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

Latin America Day

September 3, 2026

Swiss Re Centre for Global Dialogue, Rüschlikon (ZH)

BIOGRAPHIES

Bruno Aloi

Senior Consultant Latin America, Switzerland Global Enterprise

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

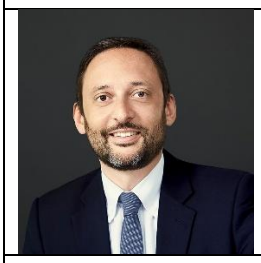
Bruno has 20 years of experience in international promotion and business development. Brazilian with Italian roots, he has worked for different promotion agencies: State of Bahia (Brazil), Milan Chamber of Commerce (Italy), and Switzerland Global Enterprise (S-GE), paving a solid career in export promotion and investment attraction. Currently, Bruno is a Senior Consultant Latin America at S-GE, responsible for supporting Swiss companies in the Latin American markets.

Mario Canales

Partner Development, World Economic Forum; Co-founder, Latinometrics

Mario is a Mexican economist based in Geneva, working at the intersection of strategic partnerships, data storytelling, innovation, and international cooperation. At the World Economic Forum, he supports the development of new partnerships with leading companies across industries and regions, having previously worked on trade, technology, and digital payments initiatives. Before this, he managed the Global Innovation Index at WIPO (United Nations), overseeing its production and global dissemination while collaborating with governments and stakeholders to strengthen innovation ecosystems.

He holds a Master's degree in European and International Governance from the University of Geneva and a Bachelor's degree in Economics from the University of Texas at Austin.



Stefano Demarco

Executive Director, Private Clients, Bank Vontobel

Professional experience: 2016-today, Senior Relationship Manager and Team Head for Vontobel Latin America; 2000-2015, UBS AG, Zurich. The latest function at UBS was Portfolio Specialist for Latin American Clients (mainly Western and Southern Latin America).

Education: University of Applied Sciences in Economics and Administration Zurich. Bachelor's Degree in Marketing and Sales.

Tatjana Gaspar

Managing Director, LATCAM

After her university studies, Tatjana worked in Marketing at the International Management Institute, Geneva. From 1989-1996, she was in charge of Eastern European and Latin American corporate members and politicians at summits in Davos and worldwide for the World Economic Forum. In 1996, she moved to Zurich and spent the next 20 years building a career in international wealth management at UBS AG, Mirabaud Banquiers Privés, Liechtensteinische Landesbank, and Cornèr Banca, where she was responsible for HNW clients in Central and Eastern Europe, Russia, and Ukraine. In 2017, she established her company Lilytrust Consulting and now works as an independent business coach and trainer. Her main focus is on leadership, self-empowerment in multicultural environments, strengthening resilience, and achieving personal transformation through a growth mindset. Since 2019, she is also the Managing Director of LATCAM.

Educational background: Tatjana holds a Licence ès Lettres (Master's) in Hispanic and Russian literature and history from University of Geneva. She studied at University of Salamanca (Spain), London School of Economics, and University of Zurich. She has a Diploma in Systemic Coaching and a Federal Professional Bachelor in Education & Training. In 2022, she published her first book, a fictional short story. She is an author for different coaching platforms. Tatjana was born in Croatia and grew up in Germany and Switzerland. She is fluent in seven languages.

Ivan Gonzalez

CEO Corporate Solutions, Member of Group EC, Swiss Re

Professional experience: Ivan Gonzalez started his insurance career in 2001 by joining Swiss Re Capital Partners as a financial analyst in New York. In 2006, he moved to Swiss Re Group Strategy in Zurich and worked on several corporate development initiatives. In 2011, Ivan Gonzalez joined Swiss Re Corporate Solutions as CEO Latin America out of Sao Paulo. He was subsequently appointed CEO North America in 2017 and relocated back to New York. In 2022, Ivan Gonzalez moved to Beijing as CEO Reinsurance China and China Country President. In 2024, he was appointed Chief Executive Officer Corporate Solutions and member of the Group Executive Committee in Zurich starting from 1 July 2024.

