



# BRAZIL DAY – FORUM AT THE UNIVERSITY OF ST.GALLEN

OCTOBER 22<sup>ND</sup> 2010 – AUDITORIUM 01-011

## PROGRAM

- 13.15            **Welcome address – Thomas Bieger** (Designated President of the HSG)  
13.20            **Opening – Yvette Sánchez** (Director of the CLS HSG)  
13.30            **Keynote – Barbara Fritz** (FU Berlin) – *Brazil: Sustainable Growth with Equity?*

### ***Brazilian Banking (panel moderated by Ernst von Kimakowitz)***

- 14.00 – 15.10    **Banco do Brasil – Resilience during the economic crisis and future perspectives**  
**Daniel Alves Maria**  
**Banco Itaú S.A. – Private Banking: A view from Brazil**  
**Edinardo Figueiredo** (CEO Switzerland) and **Paul Hunt** (Chief Operating Officer)  
**Credit Suisse – Wealth management opportunities in an emerging economy: the Brazilian case – Giovanni Vergani** (Managing Director)

15.10 – 15.40    Coffee Break

### ***Environmental Business in Brazil***

- 15.40 – 16.05    **First Climate – Carbon Market and Brazil**  
**Alexander Lüchinger** (Managing Director First Climate)

### ***Internationalizing Brazil (panel moderated by Barbara Fritz)***

- 16.05 – 17.15    **Integration Consulting – Brazil: The next big thing?**  
**Janaína Roque** (London Office Representative)  
**Vale International – Vale International**  
**Fidel Blanco** (Senior Managing Director)  
**Votorantim Group – Votorantim Group and Brazil: growing together in action towards the future**  
**Fernando Capra** (Commercial Director Citrovita)

17.15 – 17.45    Coffee Break

### ***Doing Business in Brazil from a Swiss Perspective***

- 17.45 – 18.10    **Nestlé S.A. – Nestlé in Brazil: 90 years of sustainable and profitable growth**  
**Gian-Carlo Aubry** (Vice-President Operations Americas)

### ***Entrepreneurship in Brazil (panel moderated by Jean-Max Baumer)***

- 18.10 – 19.20    **Silvio Dulinsky** (CFO of Madrid based engineering **Group INYPSA**)  
**Beat Grüniger** (Associate Director at **BSD**)  
**Cooperative-Lab** (Angélica Rotondaro/Jürgen Brücker)

19.20 – 19.30    **Closing remarks – Yvette Sánchez**

19.30 – 20.30    **Cocktail**

