



THE LATIN AMERICAN CHAMBER OF COMMERCE IN SWITZERLAND

Your business bridge between Latin America and Switzerland

LATCAM Newsletter

No. 2 - June 2022



A special message from our main partner: **Switzerland Global Enterprise**

Dear Partners and friends of Latin America,

The year 2022 is again and will remain complex for international business. Although we are currently experiencing an upswing in the Swiss export economy with current record figures, the ongoing COVID situation, geopolitical tensions and the war are shaping our environment. This complexity must be mastered together. After all, crises are also moments to rethink and drive innovation.

For example, the energy transition, which has now accelerated again, is also resulting in many business opportunities - in particular for Latin America, we at S-GE perceive an increased attractiveness of the region for Swiss SMEs. Together with the Federal Department of Foreign Affairs, we opened our most recent Swiss Business Hub in Chile in 2021, as the Chilean market holds a lot of potential for Swiss companies, especially due to its central and important role in the energy transition.



*Our «Team Latin America» together at the 2022 Forum for Export in Lucerne (from left to right):
Adriano Bürgi (S-GE Consultant), Bruno Aloï (S-GE Consultant), Mark Untersander (Head SBH Chile), Linda Walker von Graffenried (Vice-President LATCAM), Tatjana Gaspar (Managing Director LATCAM), Ruben Araiza Diaz (Head SBH Mexico), Martina Bietenhader (Manager Latam S-GE), Hans Aebi (Head SBH Brazil), Otilie Sigrist (Marketing Manager S-GE).*



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Switzerland Global Enterprise aims to support these Swiss companies in their international business in Latin America and, among other things, proactively identifies business opportunities. Thanks to our three Swiss Business Hubs in the region and the cooperation with 11 bilateral Chambers of Commerce in Latin America, as well as our close and long-standing partnership with the Latin American Chamber of Commerce in Switzerland, we have been able to support around 600 companies with their questions and projects in Latin America.

Since 2021 to date, we were able to realize almost 40 concrete export projects in a total of 17 markets, thus giving Swiss companies access to this region. Furthermore, various business opportunities for 4 sectors (fintech, medtech, infrastructure, cleantech) in 5 markets were identified and marketed together with our partners.



Signature of the MoU between Switzerland Global Enterprise and the Chilean Sustainability Agency («Agencia de Sustentabilidad y Cambio Climático») for increased collaboration within the framework of Art. 6 of the Paris Climate Agreement and for the proactive promotion of Swiss solutions, especially in the area of water.

For example, Brazil, the largest economy in Latin America, is one of our top 5 most popular markets overall. The increasing interest of Swiss SMEs confirms the large, untapped export potential in Latin American markets. At Switzerland Global Enterprise, we are pleased to continue to proactively promote international business between Switzerland and the region together with you, and to identify and realize business opportunities. For this, we are well positioned in the region thanks to intensive cooperation with partners in Switzerland and on site.

We are already looking forward to welcoming you to the annual “Latin America Day” flagship event on September 1, which we will be organizing in cooperation with LATCAM, where the representatives of the bilateral chambers of commerce from South America will also be present, and where Swiss companies will again be reporting on their experiences in the market this year.

Muchos saludos,

Thomas Först

Head of Export Promotion and Global Network, Switzerland Global Enterprise



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Looking back: LATCAM Webinars March - May 2022

March 2



The LATCAM Webinar season 2022 started with the Patron's Webinar of UBS. An **Update on Latin America's Economic and Financial Markets Outlook** was presented by **Alejo Czerwonko**, Managing Director and Chief Investment Officer Emerging Markets Americas, UBS Global Wealth Management (New York). In his analysis, Alejo placed greater emphasis on inflation, interest rates and commodity prices, particularly in light of the economic sanctions imposed on Russia, but also post-COVID recovery in Latin America.

The opening remarks were made by **Matthias Musch** who represents UBS on the Board of LATCAM. Matthias is Head of Wealth Management International Latin America at UBS Switzerland AG.



