



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

Latin America Day – a virtual event

May 27, 2021

2.00 – 5.30 pm (Swiss time)

PROGRAM

2.00 – 2.15 pm Host Welcome

Tatjana Gaspar

Managing Director, LATCAM

Introductory remarks

Ramon Esteve

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

Message from our main partner

Thomas Först

Head of Global Network, Switzerland Global Enterprise

2.15 – 2.55 pm Recovery or persistent slump? Latin America's economic and financial outlook amid the electoral super cycles (incl. Q&A)

Despite a fairly favorable external environment in terms of global liquidity conditions and commodity prices, Latin America's covid recovery has so far underwhelmed, in good part due to the region's inability to address domestic challenges. The 2021-2022 electoral super cycle looks set to redraw the region's political map and overall public policy stance, with deep implications ranging from openness to international investment to adherence to sustainability principles. We review the region's economic and financial market outlook in this context.

Alejo Czerwonko, PhD

Chief Investment Officer Emerging Markets Americas, UBS

short break

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3.00 – 3.55 pm **Impact of COVID-19 on Swiss-Latin American relations (incl. Q&A)**

In 2020, Swiss-Latin American relations were strongly affected by COVID-19. Trade has fallen sharply and has not yet recovered in the first quarter 2021. Investments were put on hold. Swiss foreign policy faced enhanced challenges in its key priorities' areas of peace and security, prosperity and sustainability. Programs were adapted to mitigate the crisis in various areas including through humanitarian aid and bilateral development assistance. Switzerland's economic cooperation programs in Colombia and Peru helped mitigate some of the effects of the crisis.

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, LATCAM

short break

4.00 – 4.55 pm **Company Testimonials (incl. Q&A)**

Members of the Swiss export community who have successfully established and grown their businesses in Latin America will share with us first-hand insights on their development in the region and how they are recalibrating their companies in the face of the pandemic.

1) Straumann AG: Success of Neodent acquisition by Straumann Group – what are the success factors to invest in Brazil?

Matthias Schupp

CEO, Neodent; Executive Vice-President, Straumann Group LATAM

2) Nispera AG: Technical and Financial Optimization of Renewable Assets through Software as Service

Jaime Eidelstein

Global Business Development Manager, Nispera AG

Moderator:

Hans Aebi

Senior Consultant, Switzerland Global Enterprise

short break

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5.00 – 5.30 pm **PEN - 100 years of celebrating literature and protecting freedom of expression**
(incl. Q&A)

PEN International was founded in London in 1921 to promote friendship and intellectual cooperation among writers, emphasize the role of literature in developing understanding, stand for freedom of expression and act as a powerful voice on behalf of writers harassed, silenced, imprisoned and sometimes killed for their views.

Before Jennifer Clement became the President of PEN International, she was President of PEN Mexico, where she lives and witnesses daily the hostile environment for women, in particular journalists. Her book *Prayers for the Stolen* relates the story of young girls trafficked by the drug cartels. In 2017, Jennifer Clement was instrumental in promoting the PEN International Women's Manifesto that vouches to endorse non-violence, safety, education, equality, access and parity for all women and girls.

Jennifer Clement

President, PEN International

5.30 – 5.35 pm **Closing remarks**

Linda Walker von Graffenried

Vice-President, LATCAM; Owner and CEO, Walker von Graffenried Asset Management Ltd.

SPEAKER / MODERATOR BIOGRAPHIES



Hans Aebi

Hans Andreas Aebi is a Senior Consultant for Switzerland Global Enterprise in Zürich. He will assume the leadership of the Swiss Business Hub in São Paulo/Brazil end of June 2021. Hans started his career in the export department of Swiss shoe manufacturer Bally in Schönenwerd. In 1996, he founded Bally's subsidiary in São Paulo and opened a chain of exclusive own and franchise stores in the LATAM region.

In 2000, Hans founded the subsidiary of Straumann, today's global leader in implant dentistry, in São Paulo. During his tenure, the company achieved the market leadership in the premium segment and realized the group's largest transaction with the acquisition of Neodent, part of a new dual-brand strategy. He founded the Brazilian section of the ITI (International Team for Implantology), a global association of professionals in implant dentistry, to promote and disseminate knowledge. Before working for Switzerland Global Enterprise, Hans led the Brazilian subsidiary of Victorinox, the manufacturer of the iconic Swiss army knife.