Educational background: Master's in Business and International Affairs from Columbia University, New York City. BA in Arts in Economics from Universidad de los Andes, Bogota, Colombia.

Simone Haenni

Key Account Manager, Aderco International SA

Simone Haenni is a Key Account Manager at Aderco International SA, with extensive experience in business development and strategic partnerships across Latin America. She has developed a strong understanding of the region's industrial landscape, particularly within the mining and maritime sectors, working closely with major companies and local partners throughout markets such as Brazil, Chile, and Colombia.

With a multicultural and multilingual background, Simone specializes in building long-term relationships, developing new markets, and connecting innovative solutions with the operational needs of Latin American customers. Her current work focuses on fuel efficiency, emissions reduction, and decarbonization, helping companies improve both environmental and operational performance.

Min. Nicholas Meyer

Deputy Head of Bilateral Economic Relations, Head Americas, State Secretariate for Economic Affairs SECO

Nicholas Meyer, born in 1982, citizen of Ulmiz (Fribourg) and Sempach (Lucerne), graduated from the University of Berne with a degree in History, Middle Eastern studies and Political Science.
In 2010 he joined the State Secretariat for Economic Affairs (SECO) as part of the Economic Cooperation division working on multilateral development banks.
In 2014 he was transferred to London where he advised the Swiss Director to the European Bank for Reconstruction and Development (EBRD) on strategic, operational and financial matters. He was appointed co-chair of the EBRD Adivsors' Group in 2016.
In 2017 he was transferred to Berne as trade specialist for non-tariff measures and trade negotiator at SECO, working on the post-Brexit trade relationship with the UK, as Swiss representative to the WTO/SPS-Committee and a number of free trade agreements.
In 2020 he was appointed Head of Section for the Middle East & Africa in the bilateral economic affairs division. In addition he assumed the role Head of Section a.i. for Europe & Central Asia between June and November 2025. Since 1 September 2026 Nicholas Meyer has been Deputy Head of Bilateral Economic Relations and Head Americas.
Nicholas Meyer speaks German, French, English, Arabic and Spanish. He is married and has three children.

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.

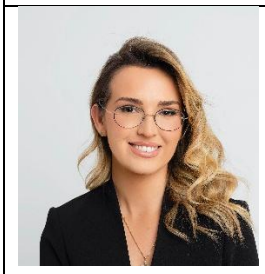
He has published numerous articles on trade and integration policy. In September 2020, he released a book "Strategy with China: Swiss Cooperation or U.S. Confrontation. The Swiss Successful Path with a Free Trade Agreement" available at the Foundation Jean Monnet for Europe in Lausanne.

Daniel Otero

Strategic Partnerships Lead, REPSSI Alliance; Coordinator, LATCAM Youth Committee

Daniel Otero is a strategic partnerships professional based in Switzerland, with experience spanning international cooperation, business development, social impact, and entrepreneurship. He currently leads strategic partnerships at REPSSI Alliance and is the Coordinator of the LATCAM Youth Committee, where he brings together stakeholders across business, academia, philanthropy, and the public sector to foster collaboration between Switzerland, Latin America, and Africa.

He holds a Master's degree in International Affairs and Governance from the University of St. Gallen, with a specialization in Sustainability and Development.