April 12

AQUA4D brings together key stakeholders who are using Swiss cleantech to increase water sustainability. The focus of this LATCAM webinar was **Precision Irrigation for a Regenerative Approach to Agriculture and Climate Change Mitigation**.

AQUA4D® technology works at the soil-water-plant nexus to restore soil health while increasing water efficiency and productivity. By managing salinity using less water in the process, this regenerative approach to agriculture adds value for growers while helping reach wider sustainable goals.

We were delighted to welcome as speakers various experts who were able to present the success of this gamechanging technology and its contribution to sustainable water management from different perspectives:



Javier Meyer, Chief Marketing Officer AQUA4D, Global; **Hugo Gaignebet**, Head of Technical Support AQUA4D, Global; **Felipe Villarino**, CEO IST Group / AQUA4D LatAm; **Matías Manríquez**, Environmental Officer from the Swiss Embassy in Chile; and **Johanna Guzmán**, Representative of the Chilean Sustainability Agency.



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May 18

The Patron's Webinar offered by Nestlé was entirely focused on **Creating Opportunities for YOUTH in Latin America**.

Employability is a key ingredient of social development, especially employability of younger generations. More than one in six young people are out of work due to the COVID-19 pandemic while those who remain employed have seen their working hours cut, according to the International Labour Organization (ILO). Particularly in low- and middle-income countries, up to 75% of young people work in the informal economy with no job security and little to no social protection.

Young people are more than ever in need of help to enter and develop in the labour market, and corporations are key actors of measurable change in the youth employment space. Hence the importance of joining forces and working together to support youth employability and provide solutions to youth unemployment.

The panelists discussed in particular how Swiss companies can help export the key factor in the success of this great little country: its educational model. Education and preparation for employment are the most significant and sustainable contributions we can make to a young person to help them have a bright and prosperous future.

We were honored to welcome to this high-level panel: **Laurent Freixe**, CEO Zone Americas at Nestlé; **Raül Giménez**, CEO Latin America at Adecco; **Namita Datta**, Program Manager Solutions for Youth Employment (S4YE) initiative at the World Bank; **Nazrene Mannie**, Executive Director at GAN Global; and **Fausto Costa**, CEO at Nestlé Mexico; **Leo Trembley**, Counselor and Deputy Head of Mission, Embassy of Switzerland in Mexico. The panel discussion was moderated by **Julieta Loaiza**, Vice-President Communication and Corporate Affairs at Nestlé Mexico.



The recordings of all past LATCAM Webinars are available on our **YouTube Channel LATCAMSWITZERLAND**

Looking for information to expand your business?
Zoom in on the LATCAM website

Latin American companies that are looking for information on Swiss business facilitators or how to conduct business with Switzerland, can find in the Business section on our website the links to all relevant Swiss government entities and to a large number of private sector/regional organizations.

Swiss companies can find links to the Swiss Chambers and Business Hubs in Latin America as well as facts and figures or information on foreign investment opportunities in different Latin American countries.

<https://www.latcam.ch/invest-business-partners-south-america-switzerland/>



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Diplomacy:

Welcoming new Ambassadors from the LAC Region in Switzerland and Swiss Ambassadors to Latin American countries

For LATCAM it is always a great honor to welcome new Ambassadors from Latin America and the Caribbean in Switzerland whom we consider important network partners. Likewise we enjoy and welcome the cooperation with Swiss Ambassadors in Latin America. In our ongoing dialogue with Ambassadors, we learn about their priorities and expectations and keep them informed about LATCAM activities and services.

During the first months of 2022, it was a privilege to meet personally



H.E. Luis Alberto Castro Joo of Peru



H.E. Pietro Piffaretti, Swiss Ambassador to Mexico

Connecting with the Swiss Federal Government: Our voice is heard in Bern



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

For the third year and sixth time in a row, LATCAM has been invited by **Federal Councilor Guy Parmelin**, Head of the Federal Department of Economics, Education and Research, to join other major bilateral Chambers of Commerce and the most important Swiss Business Associations at his bi-annual Roundtable, which takes place in the spring and in the autumn. The purpose of these Roundtables is to foster a productive exchange among the Federal Government and the most important representatives of the Swiss export community, each time around a precise thematic agenda.

