



THE LATIN AMERICAN CHAMBER OF COMMERCE IN SWITZERLAND

Your business bridge between Latin America and Switzerland

LATCAM Newsletter

No. 3 - December 2022



Kick-off meeting: GRULAC Ambassadors and Swiss Parliamentarians

In June, LATCAM Vice-President Linda Walker von Graffenried and Managing Director Tatjana Gaspar were invited to take part in a kick-off meeting with **GRULAC Ambassadors** and **Parliamentarians** from the Switzerland Latin America Friendship Group, at the residence of the Brazilian Ambassador.

Prior to enjoying a lovely aperitif and networking in the residential garden, a regular get-together was proposed to take place every year, and several discussion topics were brought forward by different participants, such as e.g.:

- the need to foster and promote cooperation between Switzerland and GRULAC on a wider level
- bring ideas to the table that aim at mitigating the consequences of the war in Ukraine on LatAm countries
- promote and support Free Trade Agreements through enhanced communication

Participants from GRULAC included the Ambassadors of Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru, Uruguay and Venezuela as well as the Chargés d'affaires of the Embassies of the Dominican Republic and Paraguay. Participants from the Swiss Parliament included the President of the Friendship Group Daniel Jositsch, Vice-President Tiana Moser as well as Group Members Kathrin Bertschy, Katja Christ, Mike Egger, Fabian Molina and Lukas Reimann.



Revitalizing a dormant initiative: Welcome (back) LATCAM Youth Committee!

It is our pleasure to officially announce the launch of the **LATCAM Youth Committee** ("LYC"), based on the idea of the former Junta Joven, but with new energy and purpose. The aim is to provide a productive knowledge and networking platform among students and young professionals who are based in Switzerland, are between 20 and 40 years old, and have a connection with or strong interest in Latin America. Networking events with speakers will take place in regular intervals starting 2023.

If you know anyone within your professional or academic circles who should be part of the LYC, please put them in contact with us by sending an email to latcam@latcam.ch or youthcom@latcam.ch. Let's make it grow and prosper!



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Looking back:

LATCAM Webinars and Events June - November 2022



June 15

Public health problems, coupled with the Covid-19 pandemic, have strained systems around the globe and have highlighted the importance of health system sustainability. Today more than ever, achieving access to high quality health care and advances in science and technology is one of the goals of every country.

This is why the Movement Health 2030, a group led globally by Roche and the Copenhagen Institute for Future Studies, was born in 2020 as a non-profit organization that articulates the public and private sector to transform the world's health systems, addressing the biggest challenges of the sector by strengthening public policies and developing innovative and scalable solutions.

The distinguished speakers on the virtual panel of our Patron's webinar were **Rolf E. Hönger**, Area Head Latin America at Roche Pharma; **Bogi Eliassen**, Director of Health at the Copenhagen Institute for Future Studies; and **Massimo Manzi**, Executive Director at the Costa Rica Health Chamber PROMED. The webinar was moderated by award-winning journalist and TV icon **Manuel Teodoro**, currently Director of Séptimo Día, the highest-rated TV program in Colombia.

Our panelists discussed the importance of collaboration between the public and private sectors in innovation and health policy strengthening initiatives such as MH2030; and how these can contribute to the transformation of Latin American health systems.

June 22



Swiss Chambers LatAm



This webinar on **Gender Diversity, Equality and Inclusion in Swiss companies in Latin America** was organized jointly by LATCAM and the Swiss Chambers.

Gender Equality is at the heart of the UN Women's Empowerment Principles and No. 5 of the UN Sustainable Development Goals. Gender Shift is one of the megatrends on the Future Institute's Megatrend Map, which analyzes and defines crucial trends that impact society and economy now and over the next several decades.

Women are 51% of the world's population and responsible for about 80% of all commercial decisions worldwide. But that's not all!



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(cont.)



Companies that invest in women, commit to gender equality and support female leadership and decision-making, typically outperform their competitors.

Research has shown that companies and non-profits with diverse, inclusive teams tend to make better business decisions up to 87% of the time. Eliminating gender discrimination is a key element leading to a boost in production.



According to studies done by McKinsey, companies that have more gender diversity are 21% more likely, those with more cultural and ethnical diversity even 33% more likely to experience above-average profitability.

More inclusion and equality lead to a higher degree of sustainability and resilience, which in turn results in the ability to deal more efficiently with crisis. All of these should be powerful long-term business objectives for any commercial enterprise.