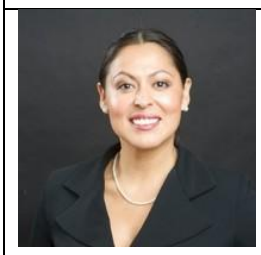


Aurora Puriqi

Business Developer, SubSpace Energy HUB; Cluster Manager, Hagerbach Test Gallery

Professional experience: Cluster Manager – Hagerbach Test Gallery Flums, Switzerland (April 2026-present). Leading the strategic growth and partner acquisition for the SubSpace Energy Hub platform Shaping Projects across industry, academia, and research internationally. Prior experience includes: International Business Developer - Amberg Group Zurich, (Nov 2022-April 2026); Business Developer – Independent Consultant Barcelona, Spain (Sept 2020-2022); Deputy Project Manager (Construction of Water Supply Systems) - KfW Tirana, Albania (FIDIC Contract) (Nov 2019- Sept 2020); Project Engineer- Stormwater Storage Tank - Skanska USA Cambridge, MA, USA (Nov 2018- June 2019); Junior Expert - GIZ Albania Tirana, Albania – (Sept 2017-Sept 2018).

Educational background: MSc, Hydroinformatics and Water Management (Sept 2020-Sept 2022) Polytechnic University of Catalonia-Barcelona, Spain; Newcastle University- Newcastle, UK. MSc, Hydro-technical Engineering (Oct 2014-June 2016) Polytechnic University of Tirana -Tirana, Albania. BSc, Hydro-technical Engineering (Oct 2011-Sept 2014) Polytechnic University of Tirana -Tirana, Albania



Dr. Rocío Robinson-Wiedemann

Head of Innovation and AIT Startups, Leading House for the Latin American Region, University of St.Gallen

Dr. Rocío Robinson-Wiedemann is the Head of Innovation and AIT Startups (Switzerland and Latin America) at the Swiss Leading House for the Latin American Region, University of St. Gallen, where she has been since 2017. She leads strategic innovation partnerships across Switzerland, Brazil, Colombia, Chile, and Mexico, strengthening bilateral science, technology, and entrepreneurship ecosystems. Before focusing her career on innovation and science diplomacy, Rocío worked in New York City in financial sectors tied to Emerging Markets and at UBS Wealth Management International in Zürich, acquiring a private-sector and capital markets perspective.

Rocío completed a BA in Political Science at Smith College in Massachusetts, USA, and studied International Relations at the Graduate Institute of International and Development Studies (IHEID) in Geneva. She earned an MSc in Comparative Politics from London School of Economics (LSE), and wrote her PhD dissertation on the politics, business, and sustainability of Swiss Multinationals in Latin America at University of St.Gallen.

Amb. François Voeffray Peyro

Assistant Secretary of State for the Americas, Federal Department of Foreign Affairs

Ambassador François Voeffray Peyro began his career as an assistant professor of international law at the University of Geneva before joining the Ministry of Foreign Affairs in 1996. He is a career diplomat who has served abroad at the Swiss Mission to the United Nations in New York (1999–2001), the Embassy of Switzerland in Spain (2006–2010), and the Embassy of Switzerland in the United Kingdom (2016–2020). Most recently, he served as Swiss Ambassador to Sweden (2020–2024).

At the Ministry's headquarters in Bern, he served in the Directorate of Public International Law: first as legal counselor (1996–1998) and later as ambassador-at-large for international humanitarian law (2014–2016). He also served twice in the UN Department (1998–1999 and 2001–2006) and as head of the subdepartment for environment, energy, transport, and health (2010–2014). In the latter role, he served as the Swiss president's sherpa on the UN HighLevel Panel on Global Sustainability, which prepared for the UN Conference on Sustainable Development (Rio+20) and proposed the Sustainable Development Goals and the UN HighLevel Forum on Sustainable Development.

Ambassador Voeffray Peyro holds a doctorate in international law from the University of Geneva. He also holds a law degree and a master's degree in international relations, both from the University of Geneva. He was a visiting scholar at Columbia University in New York and received the Paul Guggenheim Prize for his book on actio popularis in international law. Ambassador Voeffray Peyro is fluent in French, English, Spanish, and German. Born in Geneva in 1968, he is married to Maria and has four children, aged 27 to 21.

