



SEMINAR IN SWITZERLAND

13 – 17 February 2023

FIRST EDITION OF HOLATAM

INTERNATIONAL STUDENT PROJECT
OF THE UNIVERSITY OF APPLIED
SCIENCES AND ARTS NORTHWESTERN
SWITZERLAND

TABLE OF CONTENTS



3	General Information
4	About the Project
5	About the Team
6	Latin America
7	SDG 12
8	Timetable
10	Guest speakers
34	Sponsors & Supporters

GENERAL INFORMATION



Location

The Seminar in Switzerland takes place at the FHNW in Olten. We will meet every morning for the first block in room A026 (except on Thursday).



Time

Please ensure to always be seated 5 minutes before the session so that we can start on time and are ready for the speakers and our guests to show them our appreciation. In case of delay or emergencies, please contact Jeanne Gross on Whastapp: +33 7 81 55 50 11.



Phone

Please make sure to switch off your phones during all sessions. This ensures that we can all follow the seminar without any distractions.



Dresscode

The standard dress code during the Seminar in Switzerland is business casual. You will meet different business leaders and ambassadors - dress yourself appropriate.

HOLATAM 2023

WE STRIVE TO ENSURE RESPONSIBLE PRODUCTION AND CONSUMPTION PATTERNS IN COLOMBIA AND PERU

The Earth's population is rapidly increasing which means the number of consumers joining the global economy is growing. Simultaneously, millions of people live in poverty. These factors add complications to the protection and management of natural resources, eventually causing further disruptions to economic and social development. To meet these challenges, the approach to sustainable consumption and production patterns is crucial.

Inspired by this annotation of the Sustainable Development Goal 12 (SDG 12) created by the United Nations, this issue is timely and urgent for us in the current situation of unsustainable consumption and production patterns that are at the root of the triple global crisis: climate change, biodiversity loss, and pollution.

In its first edition, Team HOLATAM will focus on the challenges and opportunities of sustainable production and consumption in Latin America, more specifically Colombia and Peru in relation to Switzerland. Colombia and Peru are both emerging economies and among Switzerland's most important partners in Latin America. We have narrowed our concentration to two gripping sectors: agriculture and tourism. Agriculture is one of the oldest and most fundamental sectors of the world economy, while tourism is a comparatively new but rapidly growing sector. Together we can explore these two sectors and their linkages to create economic opportunities and promote sustainable development in all three countries.

We welcome you to join our mission and make this project a reality.

ABOUT THE PROJECT



MEET THE TEAM



Project & Communication Team

Upper row, starting from the left:
Seline Azizaj: Seminar Abroad
Jeanne Gross: Seminar in Switzerland
Natalija Paunovic: Sponsorship

Front row, starting from the left:
Doruntina Mrlaku: PR & Communication
Marie-Theres Lutz: Project Coordination
Tabea Karrer: PR & Communication

Supervisor

Prof. Dr. Franz Barjak is the supervisor of the first HOLA TAM edition. He is simultaneously lecturer of innovation studies at FHNW.



LATIN AMERICA



Latin America is a cultural region in the Americas where Romance languages – languages derived from Latin – are predominantly spoken.

The term was coined in the nineteenth century, to refer to regions in the Americas that were ruled by the Spanish, Portuguese and French empires.

The term does not have a precise definition, but it is "commonly used to describe South America, Central America, Mexico, and the islands of the Caribbean."

Why we chose Comombia and Peru?

Peru and Colombia represent the world's mega-biodiverse countries! Beside the existing free trade agreements, Peru and Colombia are priority countries for the economic development cooperation of the State Secretariat for Economic Affairs (SECO). Furthermore, Colombia is Switzerland's 4th largest trading partner amongst Latin American countries. On the other side, Peru placed a focus on sustainable farming and CO2 emission agreements with Switzerland.

COLOMBIA

- Capital: Bogotá
- Population: ~51 Million



PERU

- Capital: Lima
- Population: ~34 Million



RESPONSIBLE CONSUMPTION AND PRODUCTION



Why is Responsible Production and Consumption significant?