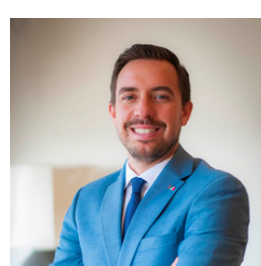
Two consecutive panels featured top female leaders from Swiss corporations in Latin America:

Marion Braegger, CFO, Roche Pharma (Uruguay, Bolivia, Paraguay); **Monique Clúa Braun**, General Manager, Novartis (Argentina, Chile, Uruguay, Paraguay, Bolivia); **Paola Cobo**, General Manager, SICPA Ecuador; **Lizzie Kennedy**, Country Manager, Nestlé Paraguay; **Karina Lerma**, CEO, Fracht Mexico, and CEO/Founder, Valmik Logistics, Mexico; **Susana Torres**, President, Swiss-Chilean Chamber of Commerce; **Ana Tuñón Orrico**, Head of Diabetes Care, Roche (Central America, Caribbean, Colombia); and **Bettina Zimmermann**, CEO, Roche Peru.



Our panelists shared their stories, vision of leadership and understanding of being role-models. They spoke about what it means for recruitment and careers, when a company lives up to the principles of diversity, equality and inclusion.

We explored why this is absolutely crucial nowadays for long-term corporate success, and how their leading example can be and is already leveraged and multiplied to benefit others.



The webinar was moderated by **Tatjana Gaspar**, Managing Director, LATCAM. Closing remarks were given by **Christian Michel-Casulleras**, Director, Swiss-Mexican Chamber of Commerce and Industry.



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July 5



Following two and a half volatile COVID years, the **Annual General Meeting 2022** could again be held in presence. At the Belvoirpark Hotel School in Zurich, in front of some 50 participants, President **Ramon Esteve** evoked the main achievements mentioned in the 2021 Annual Report and thanked our patrons and S-GE for their significant and continuous support. Treasurer **Manfred A. Ebling** presented the improved financial figures 2021 and budget 2022. Four Board members and the Auditor were re-elected and our newest patrons Neodent and Roche were formally introduced and integrated on the LATCAM Board. **Dr. Philippe G. Nell**, Honorary Ambassador of LATCAM, held a speech about the economic situation in Latin America. Closing remarks were given by Vice-President **Linda Walker von Graffenried**.



After the formal part, our participants could enjoy a delicious aperitif in the garden of the Belvoirpark Restaurant, followed by a seated luncheon in an elegant yet cordial setting. We were honored to welcome as our special guest and keynote speaker **Paul Bulcke**, Chairman of the Board of Nestlé, who inspired us with his candid and positive insights about Latin America, a continent he knows well and is deeply connected with.



September 1

Over 110 participants joined us this year for the **Latin America Day**, our traditional flagship event, which after two years in virtual format could finally take place again in presence and was organized in close cooperation with our main partner Switzerland Global Enterprise at the Zurich Development Center. We thank our Patrons Credit Suisse, Bank Julius Baer, Neodent, Nestlé, Novartis, Roche, Swiss Re, UBS, Vontobel and Zurich Insurance as well as our main sponsor Switzerland Global Enterprise for generously supporting this event.



After a welcome by **Tatjana Gaspar**, Managing Director of LATCAM, two introductory addresses followed that set the tone of the current situation very well: one from **Gabriela Lippe-Holst**, Executive Chairwoman of Acqupart Holding and Vice-President of LATCAM, the other from **Thomas Först**, Head of Global Network at Switzerland Global Enterprise.



Participants were then taken into the world of economics, finance and investments by **Esteban Polidura**, Head Americas Advisory & Products at Bank Julius Baer, who gave us appreciation on the Global Recession and how some investment aspects that concern Latin America currently fit in.



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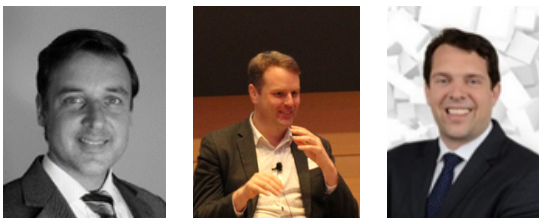
The next session on how COVID-19 and the Russia-Ukraine war impact on Swiss-Latin American Relations, reunited on the panel a high-caliber group of experts familiar to many of us: **Ambassador Mirko Giulietti**, Assistant Secretary of State, Federal Department of Foreign Affairs FDFA, and **Minister Hervé Lohr**, Deputy Head Bilateral Economic Relations, Head Americas, Federal Department of Economic Affairs, Education and Research EAER. The panel discussion was prepared and moderated by **Dr. Philippe Nell**, Honorary Ambassador of LATCAM.



The presence of representatives of 11 Swiss Chambers who had traveled from Latin America to Switzerland, was appreciated by all participants at the event who seized the opportunity to network and strengthen their business ties with the Chambers. We were pleased to welcome on stage **María Silvia Abalo** from Argentina, **Mariana Badra** from Brazil, **Constanza Cárdenas** from Chile, **Silvia Gutiérrez** from Colombia, **Sofía Almeida** from Ecuador, **Christian Michel-Casulleras** from Mexico, **Gessica Loeppke** from Panama, **Janice Gill** from Paraguay, **Corinne Schirmer** from Peru, **Gregor Schmid** from Uruguay and **Alejandro Rangel** from Venezuela who each had 2 minutes to present their Chambers and the opportunities in their respective countries.



