

JORNADA ECUATORIANA

Speakers



Yvette Sánchez, Prof. Dr., is Director of the Centre for Latin American Studies (CLS-HSG) and Full Professor of Hispanic Cultures and Societies at the University of St.Gallen. She is engaged in several research projects in the Latin American area, mainly attempting to bridge the gap between cultural studies and social sciences, e.g. in the Swiss Graduate School of Latin American Studies (SSLAS), the Leading House for the Latin American Region, or the HSG research network *Transcultural Workspaces*, currently engaged in a cooperation with the ICRC in Geneva. For the research of her MA thesis, she had lived in Quito for nine months. yvette.sanchez@unisg.ch



Emilio Rafael Izquierdo Miño, Ambassador, Permanent Representative of Ecuador to the UN Geneva since 2019, served as the Representative of Ecuador and National Coordinator to the Union of South American Nations from 2017 to 2018. He was formerly Ecuador's Ambassador, deputy Permanent Representative to the UN New York (1998-2000), Ambassador in Uruguay (2010-2016), Italy, Turkey, and Slovenia (2003-2007), Permanent Representative of Ecuador to the Latin American Integration Association from 2011 to 2016. He has taught international public law, history of international relations, international humanitarian law, international organizations and the history of music, and was the Director of the School of Political Science and International Relations of the University of the Americas in 2009 and 2010.

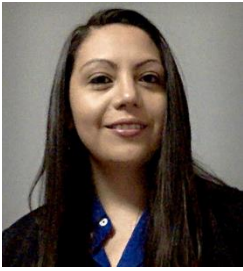
Ambassador Izquierdo Miño has a Bachelor degree in political science, is a lawyer, and has a Doctorate in jurisprudence from the Catholic University of Quito. He also has diplomas in public and private international law from the Hispanic Culture Institute Madrid, in international policy from the Foundation for International Studies and Research in Florence, and in conflict resolution from the University of Uppsala.

He has published several books and essays on: International Humanitarian Law, foreign policy, integration, literature, poetry, and music.

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Johannes M. Waldmüller, Prof. Dr., is Associate Research Professor of Political Science and International Relations at the Universidad de Las Américas (UDLA), Quito, and Visiting Professor as well as Doctoral Committee Member in the Department of Management Studies, Escuela Politécnica Nacional (EPN). In addition, he is Visiting Profesor at FLACSO Argentina and Vice-President of the Geneva-based research collective *Kompreno International* with offices in Burkina Faso, Peshawar, São Paulo, and Quito. He holds a BA in Business Administration, MA degrees in Philosophy and International Development from the University of Vienna as well as a Ph.D. in Development Studies from the Graduate Institute in Geneva. His research is concerned with SDG implementations, disaster risk reduction, transborder migration, policy evaluation, and ethics in emerging economies in the Andes and East Africa. johannes.waldmueller@udlanet.ec



Priscila Bustamante Noboa (BA, MSc.) is a member of the Trade Office Pro Ecuador in Bern responsible for its successful establishment in Switzerland concerning market access, exports, investment promotion, strategic planning as well as business development and intelligence.

After her B.A in International Studies—bilingual major in Foreign Trade—at the Universidad del Azuay, Ecuador, she also graduated in International Negotiation and later obtained her MSc. in International Relations and Diplomacy at the Leiden University in cooperation with Clingendael Institute, Netherlands.

She has several years of experience in the field of trade and sustainable development, in negotiations in Working Groups of the FTA between Ecuador and EFTA Member States and of Labor and Environment, of an FTA between Ecuador and South Korea as well as collaborating in the development of bilateral economic relations Ecuador – EFTA.
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Diego Aulestia, Ambassador and the Permanent Representative of Ecuador to the World Trade Organization and other Economic Organizations in Geneva, since August 2017.

A development economist (Catholic University, Ecuador), Ambassador Aulestia carries an extensive experience in public affairs and development banking. He obtained a Master's Degree in Economics at the University of Oregon (USA) and in Latin American Studies and Economic History at the London School of Economics (UK). He has also pursued graduate studies in history (Ecuador) and urban issues (Portugal).

Before being appointed to his current position, he was Director of the School of Government at the Universidad de Los Hemisferios (Ecuador), where he is still a lecturer. He has taught in Ecuador and Venezuela and is a Senior Associate at the Great Cities Institute in the University of Illinois at Chicago (USA). He has published several articles on international economics, urban issues and history.

Former Minister of International Trade and Minister of Urban Development, he was also head of Ecuador's Development Bank and senior executive at CAF, the Development Bank of Latin America in Caracas.
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Nicolás Peña Ordóñez, Vice President of Investment, Andean Pact and Central America Market at Credit Suisse, is an expert in new wealth management solutions to high net worth families in the areas of asset management, risk and liability management, wealth planning, and investment banking strategies. He has been working for Credit Suisse since 2016 and previously for Deutsche Bank. He has a Fitch UK Trading License (2018) and is a Certified Wealth Management Advisor (2017). He has a Master in International Finance (Universidad de Alcalá) and a Bachelor of Business Administration (Universidad Espíritu Santo, Guayaquil).

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Margarita Heredia-Forster, founder & CEO of Fundación Avanzar, studied Communication Sciences at the University of Cuenca and worked eight years in marketing and sales roles for two companies in the cosmetics and professional services sector, both in Ecuador and in Switzerland. She moved to Zurich in 1995 and launched the Fundación Avanzar in 1999, a non-profit organization whose purpose is the empowering of women through education. She strongly believes in the potential of women to create economic development. Avanzar also supports low-income hospitalized children and their families. All programs are established in Cuenca.