Our planet offers us a richness of natural resources. However, we are not utilizing them responsibly and currently consume far beyond what our planet can provide. According to SDG 12 documented by the United Nations, we are already using resources 1.75 times faster than we can currently generate. Unless something changes, we will require three Earths to supply our wants and needs by 2050. On top, the Earth's population is rapidly increasing, which means the number of consumers joining the global economy is growing. Simultaneously, waste and pollution grow, and the gap between rich and poor is expanding. These factors add complications to the protection and management of natural resources, eventually causing further disturbing economic and social development. To meet these challenges, the approach to sustainable consumption and production patterns is crucial.

Inspired by the mission of Sustainable Development Goal 12 (SDG 12) launched by the United Nations, HOLATAM is committed to taking action and finding solutions for more responsible consumption and production patterns in Colombia, Peru, and Switzerland. SDG 12 aims to decouple economic growth from environmental degradation, increase resource efficiency and promote sustainable lifestyles. Against the backdrop of unsustainable consumption and production patterns that are at the root of the triple global crisis: climate change, biodiversity loss, and pollution, this issue is timely and urgent. We are therefore reaching out to partners who join the mission and support companies in "doing more with less and doing it better."





TIME TABLE

MONDAY

13.02.2023

TUESDAY

14.02.2023

08.00 - 08.30		
08.30 - 09.00	08.30 - 09.30 Opening Speech Prof. Dr. Regula Altmann-Jöhl, Business School Director Joint Partner: Marc Blaser	08.45 - 10.15 How to Develop Business in Latin America Felix Selinger
09.00 - 09.30		
09.30 - 10.00	09.45 - 10.45 Delegation Connection	
10.00 - 10.30		
10.30 - 11.00		10.30 - 12.00 Workshop Agriculture Latam Nerit'e
11.00 - 11.30	11.00 - 12.00 Explore Latin America Honorary Consul of Mexico in Basel	
11.30 - 12.00		
12.00 - 12.30	12.00 - 13.00 Lunch themed LATAM	12.00 - 13.00 Lunch themed USA
12.30 - 13.00		
13.00 - 13.30	13.00 - 14.00 Introduction to Sustainability by a Global Food Industry Player Nestlé - FocusIndia	13.00 - 14.00 Sharing best practices of sustainable tourism in Latin America - Online Florie Thielin
13.30 - 14.00		
14.00 - 14.30	14.05 - 15.10 First Contact with Colombia Embassy of Colombia	14.15 - 15.15 SECO's Economic Cooperation and Development: Trade Promotion in Peru and Colombia Marco Kräuchi
14.30 - 15.00		
15.00 - 15.30		
15.30 - 16.00	15.25 - 17.00 First Contact with Peru Embassy of Peru	15.30 - 16.30 SDG 12 : How to Support Companies and Municipalities in Reaching This Goal Neosys
16.00 - 16.30		
16.30 - 17.00		16.30 - 17.15 Delegation Task Time
17.00 - 17.30		

WEDNESDAY

15.02.2023

THURSDAY

16.02.2023

FRIDAY

17.02.2023

08.00 - 12.00
**Design Thinking Workshop -
Solving Problems Sustainably**
Deloitte

Travel to Basel (individual)
meet 08.55 in Basel

09.00 - 11.00
**Company Visit: Sustainable
Agriculture Production**
StadtPilze

08.45 - 10.00
Company Introductions

10.00 - 12.00
**Company Walk & Speed
Interviews**

Travel to Olten (together)

12.00 - 13.00
Lunch themed India

12.00 - 13.00
Lunch themed China

12.00 - 13.00
Lunch themed ASEAN

13.15 - 14.15
**Fostering the Sustainable
Development of Swiss Tourism**
Competence Centre for Sustainability
(KONA), Swiss Tourism Federation

13.15 - 14.15
**Truly Sustainable Polymers
or simply Greenwashing?**
Philipp Krzikalla

13.30 - 15.00
**Panel discussion: Energy &
Economy**
Stanley Ford from Endress+Hauser
Hervé Lohr from SECO
Michael Schmid from Swiss Gas Industry
Association
Rolf Schmid from Alpiq
Moderated by Prof. Dr. Franz Barjak

