

European Latin America Forum (ELAF) 2024

Closing event

(Economic) Relations between Europe and Latin America: Stagnation instead of Progress?

As of November 14, 2024

November 14, 2024, online	
14:45	Registration and reception
15:00	<p>Welcome speeches</p> <p>Maximilian Strobel, Deputy Head of the Mexico Office, Konrad-Adenauer Foundation</p> <p>Livia Somerville, Head Surselva Lab, University of Applied Sciences of the Grisons</p>
15:10	<p><i>Short panel</i></p> <p>Sharing knowledge to foster sustainability and resilience of Latin American and European cities</p> <p>Thomas Honeck, Deputy Head of the Division for International Relations, The Governing Mayor of Berlin – Senate Chancellery</p> <p>Santiago García Vence, Head of Cabinet, Directorate-General for Bilateral Cooperation, Government of the Autonomous City of Buenos Aires</p> <p><i>Moderator:</i> Karolina Merai, Deputy Head of Foreign Affairs, City of Zurich</p>
15:40	<p><i>Short panel</i></p> <p>Tackling social and economic inequalities: the role of financial institutions</p> <p>Diego Calderón, Portfolio Manager, GFA Consulting Group</p> <p>Stephanie Eder, Senior Manager, Austrian Development Bank (OeEB)</p> <p><i>Moderator:</i> Diego Durán Cruz, Program Manager, EU-LAC Foundation</p>
16:10	<p><i>Short panel</i></p> <p>The impact of rapidly evolving sustainability regulations on companies in Europe and Latin America</p> <p>Constanze Schweidtmann, Associate, CMS Germany</p> <p>Tatiana Londoño, Counsel, CMS Colombia</p> <p><i>Moderator:</i> Maria Zorrilla Barrón, Trainee, OECD Directorate for Financial and Enterprise Affairs</p>

16:40	Break
16:50	<p><i>Panel discussion</i></p> <p>Sustainability in food supply chains between Latin America and Europe</p> <p>Isabelle Schlupe, Senior Advisor, Swiss State Secretariat for Economic Affairs SECO</p> <p>Fabian Waldmeier, CEO, Fairtrade Max Havelaar Switzerland</p> <p>Ramon Esteve, Board Member, ECOM Agroindustrial Corp. Ltd., President, Latin American Chamber of Commerce in Switzerland</p> <p><i>Moderator:</i> Prof. Dr. Lisa Fröhlich, Chair, PRME Chapter Germany–Austria–Switzerland (DACH)</p>
17:30	<p>The role of Europe and Latin America in revitalizing the 2030 agenda for sustainable development – a student perspective</p> <p>Álvaro Reyes Ahumada, Student, CETYS Universidad – Campus Mexicali</p> <p>Nelson Eduardo Alvarez Angel, Student, Universidad Externado de Colombia</p> <p>Seth Müller, Student, University of Applied Sciences of the Grisons</p> <p><i>Moderators:</i> Prof. Dr. Victoria Gonzalez, Dean for the Business and Administration Faculty, CETYS University, Chair, PRME Latin America and the Caribbean (LAC) Chapter</p>
17:55	<p>Wrap-up of the ELAF 2024</p> <p>Prof. Dr. Christian Hauser, Head of the PRME Business Integrity Action Center, University of Applied Sciences of the Grisons</p> <p>Maximilian Strobel, Deputy Head of the Mexico Office, Konrad-Adenauer Foundation</p>
18:00	End

Event language

German / Spanish (with simultaneous translation)

Start time

15:00, in Austria, Switzerland, Germany
11:00, in Argentina, Brazil, Chile, Uruguay, Paraguay
10:00, in Bolivia, Venezuela
09:00, in Panama, Colombia, Ecuador, Peru
08:00, in Mexico

The Zoom meeting room will open 15 minutes before the webinar starts

Virtual ELAF, https://blog.fhgr.ch/elaf/	
May	<i>Interview</i> The fight against corruption and the relations between Switzerland and Latin America Prof. Dr. Daniel Jositsch, University of Zurich, Member of the Swiss Council of States
June	<i>Interview</i> PortWatch: Analysis of the impact of climate risks on trade flows between Latin America and Europe Dr. Robin Koepke, Economist, International Monetary Fund
July	<i>Blog post</i> Squeezed by nature: Sourcing oranges from Brazil Kristin Kreibich, Master Student, University of Applied Sciences of the Grisons
September	<i>Interview</i> AI's Impact on Latin America-Europe Economic Relations Prof. Dr. Eduardo Magrani, Affiliate at the Berkman Klein Center for Internet & Society at Harvard University and Senior Consultant at CCA Law Firm
October	<i>Blog post</i> Step by step towards greater social sustainability in the Brazilian footwear industry. Monika Bertsch, Master Student, University of Applied Sciences of the Grisons

Launch event

April 11, 2024, online	
14:45	Registration and reception
15:00	Welcome Speeches Prof. Dr. Ulrike Zika, Director of Department Alpine Region Development and Member of the University Executive Board, University of Applied Sciences of the Grisons Winfried Weck, Director, Alliances for Democracy and Development with Latin America (ADELA), Konrad-Adenauer Foundation
15:10	<i>Keynote Panel</i> Roadblocks and avenues for economic relations: Taking stock of the free trade negotiations between Europe and Latin America

