWZ), Switzerland University of Virginia, Darden School of Business Executive Master of Business Administration.

Professional Career: 09/2016 – today Switzerland Global Enterprise, Switzerland, Head of Global Network, Member of the Executive Committee. 06/2013 – 08/2016 Federal Department of Foreign Affairs, Brazil, Consul I Director Swiss Business Hub Brazil. 04/2011 – 06/2013 OSEC, Switzerland, Head of Consultancy Far Markets. 01/2008 – 04/2011 OSEC, Switzerland Consultant South America. 02/2003 – 12/2007 Vifor International AG / Galenica AG (St. Gallen) Regional Manager- Latin America and Assistant to Board member. 01/1999 – 10/2000 Various placements within the Hoechst AG Group of Companies Frankfurt am Main / Germany.

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Tatjana Gaspar

Tatjana has been the Managing Director of LATCAM for one year. After obtaining her Licence in Hispanic and Russian literature and history from University of Geneva in 1987, she worked at the World Economic Forum for seven years, where she was first in charge of Eastern European and later of Latin American corporate members and politicians at the Annual Meeting in Davos and at other summits.

In 1996, she moved to Zurich, where she worked for over 20 years in the financial services industry. As a Senior Relationship Manager in the international private banking divisions at UBS, Mirabaud Banquiers Privés, Liechtensteinische Landesbank and Cornèr Banca, she was in charge of high net worth clients in Central and Eastern Europe.

In 2017, she left the banking industry and obtained her Diploma in Systemic and Business Coaching as well as Team and Online Training at Onken Academy, Uster. She now works as an independent Consultant and Business Coach. Tatjana was born in ex-Yugoslavia (Croatia) and grew up in Germany and Switzerland. She is fluent in seven languages.



Ambassador Mirko Giulietti

Mirko Giulietti was born in 1964 in Lugano, Ticino, and he is originally from the Canton of Zurich. He holds a Bachelor's degree in Economic and Social Sciences from the University of Geneva; a Master's degree in Urban and Land Use Planning from ETH Zurich, as well as a LL.M. (Diplôme d'Etudes Supérieures, DES) in International Human Rights Law from the University of Louvain-la-Neuve (Belgium).

After several missions for the International Committee of the Red Cross (ICRC) in Colombia, Afghanistan and Rwanda, and for the Organization for the Security and Cooperation in Europe (OSCE) in Bosnia-Herzegovina, Mirko Giulietti joined the Swiss diplomatic service in 1999. He did his practice in Bern and at the Permanent Mission of Switzerland to the United Nations in New York.

In 2001, he was transferred to Bern to the Political Division III (International Organizations) and in 2004, he held the post of First Secretary at the Swiss Mission to NATO in Brussels. Back in Bern in 2007, he has been appointed Deputy Head of the Human Rights Policy section. In 2010 he was transferred to Mexico as Deputy Head of Mission, and served subsequently as Deputy Head of Mission in Nairobi from 2014 to 2016, when he has been appointed by the Federal Council Ambassador to Costa Rica, El Salvador, Nicaragua and Panama (with residence in San José de Costa Rica). Since August 2020, he acts as Assistant Secretary of State for the Americas.

Mirko Giulietti is married and has two sons and a daughter.

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Minister Hervé Lohr

Hervé Lohr is Minister, Deputy Head of the Bilateral Economic Relations and Head of the Americas at the State Secretariat for Economic Affairs (SECO). He is in charge with his team of trade and investment relations between Switzerland and the countries in the Americas. Previously, he held the position of Deputy Permanent Representative of Switzerland to the OECD, Paris (2016-2019).

Prior to that (2009-2015), Hervé worked at the International Economic Law Division at SECO, becoming its Head in 2012. In that capacity, he led free trade negotiations in legal related matters with China, Hong Kong, Malaysia, Indonesia, India, Ukraine and the Central American States.

Before working for SECO, Hervé served as Head European Affairs of the Canton of Zurich (2005-2008), counseling and representing the canton's executive in the negotiations on an air traffic agreement between Switzerland and Germany. Hervé was also the acting Head of the Division International Agreements and Cooperation at the State Secretariat for Migrations (2000-2005), in this capacity he elaborated and led migration dialogue processes with countries of origin and transit of migration, in Sub-Saharan Africa, Near- and Middle East, Asia and the CIS countries. At the beginning of his career (1995-2000), he was a Policy Advisor for *Médecins Sans Frontières* and conducted various field visits and missions in different capacities in Sub-Saharan Africa, Caucasus, South East Asia and Latin America.