14.30 - 15.30
**Agricultural Landscapes and
Sustainability: Palm Oil Monocultures
and Local Narratives in Colombia**
María del Pilar Ramírez Gröbli

14.45 - 16.15
**Closely connected: Latin
America banking in Switzerland**
UBS

15.30 - 16.30
**Key Note Speech: Energy
Crisis**
André Dosé

15.30 - 16.30
Delegation Task Time

16.30- 17.00
**Preparatory Work for Company
Visit**

16.30- 17.00
Get Ready for the Trip

16.35- open end
Closing Speech & Apéro

Monday, 13 February 2023

8.30–9.30am

Opening Speech



Prof. Dr. Regula Altmann-Jöhl

Director School of Business FHNW

Prof. Dr. Regula Altmann-Jöhl has been Director of the FHNW School of Business since 1 September 2021. She is responsible for the strategic and operational management and the further development of the School of Business FHNW with over 400 employees and around 3'000 students.

Regula Altmann-Jöhl obtained her doctorate in applied microbiology at the University of Basel in 1996. From 2009 to 2011, Regula Altmann-Jöhl was Delegate for Strategic Projects at the University of Applied Sciences of Eastern Switzerland in Rapperswil and from 2012 to 2018 she was Vice-Rector for Teaching at Kalaidos University of Applied Sciences and Arts. She was Director of Kalaidos Law School from 2018 to 2021.



Fachhochschule
Nordwestschweiz

Monday, 13 February 2023

8.30–9.30am

Opening Speech

Marc Blaser has been the CEO of Blaser Swisslube since 2010. He is the third generation to lead the family business with over 600 employees around the world.

About Blaser Swisslube:

Since 1936, Blaser Swisslube has stood for lubricant solutions that offer measurable added value and are gentle to people and the environment. Blaser Swisslube develops, produces, and sells a comprehensive range of metalworking fluids of the highest quality, performance, and reliability for a variety of industries.

With a team of application experts, customized services, and excellent products, they help manufacturers fully capitalize on the potential of their machines and tools and turn the metalworking fluid into a key success factor – a liquid tool.



Marc Blaser
CEO of Blaser Swisslube

Blaser.
SWISSLUBE

Monday, 13 February 2023

11am-12pm

Explore Latin America



Enrique Ulloa

Honorary Council of Mexico in
Basel Castellanos

Enrique Ulloa is the Honorary Council of Mexico in Basel. Beside this function – as you can see in the picture – he is passionate about music. He used to work as a music teacher and director of a music school.

Born in Mexico but currently living in Switzerland, he can give us some basic insights into the differences between Latin America and Switzerland.

Enrique Ulloa is very dedicated to the non-profit organisation "GlobalGiving", which helps trusted, community-led organizations from Afghanistan to Zimbabwe (and hundreds of places in between) access the tools, training, and support they need to make our world a better place. He regularly supports them with donations and already visited a project in Mexico.

Monday, 13 February 2023
1-2pm

Introduction to Sustainability by a Global Food Industry Player

Chris Hogg is head of one of Nestlé's five geographic zones. He leads efforts to reduce the carbon footprint of the business, make packaging more sustainable, ensure sourcing is sustainable and water is used as efficiently as possible.

He also leads the Corporate Communications function supporting teams across thirteen regions and markets in North, East and South-East Asia, Oceania, South Asia, the Middle East and Africa.

Chris sits on the Board of Food Industry Asia. Before Nestlé he worked for 17 years for the BBC as a correspondent and producer, much of the time spent in Asia (based in Hong Kong, Tokyo and Shanghai). He reported regularly from Seoul during that time and as a result developed a huge interest in and passion for Korean cuisine, in particular BBQ.



Chris Hogg

Head of Sustainability and
Communications, Zone Asia, Oceania and
Africa at Nestlé

About Nestlé:

Nestlé is the world's largest food and beverage company and is driven by a simple aim: unlocking the power of food to enhance quality of life for everyone, today and for generations to come. Today, they employ around 273,000 people and have factories or operations in almost every country in the world.