Ahead of the Roundtables, where LATCAM is represented by one of its Board Members, we have been collecting from our patrons and sustaining members their input on major developments affecting their industries. The compiled feedback from major players in the Swiss export community is forwarded to the Office of the Federal Councilor by *economiesuisse*, the umbrella association that represents the interests of a competitive, well-connected and responsible Swiss economy, and serves as a basis for the discussion during the Roundtable. This spring, the main topic was the consequence that industries are suffering due to the war and the measures they are taking or proposing to face the crisis.

We at LATCAM are very proud to be able to contribute our part and to provide this service for the benefit of all our members. At the same time, we can raise awareness at the highest political level with regard to the challenges, concerns and opportunities for Swiss companies in Latin America.



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Interview:



Dr. Daniel Jositsch is President of the **Parliamentary Friendship Group Switzerland - Latin America**. He is a Professor for Criminal Law and Criminal Procedural Law at the University of Zurich and a Member of the Social Democratic Party. He obtained his Doctorate at the University of St.Gallen, Switzerland, in 1993 and is a Member of the Zurich Bar Association as well as the Colombian Bar Association. Since 2015, he has been a Member of the State Council within the Swiss Parliament. From 2007-15, he was a Member of the National Council. In 2019, he became a Member of the State Political Commission.

Tatjana Gaspar: *Dr. Jositsch, since when does the Parliamentary Friendship Group Switzerland Latin America ("PFGLA") exist? How many members does it have? How often do they get together?*

Daniel Jositsch: The PFGLA has been around for a long time. But it has fallen asleep in recent years. I took over its presidency in 2019 with the aim to reactivate the group. Then COVID thwarted those plans. But now we should definitely be able to start. We are currently about 20 from different political parties.

TG: *What is the purpose of the PFGLA?*

DJ: The purpose is the exchange between Latin America and members of the Swiss Parliament who are interested in this continent. We also organize events and, if necessary, trips to the region.

TG: *Purely in geographical terms, Latin America and the Caribbean comprise more than 50 states and territories. Politically or linguistically speaking, there are far fewer than that. What are the relationship priorities of the PFGLA and why?*

DJ: The PFGLA is open with regard to that. The main objective, of course, are current political priorities and the strengthening of economic relations. But Latin America also has a great deal to offer from a cultural point of view.

TG: *What added value do you think the PFGLA can offer to these partnerships overseas?*

DJ: Latin America is always somewhat neglected in the Swiss Parliament. I think the PFGLA can do something to counteract this, because the States of Latin America offer quite some potential for Switzerland.

TG: *What was your motivation for becoming President of the PFGLA? What does this role mean to you? What do you wish for the future of the PFGLA?*

DJ: Having lived in Colombia for a long time, I have a personal connection to Latin America. I would be happy if it were possible to improve the status of Latin America in the Parliament.

TG: *Dr. Jositsch, thank you very much for agreeing to this interview.*



Welcoming new partnerships: The Parliamentary Friendship Group Switzerland - Latin America

LATCAM is very honored to include the distinguished members of the Swiss National Council and the Swiss State Council who share our interest in Latin America and the Caribbean, in our growing community of worldwide partners, and welcomes them very warmly to our future events and webinars.



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Building on existing partnerships:
Association of International Chambers of Commerce in Switzerland (AICC)

LATCAM has joined the AICC as its 14th member beginning of 2021 and is represented on the AICC's Board by Tatjana Gaspar. The AICC has been founded upon initiative of the the Italian-Swiss Chamber of Commerce, which has its headquarters in Geneva. The AICC's objective is to organize high-quality networking events in the Suisse Romande (Geneva region) for the members and wider communities of all the participating international chambers. The events are also open to non-members in the local business community. The aim is to foster productive business networking, but also introduce high-level speakers who will address topics of general interest.