Margarita Heredia is in charge of fundraising in Switzerland as well as the development and the coordination of the programs in Ecuador. On a daily basis, she works with her team in Ecuador and travels there twice a year to act at Avanzar's office and visit the various programs.
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Sergio Enrique Bosmediano Viggiani, student at the University of St. Gallen, of Ecuadorian descent, has a special interest in the tourism industry. About to obtain his Bachelor's degree in Business Administration, he will start his Master in Business Innovation this autumn. In parallel, he is working on the organization of touristic tours across Europe for an Ecuadorian audience and on his own consultancy, named *VIVIN*, for Spanish-speaking students and immigrants in Germany and Switzerland. Furthermore, he has recently co-founded a German-based company for security services called *Sicura Sicherheit*.
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Erik Bastidas, Senior Software Engineer at IBM Switzerland since 2016, collaborating with multiple clients (Credit Suisse, UBS, ABB, and more) in roles such as: Solution Architect, Frontend and Backend Developer, Cloud Engineer, and AI Developer. He has completed the following studies: Master in Computer Science, at the University of Stuttgart and Master in Information Management at the Tilburg University. Besides working as a software engineer for several companies and institutions in Switzerland and Ecuador (University San Francisco of Quito, Ministry of Cultural Heritage of Ecuador), he also has entrepreneurial experience in Ecuador and is the founder and owner of *Escapayá* and co-founder of *at Walpana*, where he has also worked as Chief Innovation Officer.
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Mischa Delpy, Manager at Synpulse Management Consulting since 2017, has an MA in Banking and Finance (University of St. Gallen) and BSc in International Management (University of Applied Sciences Northwestern Switzerland). He has worked for several financial companies in Project Management (Julius Bär, UBS, Zürcher Kantonalbank), but also has first-hand experience in the touristic sector in Ecuador, as founder and partner of *La Perla Suiza*, a 5* resort in the province of Manabí, where he lived 3 ½ years.
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Nick Traber, CEO of LafargeHolcim for Switzerland and Italy, studied Economics at the University of Zurich and is an alumnus of the Advanced Management Program (AMP) at Harvard Business School. After working for the logistics part of SAir Group, he joined LafargeHolcim in 2002 as senior consultant in Strategy, following assignments that included plant manager in Spain, Managing Director in the Channel Islands, Head of Occupational Health and Safety for the group as well as CEO of Ecuador. In his last position, Mr. Traber was responsible for Cement Industrial Performance at group level before being appointed CEO of Holcim Switzerland and Italy in February 2018.
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Jorge Peñaherrera is the Business Group Manager Zone Americas at Nestlé Global Head Office in Switzerland. He is in charge of the Business Management area for Middle Americas Markets (Central America, Colombia, Ecuador, Venezuela and Caribbean), as well as Dairy, Food and Ice Cream categories across Zone Americas. He has 12 years of experience in Marketing & Sales (as Marketing Manager & Regional Sales Manager). A graduate economist from the Pontificia Universidad Católica del Ecuador (2008), he also won a scholarship for the 2011 Global Competitiveness Leadership Program at Georgetown University. He has also taken part at the Leadership Program 2018 (London Business School) and is currently studying Digital Marketing Strategies at the IMD Business School in Lausanne.
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Marllury Sucibel Caiza Barriga an Agricultural Technologist from Bolívar State University. 2016-2018, she was a member of the Association of Ecuadorians in Lausanne (AEYAEL). Since 2016, she is the General Coordinator of the folkloric dance group "Ritmos del Ecuador". In 2017, she was appointed member of the sub-commission of the Cantonal Chamber of Immigrant Consultation in Lausanne (CCCI) and is currently the president of AEAEL. Additionally, Marllury is the Accountant Administrator of CAC.Carrelage. marlluryscaiza@gmail.com



Juan Carlos Quezada Rivera is an agronomist by formation with five years of field experience. Besides having a BSc. degree from Zamorano University, he also holds a MSc. from Iowa State University. Currently, he is a third-year PhD Assistant at EPFL. His ongoing research tasks involve the investigation of the environmental impacts of land use change in the tropics. He has a keen interest on interdisciplinary approaches to address pressing issues such as climate change and food security. quezadarivera@gmail.com



Philippe G. Nell, PD Dr., Minister, Head of Americas Unit, State Secretariat for Economic Affairs (SECO) in Bern is in charge of trade and investment issues that concern Swiss firms across the Americas. He has published several articles on Swiss economic integration policy and specific WTO negotiations. He is the editor of the yearly Swiss-Latin American Economic Relations Report (SECO) and lecturer at the European Institute of the University of Basel and at the University of Fribourg. He has an MA and a PhD in International Economics and International Studies from the Universities of Fribourg and Denver. philippe.nell@seco.admin.ch

Musicians



Johnny Ñíguez is an Ecuadorian musician and singer-songwriter. He has musical experience in Ecuadorian folk and Latin American music and has a long career as a solo artist. He is well known for giving folk songs a blues-oriented style, by playing the flute and guitar. johnnyrodrigoinguezdel@gmail.com



Andrés Cevallos Guzmán is an Ecuadorian bass player. He has musical experience in Latin American, funk and rock music. andres.cevallosg@gmail.com



Juan Pablo Cevallos Cabrera holds an MAS in music pedagogy from the ZHDK in Zürich. He works as a musician and guitar teacher. jplead@hotmail.com