Monday, 13 February 2023

2.05–3.10pm

First contact with Colombia



Francisco Echeverri Lara
Ambassador of of the Republic of
Colombia

Ambassador Echeverri has been a career diplomat since 1990, serving the country at the Colombian Mission to the Organisation of American States as First Secretary and at the Colombian Embassy in the United States as Minister Counsellor. He has also served as Director of International Affairs of the Office of the Nation's Attorney General, Director for the Americas and Director of the Human Rights and

International Humanitarian Law Division of the Ministry of Foreign Affairs, Vice Minister for Multilateral Affairs (2015 - 2017) and Vice Minister for Foreign Affairs (2019 - 2022).

He studied law at the University of Santiago de Cali and graduated in Modern Languages at the Universidad del Valle. Further he holds a Master's degree in International Public Policy from Johns Hopkins University with specialisations in Administrative Law and Criminal Law.

After being Vice-Chancellor for three years, he took offices as Ambassador of the Republic of Colombia to the Swiss Confederation in September 2022.

Monday, 13 February 2023

3.25-5pm

First contact with Peru



Luis Alberto Castro Joo

Ambassador of Peru in Switzerland

Denisse Marielle Luyo López

Council of ministers of Peru in
Switzerland

Ambassador Luis Alberto Castro Joo has been appointed Ambassador of Peru to the Swiss Confederation as of January 2022 and presented his credentials to the President of the Swiss Confederation, H.E. Ignazio Cassis, on January 11th, 2022. In May 2022, he was appointed Ambassador of Peru to the Principality of Liechtenstein, with residence in Bern, and on September 15, 2022. In Lima, he has worked in the Cabinet of the Minister of Foreign Affairs (1994), in the Cabinet of the Deputy Minister Secretary General of Foreign Affairs (2001-2003), and in the General Secretariat of the Presidency of the Republic (2004, 2011-2012).

Since 01.07.2022, Mrs. Denise Marielle Luyo Lopez is Council of ministers of Peru in Switzerland. She is also Head of the State Chancellery, responsible for economic and legal affairs and Deputy Representative to the Universal Postal Union. Prior to that, she was Second Secretary of the Peruvian Embassy and Head of the Consular Section in Austria in 2005.

Tuesday, 14 February 2023

8.45-10.15am

How to develop business in Latin America



Felix Selinger

Senior Advisor & Independent Board Member

Felix Selinger started his working career with DEGUSSA GROUP, a – German Construction Chemicals Manufacturer, where he held several positions as Managing Director in different Latin American countries.

After working for PUTZMEISTER Group, ARDEX GROUP and ORMAZABAL Group, he started advising different international companies.

He is a strong leader and seasoned executive with a passion for international hands-on business development. His broad commercial skills, management experience and international network help him to accelerate the deployment of products and services in both, rapid growth and dynamic corporate environments.

Felix Selinger is fluent in several languages as English, German, Spanish, Portuguese and French and has vast international and expatriate experience (Switzerland, Germany, Spain, Brazil, Venezuela, Middle East) and further proven record in adapting sales and corporate strategies to different cultural management styles.

Tuesday, 14 February 2023

10.30am-12pm

Agriculture Latin America

(Workshop)



Humberto Martínez Barrón y Robles
CEO of NERIT'E

Humberto Martínez Barrón y Robles was born and raised in Mexico. Growing up, he was witness to hardships facing Mexican farms with increasingly frequent and severe climate change events, while the lack of available data limits the potential to optimize inputs and yields, turning farming into one of the largest contributors to greenhouse gas emissions.

After studying Mechatronics Engineering, he found that science could be used to empower farmers

across the globe to optimize their water, soil, and crop management while reducing their costs through soil sensor systems. The technology garnered international interest and has been accelerated from Mexico to Switzerland, Germany, and the Netherlands while working with international partners from day one.

NERIT'E

About NERIT'E:

NERIT'E was created in the Fall of 2020 by an Mexican-German team. By listening to farmers and understanding their needs, Tom, Humberto and Rodrigo envisioned a new standard for soil analysis to reliably provide properties and nutrient contents of agricultural soil.

Tuesday, 14 February 2023
1-2pm (online)

Sharing best practices of sustainable tourism in Latin America

Once she had obtained her Master's degree, she started working as a salesperson for the Accor hotel group in Tahiti, then in New Zealand and finally in Lyon. During her studies, she wrote her master's thesis on the notion of sustainable development and then flew to Latin America.