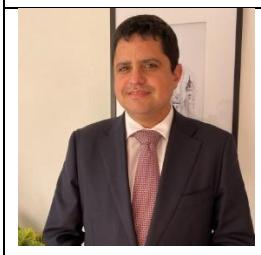
Linda Walker von Graffenried

Managing Director, Walker von Graffenried Asset Management Ltd.; President, LATCAM

Linda Walker graduated with a MBA at George Washington University, USA; with a MA at the Sorbonne, Paris; and with a BA in French Literature at the University of Delaware, USA. Furthermore, she studied at the universities of Munich and Saarbrücken, Germany.

Her career at Citibank, spanning 21 years, included 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 the President of the Board of the Latin American Chamber of Commerce in Switzerland as of January 1, 2025, and has been a member of the Board of Mercantil Bank Schweiz AG since 2019. 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. In addition to her mother tongue of English, she is also fluent in French, German, Spanish, Greek and has a working knowledge of Italian.



Felipe Wilenmann

General Manager, SICPA Chile; President, SwissCham Chile

Professional experience: With SICPA since 2009. Prior to the current position, Felipe Wilenmann was General Manager at SICPA Chile, Regional Managing Director LATAM, General Manager SICPA Ecuador, and Senior Manager Finance, HR and Administration. 2007-2009: with Vale International. 2004-2007: with Nestlé in Chile and Germany.

Educational background: 2021, IMD Program for Executive Development; 1998-2004, Pontífica Universidad Católica de Chile, Interamerican Applied Macroeconomics Program.

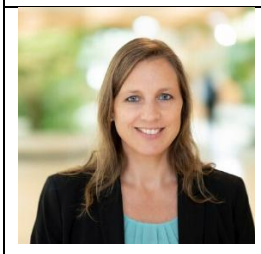
Marcel Wüthrich

Chief Export Promotion Officer and Executive Board Member, Switzerland Global Enterprise

Marcel Wüthrich has been Chief Export Promotion Officer – Head of Export Promotion and a member of the Executive Board of Switzerland Global Enterprise (S-GE) since May 2026. In this role, he leads approximately 120 employees at the Zurich, Renens, and Lugano locations, as well as in 20 Swiss Business Hubs worldwide.

He has many years of experience in international business – in the machinery industry, the life sciences and medtech sectors, and in advising start-ups. In addition to various senior positions in marketing, customer service, consulting, and international business development, he held commercial leadership roles in Switzerland and as Country Manager in Europe and worldwide, including at Disetronic Medical Systems (now Ypsomed) and Roche Diagnostics. He led global, regional, country, and project teams of up to 200 employees in Europe, the Middle East, Latin America, Africa, the USA, and Asia, developed highly diverse markets, and built international partnerships. Most recently, he served as Chief Global Business Development + Commercial at a venture builder, where he drove innovation projects in the global pharmaceutical and medtech sectors, founded startups, and guided them through the process of commercialization.

He holds an EMBA from IMD and the University of Lausanne and has several years of experience on boards of directors.



Bettina Zimmermann

Senior Global Enterprise Healthcare Leader, Roche

Global Healthcare Executive with 15+ years of international leadership experience spanning general management, enterprise strategy, healthcare transformation, governance, and ecosystem leadership. Passionate about turning complexity into long-term value by connecting business performance with stronger healthcare systems and societal impact.

As former General Manager of Roche Peru, Bettina held full P&L responsibility, leading business growth, organizational transformation, and stakeholder engagement in a highly volatile and regulated healthcare environment. Today, she shapes enterprise-wide strategies that translate emerging regulatory, societal, and market shifts into long-term business value, organizational resilience, and competitive advantage. Having lived and worked across Europe and Latin America, with experience spanning healthcare, strategy consulting, consumer goods, and financial services, she brings a cross-industry perspective to solving complex organizational challenges, challenging the status quo and leading transformation across diverse stakeholder ecosystems.

Educational background: Master of Arts in Marketing, Communication, and Services, University of St.Gallen (2001-2007); Universitá Bocconi, Milan, Italy (2006).