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"From that time to this, not without stumbling and blunders, Latin America has made progress although, as César Vallejo said in a poem, Hay, hermanos, muchísimo que hacer [There is still, brothers, so much to do]. We are afflicted with fewer dictatorships than before [...] democracy is functioning, supported by a broad popular consensus, and for the first time in our history, as in Brazil, Chile, Uruguay, Peru, Colombia, the Dominican Republic, Mexico, and almost all of Central America, we have a left and a right that respect legality, the freedom to criticize, elections, and succession in power. That is the right road, and if it stays on it, combats insidious corruption, and continues to integrate with the world, Latin America will finally stop being the continent of the future and become the continent of the present."

Mario Vargas Llosa



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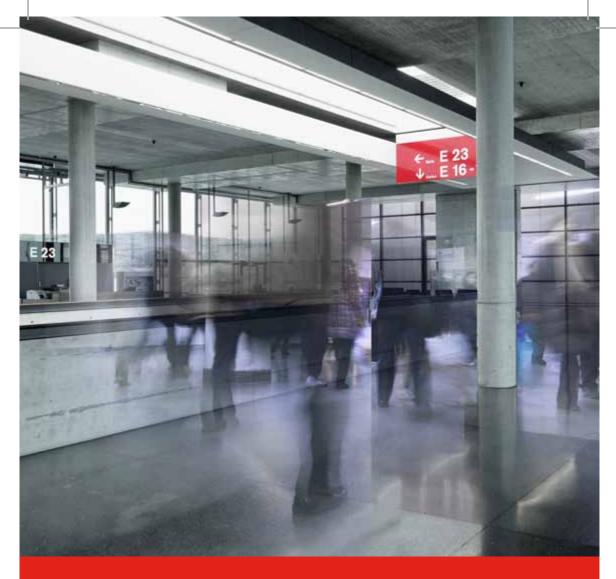
Welcome

Latin America is an amazing region of the world, a continent of great natural and ethnic diversity with a thousand-year old history. It is a vast geographic expansion with a population of more than 550 million united by a common language and culture. Although this continent has been perceived for a long time as a region in perpetual conflict, struggling through economic crisis and trapped in poverty, Latin America does not correspond to these stereotypes anymore. Just as president Obama said during his last visit in the region, "The world must now recognize Latin America for the dynamic and growing region that it truly is."

Latin America is indeed a growing and dynamic continent. During the five years that lead to 2008 the region has experienced an average annual growth rate of 5.5%. Latin America has suffered from the financial crisis like the rest of the world, but a strong recovery is now under way. This economic growth is going hand in hand with social progress. Furthermore, Latin American societies are changing rapidly in response to urbanization, democracy, economic reform and globalization.

While much has already been done there is still a lot to do. Latin America still suffers from extreme inequalities. Productivity of this region is growing slower than in Asia and half of the workforce is employed in the informal economy. Moreover, the crime rate and insecurity are still major problems of this continent. If Latin American countries continue to work on reforms they should be able to overcome these problems and exploit fully the enormous potential they have.

Many opportunities are available in Latin America and many more will appear as the continent continues to grow and develop. We wish during this Latin American Day 2011 to present you some of the wonderful opportunities that this continent offer. It is in this spirit that we dearly welcome you to the Latin American Day 2011 and wish you a pleasant and enriching experience while discovering this great continent.



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About Latin American Day

The Latin American Day offers a platform for students, companies and personalities from milieus such as politics, media and culture to discuss issues related to Latin America. We wish to create an informative exchange about the most important topics in Latin America in order to enhance the knowledge about this emerging continent, its business opportunities and challenges. Through interactive discussions and workshops, about 100 selected students will have the opportunity to gain a deeper understanding of opportunities and challenges in Latin America.

The Latin American Day is a project of the world's biggest student organization AIESEC and 2011 marks the third such event. Its creation was the result of the growing interest in Latin American issues amongst the HSG students. Since its launch, the Latin American Day has given about 200 participants a unique experience and the opportunity to attend speeches, discussions, workshops and cultural programs about Latin America.

The first conference topics were very wide spread addressing political, cultural and economical issues of South America. The conference in 2009 dealt with questions about human capital. Currently the interest in doing business in Latin America is increasing. Therefore the focus of the event this year will be on business related topics. In addition, the conference seeks to give insights into political and cultural topics.

About AIESEC

Present in over 110 countries and territories and with over 55,000 members, AIESEC is the world's largest student-run organization.

In partnership with business and higher education, AIESEC has over 60 years of experience in developing high-potential students into globally minded responsible leaders. AIESEC's innovative development process consists of unmatched leadership experiences, international opportunities and a global learning environment. We use an innovative approach to engaging and developing today's youth. By offering opportunities to build extensive international personal networks and explore leadership opportunities, we provide a platform for young people to discover direction and ambition for their futures.

Besides the AIESEC International Internship program, our members in St.Gallen organize four major projects, namely Global Village, GoBeyond, the Latin American Day and the Emerge conference. The Latin American Day conference with its international focus and the ability to bring together outstanding students and excellent speakers to share their ideas about emerging markets enriches the learning environment at the University of St.Gallen.

Now, open your mind and be inspired by the fascination of Latin America!

Alexander Szymanski

Local Committee President AIESEC St.Gallen



Centro Latinoamericano-Suizo de la Universidad de San Gallen

El Centro de estudios latinoamericanos (CLS-HSG) alberga diferentes cátedras e institutos, para fomentar, a nivel científico, el intercambio y la colaboración entre Suiza y América Latina, a través de la investigación, la enseñanza, la formación continua y la prestación de servicios.