For two years, she travelled the roads of 16 countries from Cancun to Cape Horn. She met a hundred initiatives committed to responsible tourism. During the whole trip, she traded her communication advice in exchange for room and board. She took the opportunity to share their best practices in videos (over 100 videos made) through the collaborative platform Hopineo. She also worked in Central America as a journalist for the Petit Futé travel guides.



Florie Thielin

Website creator and
Sustainable Tourism Advisor

On her return she joined the editorial team of Voyageons-Autrement & TV5 MONDE. Today she accompanies entrepreneurs, associations, shopkeepers from Rostrenen, in Bretagne, France.

Tuesday, 14 February 2023

2.15–3.15pm

SECO's Economic Cooperation and Development: Trade Promotion in Peru and Colombia

Marco Kräuchi is Programme Manager responsible for Peru and Egypt at the Trade Promotion Division of the Economic Cooperation and Development at the State Secretariat for Economic Affairs (SECO), Switzerland. Previously, he held the position as Country Officer for Bilateral Economic Relations with Latin America within SECO.

Before joining SECO, Mr. Kräuchi worked on issues related to social conflicts and political matters in the public as well as in the NGO sectors in Peru and Guatemala. He holds an MA in International Relations of the University of St. Gallen, Switzerland, and a BA in Business and Economics of the University of Basel.



Marco Kräuchi
Programme Manager

About Seco:

SECO is the federal government's centre of excellence for all core issues relating to economic and labour market policy. It is their aim to contribute to sustained economic growth, high employment and fair working conditions, by creating the necessary regulatory, economic and foreign policy framework.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Tuesday, 14 February 2023

3.30–4.30pm

SDG 12 : How to Support Companies and Municipalities in Reaching This Goal



Lea Steinle
CSR-project Leader

After her studies in Biology and Environmental Science in Lausanne, Vancouver, Munich and Basel, she completed a PhD in Biogeoscience (University of Basel and Geomar, Kiel) on the fate of methane in the Arctic. She continued to work for three years as a researcher and lecturer at the University of Basel. At the same time, she obtained a qualification as a systemic and integrative coach, including business coaching. She then switched her field of work and was employed at the Swiss national competence center for education

for sustainable development. Completed by the experience gained during her political office as a member of the cantonal parliament of Basel-Stadt, she specialized in sustainable development and in related regulations and laws. She now works as a project leader for CSR-projects at the consulting firm Neosys AG.

About Neosys AG:

Neosys AG offers companies and organizations analyses, consulting and concrete solutions on the topics of energy, CO₂ and climate protection, air pollution control, noise protection, waste disposal and recycling.



Wednesday, 15 February 2023
8am-12pm

Design Thinking Workshop: Designing a Sustainable Future



Thorben Pfeil

Digital Experience & Innovation
Consultant

Thorben Pfeil is a Digital Experience & Innovation Consultant at Deloitte. He graduated at Hyper Island with a focus on human-centered design.

Moreover, he has worked on several Design Thinking innovation projects in various industries including workshop facilitation. Having a background in business psychology and Design Thinking, he is passionate about structuring creative chaos to find solutions for complex problems.



Rania Spinnler

Digital Experience & Innovation
Consultant

Rania Spinnler works as a Digital Experience & Innovation Consultant at Deloitte. She has joined Deloitte with a solid consumer experience in the industry background.

Furthermore she has supported companies in their digital and online transformation. Now Rania Spinnler seeks to build more consumer centric and innovative strategy culture across projects she is involved in.



Biancamaria Tedesco

Digital Experience & Innovation
Consultant

Biancamaria Tedesco holds the position of a Digital Experience & Innovation Consultant at Deloitte. She has joined Deloitte Digital to solve real problems with a Design Thinking approach.

Biancamaria Tedesco has facilitated multiple Design Thinking workshops both for internal and external stakeholders. Through her passion for Digital Product Design, she sees the huge potential Design Thinking has to meet the needs of unhappy users.

Deloitte.