	<p>Markus Schlagenhof, Ambassador, Delegate of the Federal Council for Trade Agreements & Head of World Trade Division, Swiss State Secretariat for Economic Affairs SECO</p> <p>Felipe Llantada, Minister, Deputy Permanent Representative, Permanent Mission of Uruguay to the WTO and other International Economic Organizations in Geneva</p> <p>José Ignacio Salafranca, Vice President, Euroamerica Foundation</p> <p><i>Moderator:</i> Prof. Dr. Christian Hauser, Head of the PRME Business Integrity Action Center, University of Applied Sciences of the Grisons</p>
16:10	<p><i>Short panel</i></p> <p>The role of European-Latin American relations in ensuring secure and sustainable access to critical resources</p> <p>Raphael Jenny, Head of Swiss Regulatory & Government Affairs, Glencore International AG</p> <p>Dr. Micha Zauner, CEO, DEM – Deutsche E Metalle AG</p> <p><i>Moderator:</i> Fabio Lechner, Master Student, University of Applied Sciences of the Grisons</p>
16:35	Break
16:45	<p><i>Short panel</i></p> <p>Innovating Economic Integration: Leveraging Artificial Intelligence in Europe-Latin America Service Chains</p> <p>Prof. Dr. Eduardo Magrani, Affiliate at the Berkman Klein Center for Internet & Society at Harvard University and Senior Consultant at CCA Law Firm</p> <p>Ana Karen Cortés, Co-founder, ALT Agencia Latinoamericana de Tecnologías</p> <p><i>Moderator:</i> Marcee Gómez Marín, Project Manager, Alliances for Democracy and Development with Latin America (ADELA), Konrad-Adenauer Foundation</p>
17:10	<p><i>Panel discussion</i></p> <p>Measures to ensure sustainability and responsibility in supply chains between Europe and Latin America</p> <p>Aline Roth, Project Manager Sustainability, Coop</p> <p>Petra Heid, Head of Sustainability, HALBA</p> <p>Orlando Baquero, CEO, Association for Latin America (LAV)</p> <p>Yoriely Villalobos Mora, Manager, Probiocr</p> <p><i>Moderator:</i> Antonio Hautle, Executive Director of the UN Global Compact Network Switzerland & Liechtenstein</p>

17:55	<p>Wrap-up of the ELAF 2024 launch event</p> <p>Prof. Dr. Christian Hauser, Head of the PRME Business Integrity Action Center, University of Applied Sciences of the Grisons</p> <p>Marcee Gómez Marín, Project Manager, Alliances for Democracy and Development with Latin America (ADELA), Konrad-Adenauer Foundation</p>
18:00	End

Organization

connosco e.V. was founded in 2001 as an interdisciplinary student group at the University of Cologne and has been a registered non-profit association since 2003. It aims to critically and constructively engage with current developments in Latin America and the Iberian Peninsula. It focuses on economic, political, ecological, cultural, and developmental issues in these regions.

In 2008, connosco e.V. was awarded the title “Selected Landmark” by the initiative “Germany – Land of Ideas”. The organization consists of about 20 active members, who are students from different fields of study. They work together on a voluntary basis, mainly in different thematic groups.

The work of the association includes the publication of a newsletter, the preparation of (consulting) studies and the organization of small and large conferences. In addition, connosco e.V. offers linguistic and organizational support as a service provider, e.g., for delegation trips and conferences. Among its best-known event formats are the Cologne Latin America Symposium (CLAS), which has been taking place regularly since 2005, and the Cologne Latin America Round Table (CLART), which has been in existence since 2016.

During past events (e.g., CLAS, CLART), connosco e.V. cooperated with various research institutions such as the Kiel Institute for the World Economy (IfWE) or the Center for Latin American Studies (ZILAS) at the Catholic University of Eichstätt-Ingolstadt. In addition, connosco e.V. works with partners such as Engagement Global, KfW DEG, Bread for the World, the German-Brazilian Society in Bonn, the Rio de Janeiro-Cologne city partnership, as well as with various smaller networks in North Rhine-Westphalia.

The PRME Business Integrity Action Center (BIAC) at the University of Applied Sciences of the Grisons has extensive experience in conducting interdisciplinary research projects and events. The topic of the ELAF lies at the intersection of the fields of competence “Responsible Business” and “Internationalization”. In both areas, the team of the Swiss Institute for Entrepreneurship (SIFE) (27 researchers from various disciplines) is currently working on projects directly related to the ELAF theme.

As an agile university, the University of Applied Sciences of the Grisons relies on dynamic thinking and proactive action. With this mindset, it courageously and sustainably shapes the future. It educates its more than 2,300 students to become highly qualified and responsible leaders. The University of Applied Sciences of the Grisons offers a wide range of bachelor’s,

master's and continuing education programs, including architecture, civil engineering, computer and data science, digital science, management, mobile robotics, multimedia production, photonics, service innovation and design, supply chain management, and tourism. Teaching and research at the University of Applied Sciences of the Grisons are interdisciplinary and focused on practical challenges in business and society. The participation of all members of the university contributes to the further development and quality of the entire university.

In 2019, the Konrad-Adenauer-Stiftung launched the regional project “Alliances for Democracy and Development with Latin America” (ADELA) in Panama. This project aims to strengthen cooperation between liberal democracies in the Americas, Europe, and other regions of the world and to provide forums for dialogue. The target groups include economic, social, foreign, security and development policy influencers and young professionals from academia, politics, (business) associations, companies, and civil society, as well as representatives of international and regional organizations.

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