



Latin America Day

June 28, 2023, 14.00 – 20.00

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

BIOGRAPHIES



Bruno Aloï

Senior Consultant for South America, **Switzerland Global Enterprise**

Bruno has a Bachelor in International Business at the University of Salvador (Brazil), a Master in International Management Consulting at the FH Ludwigshafen (Germany) and MBA in International Relations at Fundação Getúlio Vargas (Brazil).

Bruno Aloï has 20 years of experience in international promotion and business development. Brazilian with Italian roots, he has worked for different promotion agencies: State of Bahia (Brazil), Milan Chamber of Commerce (Italy) and Switzerland Global Enterprise (S-GE), paving a solid career in export promotion and investment attraction.

Currently, Mr. Aloï is Senior Consultant for South America at S-GE, responsible for supporting Swiss companies in the markets of Argentina, Brazil, Chile, Paraguay, and Uruguay.



Fulvio Besseghini

Member of the Board of Directors and Regional Manager South America,
Lombardi SA

Fulvio Besseghini received his Master's Degree in Environmental Engineering in 2005 at Politecnico di Milano, and he is pursuing an Executive Master of Business Administration (MBA) at the same institution.

After an experience as a fellow at the Department of Structural Engineering at the Politecnico di Milano, he joined Lombardi Engineering Limited, a leading Swiss company providing highly specialized engineering services for infrastructures worldwide. He developed his career in the Energy and Water department, working on large infrastructure projects for water supply, hydroelectric plants and tunnels. He has gained significant market experience in the Latam region, having worked and lived in countries such as Panama, Colombia, Ecuador, Peru, Chile, and Argentina.

He is Regional Manager for Lombardi's activities in South America and a member of the Board of Directors of the Swiss headquarters.



Tatjana Gaspar

Managing Director, **LATCAM**

Work experience: 1988-1989, International Management Institute, Geneva (Marketing, Office Manager). 1989-1996, World Economic Forum, Geneva, in charge of Eastern European and later of Latin American corporate members and politicians at summits in Davos and worldwide. 1996-98, PR Manager, Intersettle, Zurich. 1998-2017, Executive Director and Senior Senior Relationship Manager, international wealth management Zurich divisions at UBS Wealth Management, Mirabaud Banquiers Privés, Liechtensteinische Landesbank and Cornèr Banca, acquiring and advising high net worth individuals from Central and Eastern Europe and Central Asia. In 2017, she established her coaching and consulting company Lilytrust Consulting and now works as Systemic and Business Coach and Online Trainer (main focus: self-leadership in multicultural environments, building and strengthening personal resilience, wealth mentoring). Since 2019, she is also Managing Director of LATCAM.

Education: 1987 Licence ès Lettres, University of Geneva, Hispanic and Russian literature and history, including a semester at University of Salamanca, Spain. Studied at London School of Economics (1995) and University of Zurich (2013). UBS private banking training (1999-2000). 2018, Diploma in Systemic and Business Coaching and 2023, Certified Lecturer in Adult Education at Onken Academy, Uster. In 2022, she published her first book, a fictional story.

Tatjana was born in ex-Yugoslavia (Croatia) and grew up in Germany and Switzerland. She is fluent in seven languages.



Ambassador Mirko Giulietti

Assistant Secretary of State, **Federal Department of Foreign Affairs FDFA**

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.



Marc Häfliger

Head Global Equity Strategy, **Credit Suisse**

Marc Häfliger is the Head Global Equity Strategy at Credit Suisse. Together with his team he is responsible for the equity views in discretionary mandates and on the advisory side. Marc interacts with the front and clients on a daily basis and meets clients across regions and segments. Marc contributes to several publications such as the Investment Monthly and dedicated Equity Alerts as well as guest articles for newspapers.