About Deloitte:

With more than 415'000 employees globally, Deloitte is the largest professional services firm in the world, with offices in more than 150 countries.

In Switzerland, they serve companies and organisations of all sizes in all industry sectors and provide industry-specific services in the areas of Audit & Assurance, Consulting, Financial Advisory, Risk Advisory and Tax & Legal.

This interactive workshop introduces students to the Design Thinking method and its application.

The Deloitte facilitators will present essential tools and activities with real-world examples to convey a basic understanding of Design Thinking. Furthermore, students will be able to experience and apply the method by working on a problem statement.

Wednesday, 15 February 2023

1.15–2.15pm

Fostering the Sustainable Development of Swiss tourism

Livia Schönenberger works as project manager sustainability at the Swiss Tourism Federation in Bern. In this function, she is part of the Competence Centre for Sustainability (KONA), which manages and develops various projects with the aim of promoting the sustainable development of Swiss tourism. Prior to this, Livia Schönenberger was responsible for communications and media relations for a gastronomy and hotel group operating throughout Switzerland. Livia Schönenberger holds a BA in Mass Media and Communication Research from the Université de Fribourg and a Msc in Communication and Economics in Corporate Communication with specialisation in Corporate Social Responsibility from the Università della Svizzera italiana.



Livia Schönenberger
Sustainable Project Manager

About STV FST:

The Swiss Tourism Association STV is the umbrella organization of Swiss tourism. As a network organization, it represents the interests of tourism providers in politics, authorities and the public.

STV  **FST**

Schweizer Tourismus-Verband
Fédération suisse du tourisme
Federazione svizzera del turismo
Federaziun svizra dal turissem

Wednesday, 15 February 2023

2.30–3.30pm

Agricultural Landscapes and Sustainability: Palm Oil Monocultures and Local Narratives in Colombia



María del Pilar Ramírez Gröbli
Coordinator of research platform &
research project on palm oil

María del Pilar Ramírez Gröbli coordinates the research platform on "Social and ecological impacts of palm oil production" at the Centre for Global Studies at the University of Bern. She is chair of the Colombian Association of Researchers in Switzerland (ACIS). She has worked as a researcher at the Institute of Social Anthropology at the University of Bern and completed her PhD studies at the University of St. Gallen where she worked as an assistant at the Institute of Spanish Language and Literature between 2010 and 2014.

In 2007 she completed her Lic. Phil I in Spanish and Political Science at the University of Zurich. She is currently a member of the editorial board of the journal *Alternautas* and participates in several research groups and academic associations. Her latest published books include *Soundscapes of return*, *Oil palm, dispossession and cultures of peace in post-conflict Colombia* (published in Spanish, in 2020).

About ACIS:

ACIS is a non-profit organization founded in 1992, formed by researchers and professionals of any nationality, who are interested in the academic cooperation between Colombia and Switzerland in all areas of research.

Thursday, 16 February 2023
9-11am (Company visit)

Stadtpilze

Stadtpilze is a company located in Basel that grows gourmet edible mushrooms on sawdust, coffee grounds and many other agricultural waste products for Basel and the region.

They upcycle various agricultural waste products such as sawdust, coffee grounds, soya hulls, okara and wheat bran into gourmet edible mushrooms for Basel and the region.

Hundreds of kilograms of valuable raw materials are thus transformed into fine mushrooms every month. All raw materials except the coffee grounds come from Switzerland. Thousands of tonnes of cellulose-rich agricultural waste are produced in Switzerland every year.

Upcycling turns a previously unused waste product into a raw material for high-quality food. For their starter cultures, they use rye grains from the Maisprach mill.

The starter cultures are mixed with the substrate and filled into plastic bags. The basis of the substrate is hardwood, which they receive from the Emmental. Depending on the type of production and mushroom variety, additional nutrients such as coffee grounds, soy hulls, bran, okara or spent grains are added to the sawdust.



After several harvests, the substrate is recycled into compost on the Lysbüchel site and thus finds its way back into the cycle in private or community gardens.



Thursday, 16 February 2023

1.15–2.15pm

Truly sustainable polymers or simply greenwashing?