The panel discussion on success cases, which is traditionally prepared by S-GE, this year emphasized sustainable solutions in infrastructure, featuring on the panel **Dr. Alexander Arch**, Business Manager Hydropower CIS & Senior Project Manager at AFRY Switzerland Ltd., and **Gabriel von Rickenbach**, General Manager Americas at Geobrug AG. The discussion points were prepared and the session moderated by **Bruno Aloï**, Senior Consultant for South America at Switzerland Global Enterprise.



The last presentation of our event, a very imaginative piece of skillfull storytelling, was given by **Bettina Schaller Bossert**, President of the World Employment Confederation, on The New Social Contract for Latin America's Working World.

As each year, the closing remarks were delivered by **Linda Walker von Graffenried**, Owner, Walker von Graffenried Asset Management, and Vice-President of LATCAM.



The official event program was followed by networking while enjoying an aperitif riche on the terrasse of the Zurich Development Center.

The slide presentations of Esteban Polidura (Bank Julius Baer) and of the Swiss Chambers from Latin America as well as a selection of photographs from the event can be found on the LATCAM website under Events (scroll down to Past Events and click on Latin America Day 2022).

The recordings of all past LATCAM Webinars as well as of the Latin America Day are available on our [YouTube Channel LATCAMSWITZERLAND](#)



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September 21

Swiss Re



We were delighted to have the privilege to invite our community to an event with the brilliant **Angel Gurría**, former Secretary-General of the OECD, at the beautiful premises of Swiss Re in Zurich. Drawing on his extensive experience in the political arena, he gave us a thorough review of the transformational and complex work of the OECD and an honest appraisal of how he sees the world situation evolving in the near future.

The dialogue entitled **OECD, the Russia-Ukraine war and Latin America** was moderated by **Dr. Philippe Nell**, Honorary Ambassador of LATCAM.

We thank Swiss Re for kindly providing the venue and hosting the subsequent lunch for our participants.



Networking event in partnership: Association of International Chambers of Commerce in Switzerland (AICC)

November 8



The Salle Frank-Martin in Geneva was the chosen location for a conference and networking event with **Gillian Triggs**, Assistant Secretary-General and Assistant High Commissioner for Protection, UNHCR.

Faced with an unprecedented situation of >100 mn political refugees in the world (45 new crises only in 2022), on top of >200 mn economic migrants, she emphasized the need for the private sector to help provide refugees with a long-term perspective by creating workplaces for them.

The 150+ participants who responded to the invitation by their respective Chambers of Commerce, took the opportunity for productive networking during the aperitif that followed the conference.



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*Save the dates for our upcoming events:
What's already on the 2023 Agenda?*

January 12, 2023, 18.30-20.30

Sustainability in Action: Barry Callebaut's race for a sustainable chocolate norm

Launch event for the LATCAM Youth Committee followed by an aperitif

Guest speaker: **Luciano Di Biase**, Global Head of Sustainability Finance, Monitoring and Evaluation, Barry Callebaut

Venue: @S-GE, Stampfenbachstrasse 85, 8006 Zurich

Audience: Open to young professionals (20-40 years) and students with connections to or interest in Latin America as well as all persons who wish to contribute actively in making the LATCAM Youth Committee grow and prosper.

March 10, 2023, 18.00-open end

First-ever **AICC Gala evening** with seated dinner, networking and superbe entertainment

Guest speaker: tba shortly

Venue: Bâtiment des Forces Motrices, 1204 Geneva

Audience: Open to invited participants of all AICC partner chambers and their accompanying persons.

May 16 or 17, 2023, 10.00-14.15

46th Annual General Meeting followed by an aperitif and seated luncheon, generously supported by S-GE and the LATCAM patrons.

Keynote speaker: tbc in due course

Venue: in Zurich, tbc in due course

Audience: Open to LATCAM members and potential members, Ambassadors and special guests.

June 28, 2023, 13.00-20.00

Latin America Day, the traditional annual LATCAM flagship event, generously supported by S-GE and the LATCAM patrons, featuring top speakers from the private and public sectors.

Program: tbc in due course

Venue: Credit Suisse Conference Center Forum St. Peter, St. Peterstrasse 19, 8001 Zurich

Audience: Open to all LATCAM community in Switzerland.

Other events and webinars are currently in the planning phase and will be publicized on the LATCAM website when ready. Invitations to all events and webinars are sent approx. 4-6 weeks prior.

LATCAM Patrons and major Supporters in 2022



Impressum and Contact

Tatjana Gaspar
Managing Director

Latin American Chamber of Commerce in Switzerland (LATCAM)
Kasernenstrasse 11 CH – 8004 Zürich

Tel. +41 44 240 33 00 Mob. +41 79 361 02 02

E latcam@latcam.ch W <https://www.latcam.ch>