Marc joined Credit Suisse in 2011 as a Research Analyst and completed a complementary assignment at the "Large Suisse Corporates" team, serving corporate clients in the Real Estate sector. Since 2014 he works as an investment strategist in the CIO office. In 2017 he completed an international assignment at the CIO office APAC based in Singapore. Marc heads the global equity strategy team since October 2021. He holds a Master's degree in Banking and Finance and a Bachelor's degree in Economics, both at the University of St. Gallen. Marc is a CFA charterholder.



Minister Hervé Lohr

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

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.



Elena Maran

Global Head Financial Services, Data Centric AI, **Modulos AG**

With a background in financial services, Elena spent over a decade at international financial institutions, like Citibank and China Construction Bank, in senior roles spanning from sales and trading in global financial markets to corporate banking. Elena had first-hand experience with all the challenges involved in building financial digital products - from credit risk management and KYC to customer experience and engagement across different business divisions. She recently completed the Executive Master program in Digital Transformation and Innovation Leadership from Madrid's Instituto de Empresa (IE), and, as part of Modulos AG (spin-off from ETH Zurich) is now helping companies to take on their AI journey, by effectively building and deploying trustworthy AI solutions. As Global Head of Financial Services, her primary focus is on how AI solutions, when built with a Data-Centric AI approach, unlock efficiencies and boost business value in the financial sector, with attention to compliance with the existing and upcoming AI regulations, especially in relation to fairness and non-discrimination.



Philipp Morger

Director Industrial Programs, **Switzerland Global Enterprise**

Philip Morger is Director Industrial Programs at S-GE. He leads the Large Infrastructure Projects mandate, which aims to facilitate access to international large infrastructure projects for Swiss exporters together with the Team Switzerland partners. Previously, he was Senior Consultant for Internationalization Starters at S-GE, assisting young entrepreneurs and start-ups in their first steps into international markets. He is also an expert in cross-border e-commerce. Prior to his current role, he worked as a corporate developer for various SMEs and therefore knows the challenges of entering the export market from a business perspective. He also worked for several years as a strategy consultant for SMEs, where he developed marketing strategies, worked on brand positioning and assisted restructuring. He holds a Master's Degree in Business Administration from the University of Bern. He is married, father of two kids and lives in the area of Zurich.



Olivier Narbey

Global Head Water Network Performance, **Georg Fischer Piping Systems**

Olivier Narbey has over twenty years of experience in sustainable development and water issues. He graduated with a Master's Degree in Hydraulic and Environmental Engineering from ENGEEES Strasbourg, France in 1999 and holds an MBA from ESADE Barcelona. He gained experience in municipal water systems design, construction and operation on a global level with resident positions in Mozambique, Gabon, Armenia, France and Algeria. Olivier Narbey built skills in Non-Revenue Water and constancy of supply through very large scale projects across the globe. Since joining Georg Fischer Piping Systems in 2018, his focus has been on supporting its global client portfolio with cutting-edge technology in the field of piping construction and repair, leakage reduction and pressure management, including Brazil and Mexico.



Dr. Philippe G. Nell

Honorary Ambassador, **LATCAM**

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 Master's 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 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.



Linda Walker von Graffenried
Owner, **Walker von Graffenried Asset Management**
Vice-President, LATCAM

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 Chamber of Commerce in Switzerland.

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.



Simone Wyss Fedele
CEO, **Switzerland Global Enterprise**

Simone Wyss Fedele is CEO of Switzerland Global Enterprise, the official Swiss organization for export promotion and location promotion with locations in all parts of Switzerland and in 31 countries. She holds a PhD in international economics and worked for 20 years in the life science, technology and insurance industries. Either in the core business or at the interface with trade associations, authorities and politics: For example, she worked in marketing at Endress+Hauser, was responsible for product launches in over 30 countries at Takeda Pharmaceuticals and was in charge of public affairs at Helvetia. Most recently, Simone Wyss Fedele was Chief Economist at Novartis and was part of the Executive Committee of Novartis Switzerland as Head of Public Affairs. Since 2021, she has also served on the Board of Directors of the biotech company Infors AG and on the Executive Committee of the Swiss Institute of International Studies at the University of St. Gallen.

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