Philipp Krzikalla
Research Associate

Philipp Krzikalla is a research associate at the Institute of Polymer Engineering (IKT) at FHNW.

His academic background started from aerospace engineering but soon shifted towards material and process development with a focus on composites. His work experiences ranges from research facilities, renewables, space and automotive.

At FHNW his focus is on polymer processing and sustainability with projects concerning plastics recycling, the development of biobased and biodegradable polymers as well as design principles for sustainable products in general. Beside the teaching of students, the IKT offers research and development services for local companies and has strong relations with startup companies that focus on sustainability.

Philipp's personal ties to Costa Rica, Brazil and Chile have taken him to Latin America several times, including an eight-month cycling trip through the Andes, where he discovered the beauty of the landscape and the friendliness of the people.



Fachhochschule
Nordwestschweiz

Thursday, 16 February 2023

2.45–4.15pm

Closely connected: Latin America Banking in Switzerland

Sebastian is a project and business manager who is leading Business Transformation projects in the Latin America business of UBS Wealth Management International. With a background as a management consultant at UBS, he is passionate about organizational change and strategy. Based in Zurich, his professional experiences encompass designing target operating models, strategy communication, sustainability in banking, creating new business opportunities, and project portfolio management. Sebastian has a deep passion for Latin America and its people and cultures. During his studies, he lived in Colombia, where he pursued MBA courses at a local university, and worked at an



Sebastian Jung
Business Transformation Latam

NGO in Brazil during his bachelor's degree. He holds a master's degree from University St.Gallen, focused on banking strategy at INSEAD in France and is a certified project manager. Privately, he enjoys dancing Salsa, hiking in the mountains and eating tacos.



Thursday, 16 February 2023

2.45-4.30pm

Closely connected: Latin America Banking in Switzerland



Carolina Robayo

Head of Digital Office in the Latin America business

Carolina is the Head of Digital Office in the Latin America business of UBS Wealth Management International. She joined UBS in 2018 and worked for the Chief Investment Officer (CIO) area for several years as a project manager. She worked on defining the investor profile model for Wealth Management clients across the bank in the past.

Previously, she worked for more than 10 years at Credit Suisse in different positions within the Chief Risk Officer (CRO) area in London and Zürich.

Born and raised in Colombia, she holds a BA in Economics and Political Science from Universidad de los Andes. She later completed her education with an MSc in Investment Management from the University of Reading (UK).

She enjoys dancing a good merengue song and includes as close family all of the 24 cousins who live across the world.



Friday, 17 February 2023
1.30–3pm

Panel Discussion: Energy & Economy

Franz Barjak has been professor for Empirical Social and Economic Research at the School of Business of the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) since 2011.

He has led or contributed to numerous contract research projects in the fields of innovation research, technology transfer, science and technology studies, scientometrics, Internet studies and regional economics.

His work has been sponsored by different Directorate Generals of the European Commission (DG Research & Innovation, DG Information Society & Media, DG Joint Research Centers), Swiss, German, and Austrian public authorities, universities, companies, and industry associations.



Prof. Dr. Franz Barjak
Researcher and Lecturer

He teaches Innovation Management at FHNW and has taught as guest lecturer at the Qingdao Technological University in Qingdao, China, and the Universidad de la Empresa in Buenos Aires, Argentina.

n | w Fachhochschule
Nordwestschweiz

Friday, 17 February 2023

1.30–3pm

Panel Discussion: Energy & Economy



Michael Schmid
Head of Public Affairs at VSG

Michael Schmid studied law at the Universities of Zurich and Geneva and is admitted to the bar of the Canton of Zurich and holds a Master of Laws (LL.M.) from Georgetown University. After working as a research assistant at the University of Zurich, as a law clerk at the District Court of Horgen and as an attorney in Zurich, he has been Head of Public Affairs at the Swiss Gas Industry

Association (VSG) since 2008. In this role, he deals with Swiss energy and climate policy, with a focus on transformation and the role of gas infrastructure in achieving climate goals while maintaining a secure, competitive and socially acceptable energy supply.

Michael Schmid is also a member of the municipal council (city parliament) of the city of Zurich, where he chairs the parliamentary group of the FDP.