Como tarjeta de visita virtual y para mayor resonancia internacional, la página web del Centro se publica en los tres idiomas alemán, español y portugués: http://www.cls.unisg.ch

CLS HSG Gatterstrasse 1 CH-9010 St. Gallen Teléfono +41 71 224 25 65 Fax +41 71 224 26 69

Program

	10:15 – 10:45	Opening Speech Her Excellency Claudia Turbay Quintero, Ambassador of Colombia
Morning	10:45-11:30	Keynote I: Latin America: economic opportunities and challenges Dr. Hildegard Stausberg (Journalist, Die Welt)
	11:30-11:45	Break
	11:45-12:30	Keynote II: Governing Latin America: challenges and expectations Prof. Dr. Marc Hufty (IHEID)
Lunch	12:30-14:00	
Afternoon	14:00 – 15:15	Workshops Topic 1: Case Study Workshop: CEMEX's International Expansion Henning Höber (HSG) Topic 2: Private Banking in Brazil Giovanni Vergani (Credit Suisse) Topic 3: Strategic Vision for a Sustainable Business in Latin America - On the example of Kuehne + Nagel Edgar Uribe (Kuehne + Nagel)
	15:15 – 15:30	Break
	15:30 – 17:00	Panel discussion: The Latin American decade: growth without limits? Participants: Ernst von Kimakowitz (moderator), Hildegard Stausberg, Prof. Dr. Jean-Max Baumer, Claudia Turbay Quintero, Edgar Uribe
	17:00 - 18:00	Aperitif



Our Speakers



Claudia Turbay Quintero

Her Excellency Mrs. Claudia Turbay Quintero holds a graduate degree in Latin American and Caribbean Studies from New York University (NYU) and has a Bachelor of Arts in Humanities and Journalism from Fordham University. In addition she attended several courses on international negotiation, strategic planning, human development and other subjects. From March to August 2002 she was president of Proexport in Colombia. Then she

took over different positions within the representatives committee of the Aladi (Associação Latino-Americana de Integração) before she became the ambassador of Colombia in Uruguay (2002-2009) and since 2010 in Switzerland.



Prof. Dr. Marc Hufty

As professor at the IHEID in Geneva, Mr. Hufty's current research activities focus on multi-level environmental governance processes. A the present time, he is coordinating research on "Biodiversity" at the Centre for International Environmental Studies at the Graduate Institute. He has taught and done field research in Argentina, Bolivia, Peru, Chile, Nicaragua, Madagascar and South Africa.



Prof. Dr. Jean-Max Baumer

Until 2003 Prof. Dr. Jean-Max Baumer taught Economics at the University of St.Gallen. Before that, between 1993 to 2001, he also attended the University Gabriela Mistral in Santiago de Chile as Guest Professor. From 1972 to 1992 he directed the Latin-American Institute of the University of St.Gallen and his strong reputation lead him to work for Swiss, German and French Government agencies as well as for projects of the UNIDO. His

publications cover a wide range of economic issues regarding Switzerland, Latin-American countries and international economic affairs.



Dr. Giovanni Vergani

Giovanni Vergani is graduate and PhD from ETHZ and current Managing Director of Credit Suisse AG. Former head of Italian wealth management, he is now responsible for Brazil/Bahamas wealth management.





Dr. Ernst Kimakowitz

Dr. Ernst von Kimakowitz works as an independent professional providing consulting, advisory and coaching services in Corporate Responsibility to both private and public sector clients. He is also a lecturer of stakeholder dialogue management at several universities. Ernst von Kimakowitz holds an award winning PhD from the Institute for Business Ethics at the University of St. Gallen and an MSc from the London School of Economics. Bet-

ween his degrees he has worked five years in strategy consulting, for one of the world's leading management consulting firms.



Henning Höber

Henning Höber is a fellow doctoral student at the University of St. Gallen where he is currently writing his dissertation on mergers & acquisitions (M&A) of Latin American companies. His research and teaching interests are in the areas of merger management, corporate strategy and post acquisition integration, with a special focus on institutions from developing economies. Henning has published various case studies and book chapters

on corporate development and valuation.



Dr. Hildegard Stausberg

Dr. Hildegard Maria Agnes Stausberg has studied political science, history and law in Cologne, Hamburg, Bonn and Buenos Aires. She earned a Master of political science at the University of Bonn. From 1971 to 1973 she was in Argentina and completed her doctorate in 1975. She then worked at the Frankfurter Allgemeinen Zeitung where she was correspondent in Mexico from 1988 to 1993. She is temporary lecturer at the Universities of

Cologne and Bonn and works since 1999 for Die WELT, at the beginning as chief of the foreign departments, then as diplomatic correspondent.



Edgar Uribe

Edgar Uribe has a Master of Science in International Logistics from Texas A&M International University. He worked as EH&S Leader Latin America, Northen region between 2002 and 2006 for Dow Chemical in Mexico. Then he established and executed financial and business strategies as general manager of Intramedica S.A. De C.V. (Health Care Services). Since 2008 he is candidate for a Doctor of Business Administration at the Cranfield Uni-

versity (United Kingdom) and works as a Corporate Environment Controller at Kuehne + Nagel.



Our Partners

We thank our partners and sponsors for their generous contributions towards the Latin American Day 2011

¡Muchas gracias!





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Special thanks



Prof. Dr. Yvette Sanchez for her great contribution to the Latin American Day 2011 ¡Muchas gracias!

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