During the two years of the COVID pandemic, only few AICC events could take place. In November 2021, however, the AICC was pleased to propose a successful and well-attended event at the Hilton Geneva Hotel and Conference Center with **Per Falk**, Chairman of Ferring Pharmaceuticals, who spoke about The Importance of Collaboration in the Pharmaceutical Industry. Currently, the AICC is in the process of preparing events with **Gillian Triggs**, Assistant Secretary-General and Assistant High Commissioner for Protection, UNHCR, in the spring of 2022; and with **Ernesto Bertarelli**, billionaire entrepreneur and Co-Chair of the Bertarelli Foundation, in the fall of 2022. Invitations will be sent to you through LATCAM.

At the AICC events, you will be able to meet members of the following organizations:



WWW.AICC-SWISS.ORG

**Do not forget to register (Zoom):
 Our high-profile Webinars in June 2022**

Patron's Webinar offered by Roche: Movement Health 2030

June 15, 2022, 4.00 - 5.00 pm

Speakers: **Rolf E. Hoenger**, Area Head, Roche Pharma Latin America; **Bogi Eliassen**, Director of Health, Copenhagen Institute of Future Studies; **Massimo Manzi**, Executive Director, Costa Rica Health Chamber PROMED; Moderator: **Manuel Teodoro**, award-winning journalist from Colombia.

Gender Diversity, Equality and Inclusion in Swiss companies in Latin America

June 22, 4.00 - 5.30 pm

Panel discussion with 8 inspiring female corporate leaders: **Karina Lerma**, CEO, Fracht Mexico and Valmik Logistics; **Ana Tuñón Orrico**, Head of Diabetes Care, Roche Central America, Caribbean, Colombia; **Bettina Zimmermann**, CEO, Roche Peru; **Paola Cobo**, Deputy General Manager, SICPA Ecuador; **Monique Clúa Braun**, General Manager South Cluster (Argentina, Chile, Uruguay, Paraguay, Bolivia), Novartis; **Lizzie Kennedy**, Country Manager, Nestlé Paraguay; **Marion Braegger**, Finance Director (CFO), Roche Pharma Uruguay, Bolivia, Paraguay; **Susana Torres**, President, Swiss-Chilean Chamber of Commerce.



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**On our summer Agenda:
Save-the-dates of upcoming Events**

45th Annual General Meeting and Luncheon

supported by S-GE and the LATCAM Patrons

July 5, 2022, 10.30 am - 2.00 pm

@Belvoirpark Hotel School and Restaurant, Zurich

The AGM will take place as an in-presence event and will be followed by an aperitif and seated luncheon. We are honored to welcome as our keynote speaker **Paul Bulcke**, Chairman of the Board of Directors at Nestlé S.A.

(in priority for LATCAM members and Swiss partners, Latin American Ambassadors and special guests - invitations will be sent beginning of June 2022)

Latin America Day: Our traditional Business and Networking flagship event in cooperation with S-GE

supported by S-GE and the LATCAM Patrons

September 1, 2022, 1.30 - 8.00 pm

@Zurich Development Center, Zurich

The Latin America Day will take place as an afternoon of sessions with distinguished speakers on a variety of topics relevant for Swiss companies, but also for our Latin American community. The program will be followed by an aperitif riche. We look forward to offer you the opportunity for networking, also with representatives of the Swiss Chambers from Latin America who will be present at the event.

(all LATCAM community welcome - invitations will be sent beginning of July and a program update mid-August)

Business Networking Event and Luncheon

September 20, 2022, 11.00 am - 2.00 pm

@Swiss Re Next, Zurich

We are delighted to welcome as guest speaker **José Angel Gurría**, Former Secretary-General, OECD.

(in priority for LATCAM members and Swiss partners, Latin American Ambassadors and special guests)

In between Newsletters, check the LATCAM website (Events) for updates.

LATCAM Patrons and major Supporters in 2022



Julius Bär



NOVARTIS | Reimagining Medicine



Vontobel



Impressum and Contact

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