About VSG:

Verband der Schweizerischen Gasindustrie VSG represents the industry and energy policy interests of the Swiss gas industry both nationally and internationally.



Friday, 17 February 2023
1.30–3pm

Panel Discussion: Energy & Economy

Stanley Ford is a Business Development Manager for Oil and Gas Solutions working for E+H in Reinach. He has 25 years of experience in process automation and control systems with a specific focus on the oil and gas industries. Before moving to Switzerland he lived and worked in the worlds energy capitals in Dubai and Houston and brings a unique viewpoint on the energy sector and the coming challenges as we enter into energy transition.



Stanley Ford
Business Development Manager

About E+H:

Endress+Hauser (Schweiz) AG supports clients in Switzerland with a wide range of measuring instruments, services and automation solutions for industrial process technology.



Endress+Hauser

Friday, 17 February 2023

1.30–3pm

Panel Discussion: Energy & Economy



Hervé Lohr

Minister, Deputy Head of the
Bilateral Economic Relations & Head
of the Americas at 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). Together with his team, he is in charge of trade and investment relations between Switzerland and the countries of America. He also ensure the coordination of the SECO in the Swiss response to the international Ukraine Recovery Plan. 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. Before working for SECO, Hervé served as Head Europeans 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. 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.

Friday, 17 February 2023
1.30–3pm

Panel Discussion: Energy & Economy

Rolf Schmid has a master's degree in business administration of the University of St. Gallen. Since 2007, Rolf Schmid has been co-owner and managing director of the consulting firm TEAG Advisors AG. As a specialist in marketing & communications and strategy & transformation, he advises management and leadership teams on strategy development, positioning, marketing topics as well as corporate development, innovation and digital transformation projects. Rolf specializes in the energy industry. Here he has more than 20 years of experience, proven expert knowledge and a broad network.

His ambition is to support the energy industry on its path of transformation. Thus, he launched the initiative "Energy Innovation Network", a project to further develop innovation management in the energy industry. In addition, Rolf Schmid is involved in startup support projects, for example as co-initiator and president of "INVENTRIX Energy Venture Network". In addition to consulting, Rolf Schmid is a member of boards of directors and a regular moderator and speaker at conferences.



Rolf Schmid
Advisor & Senior Partner

He is also managing director of the Olten Region Economic Development Agency and the Swiss Center for Entrepreneurial Thinking and Acting (scETA).

About TEAG AG:

They offer comprehensive consulting and implementation services for entrepreneurs and private individuals in the areas of fiduciary & auditing, management consulting and marketing & communications.

Friday, 17 February 2023
3.30-4.30pm

Key Note Speech: Energy Crisis



André Dosé
Vice Chairman Of The Board

André Dosé is the former CEO of Crossair, the founding CEO of Swiss International Airlines and former President of the Grasshopper Club Zürich. He was the owner of André Dosé Consulting GmbH which included, restructuring, re-financing of companies, world-wide management training. Mr. Dosé is today president of Swissgas and Gasverbund Mittelland.

At Transitgas AG he holds the position as a Vice Chairman Of The Board. Prior to that he was a Member of the Board at Trading AG. Today, he serves on various boards of directors and is a valued coach to CEOs, senior managements and top executives.

Mr. Dosé will talk about the topic of the energy crisis in Switzerland and the world.

About Transitgas AG:

The purpose of Transitgas AG is the construction, ownership maintenance and operation of a natural gas transport system, which runs from the northern border to the southern border of Switzerland.



Thanks to all sponsors and supporters for enabling us to realize this project!

Partners



Supporting Companies



Kägi+Co



In-kind Support



Ricola



Logo Design



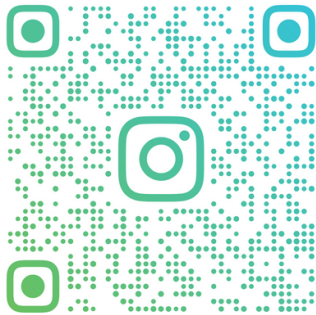
Mathilde Schmit

Student in the Communication program at the National Superior School of Art and Design of Nancy (Ensad Nancy)



THANK YOU FOR
JOINING

www.holatam.ch



HOLATAM23