During his free time, Hans enjoys traveling, skiing and diving with his wife Maggie and son Juliano.

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Jennifer Clement

Jennifer Clement is the President of PEN International and the first woman to be elected since the organization was founded in 1921. Under her leadership the groundbreaking PEN International Women's Manifesto and The Democracy of the Imagination Manifesto were created.

Clement is the author the novels *A True Story Based on Lies*, *The Poison That Fascinates*, *Prayers for the Stolen* and *Gun Love* as well as several poetry books.

Clement also wrote the acclaimed memoir *Widow Basquiat* on New York City in the early 1980's and the painter Jean-Michel Basquiat.

Clement who lives in Mexico City is the recipient of many awards including the Canongate Prize, Sara Curry Humanitarian Award, the Gran Prix des Lectrices Lyceenes de ELLE, a Guggenheim Fellowship, an NEA Fellowship and her books have twice been a *New York Times* Editor's Choice Book. *Prayers for the Stolen* was both a PEN/Faulkner Prize and Femina Prize finalist and a *New Statesman* Book of the Year, picked by Kazuo Ishiguro. Her recent novel *Gun Love* is an Oprah Book Club Selection as well as being a National Book Award, Aspen Words Literary Prize finalist, and a *New York Times* Editor's Choice Book. *Time* magazine, among other publications, named it one of the top 10 books of 2018. Clement's books have been translated into more than 35 languages.



Alejo Czerwonko

Alejo is Managing Director and Chief Investment Officer (CIO) Emerging Markets Americas for Global Wealth

Management based in New York. In this capacity, Alejo leads a team of analysts focusing on emerging markets macro-economics and the development of investment ideas in these markets, influencing the allocation of billions of dollars of the firm's assets under management.

He is a member of the CIO Americas Management Committee and the Wealth Management Latin America Management Committee. Alejo is also a member of the Advisory Board of the Wilson Center's Latin America Program, the leading global think tank based in Washington, DC.

Alejo frequently appears on Bloomberg Television, CNBC, and CNN, and regularly contributes to financial publications including the Financial Times, Bloomberg, Reuters, and the Wall Street Journal.

Alejo earned a PhD in economics from Columbia University. He also holds degrees in economics and finance from Tilburg University and Universidad del CEMA. He is an Adjunct Professor at Columbia's School of International and Public Affairs, where he teaches a course on emerging markets.

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Jaime Eidelstein

Jaime brings more than 25 years of international executive experience and deep understanding of global cultures and business.

Prior to joining Nispera, Jaime developed the Latin American market for Ascom International as Regional VP and provided international consultancy services for companies in the telecommunication and power sector.



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 nearly two years. After obtaining her Licence ès Lettres 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 Senior Relationship Manager in the international private banking divisions at UBS Wealth Management, Mirabaud Banquiers Privés, Liechtensteinische Landesbank and Cornèr Banca, she was in charge of acquiring and advising high net worth clients from 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. Apart from her assignment at the Chamber, she now works as an independent Consultant, Business Coach and Trainer. Tatjana was born in ex-Yugoslavia (Croatia) and grew up in Germany and Switzerland. She is fluent in seven languages.



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 (in the framework of a detachment from the Pool of experts from the Swiss Federal Department of Foreign Affairs), 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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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.



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 Dozent 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 2020, 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.

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Matthias Schupp

Matthias Schupp joined Straumann from Procter & Gamble in 2007 as Regional Manager, Western Europe. In 2013, he was appointed Head of Sales Latam and joined the management of Neodent, of which he became CEO early in 2015. He joined Straumann's Executive Management Board at the beginning of 2016. He began his career in marketing and customer service with Merck KGaA, the German pharmaceutical, fine chemicals and diagnostics company, and rose through country management to the position of Regional Manager Latin America and USA. He moved to Wella in 2000 as Managing Director of the business in Russia and became Managing Director Professional Care Portugal in 2004, following the acquisition of Wella by P&G.

Graduated from the German/Brazilian High School in Rio de Janeiro; on-the-job training in management and business administration through professional development programs at Merck and P&G.



Linda Walker vom 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 vom Graffenried Asset Management Ltd. in Zurich.

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 vom 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.

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