Hervé holds a Law degree from the University of Neuchâtel and an LL.M. degree in International Economic Law from the University of Zurich. In addition to his mother tongue French, he is fluent in English, German and Spanish.



Mimmo Micali

Mimmo Micali has held different positions at Securiton since 1989 and worked particularly as Project Manager and Commercial Manager for Securiton International since 1992. In 2002, he became Regional Director of Latin America.

Prior to joining Securiton, he worked as a Technical Manager for Bolliger & Söhne.

Mimmo Micali has a Degree in Electrical Engineering from the Federal Electrotechnical School.

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Dr. Philippe G. Nell

Philippe G. Nell is University Lecturer on trade, investment and integration policy as well as negotiating techniques, and Honorary Ambassador of LATCAM. Until October 2019, he was Deputy Assistant Secretary for Bilateral Economic Affairs and Head of the Americas Unit at the Swiss Department of Economic Affairs, Education and Research. He held the diplomatic title of Minister. Previously, he dealt with WTO matters (1999-2004) in charge i.a. of investment and China's accession to the WTO; Rules of origin, Customs matters and Government Procurement (1992-1999), and the European Area Agreement Negotiations (1988-1992).

Mr. Nell holds a Ph. D from the Graduate School of International Studies of the University of Denver and Masters from the Universities of Fribourg, Carleton (Ottawa) and Denver. He is Privat Docent at the University of Fribourg where he dispenses courses. He has published numerous articles on trade and integration policy as well as a book on Swiss-EU negotiations for the European Economic Area.

He has published numerous articles on trade and integration policy. In September, he released a book "Strategy with China: Swiss Cooperation or U.S. Confrontation. The Swiss Successful Path with a Free Trade Agreement" available at the Foundation Jean Monnet for Europe in Lausanne.



Esteban Polidura

Esteban Polidura is Julius Baer's Head of Advisory & Products in the Americas. He has 23 years of experience in the financial sector as analyst and investment strategist for Latin America.

Prior to joining Julius Baer, Esteban worked for UBS, where he was Chief Investment Officer for Mexico. Previously, he worked for Deutsche Bank as Head of Equity Research in Latin America, and in Merrill Lynch and Citigroup in their Latin America Equity Research teams.

He holds a Master's degree in Finance from Manchester University, studies at London Business School and Cambridge, and is a CFA charterholder.

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Linda Walker von Graffenried

Linda Walker graduated in 1977 with a MBA at George Washington University, USA; in 1975 with a MA at the Sorbonne, Paris; in 1972 with a BA in French Literature at the University of Delaware, USA. Furthermore she did postgraduate studies at the universities of Munich and Saarbrücken, Germany. She worked twenty-one years with Citibank where she held positions in the USA, Peru, Venezuela, Greece and Switzerland in the areas of corporate, investment and private banking. In March 1998 she established Walker von Graffenried Asset Management Ltd. in Zurich.

She is a Member of Comexi, Mexico, and Vice President of the board of the Latin American Swiss Chamber of Commerce. In January 2016 she was appointed Honorary Consul of Mexico in Zürich and in the same year she founded the international Advisory Board of Takimundo, a school for children with hearing disabilities in Uruapan, Mexico. Linda Walker is fluent in French, German, Spanish, Greek, Italian in addition to her mother tongue of English.



Cedric Wilhelm

Cedric Wilhelm started to work in the family business PENERGETIC International AG in 2014. In 2018 he took over the company together with his brother Cyril and is now working as joint CEO. Together with this step, he became also a member of the Board of Directors within PENERGETIC. Since then he is responsible for the strategic and worldwide distribution.

PENERGETIC produces sustainable products for the agricultural industry, which are distributed in over 35 countries worldwide – also 7 LATAM countries. Since Cedric Wilhelm is in charge of the worldwide distribution, he's a frequent visitor of the LATAM countries.

He graduated as a bachelor in business and economics at ZHAW School of Management and Law in 2015.

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