



JORNADA MEXICANA – SPEAKERS



Luciano Joubland Montaño, Ambassador of Mexico to Switzerland and Liechtenstein. 1972, BA in International Relations at Colegio de México. 1969-70, teacher for Research Methods in Social Sciences, Instituto Tecnológico Autónomo de México. Career diplomat. Since 1973, Mexican Foreign Service; in the 1990s Ambassador to Hungary, also representing Mexico in Bulgaria, and Ambassador and Deputy Permanent Representative of Mexico to UN and other international organizations, Geneva; 1999 - 2007, Ambassador of Mexico to Russia (also to Armenia, to Georgia and to Belarus), based in Moscow; since October 2007, Ambassador of Mexico to Switzerland and Liechtenstein. Embamex1@swissonline.ch



Yvette Sánchez, Director of the Centre for Latin American Studies (CLS-HSG) and Full Professor of Hispanic Cultures and Literatures at the University of St.Gallen. Prof. Sánchez is engaged in several research projects on Latin American topics, especially on US Latinos, covering the important Mexican diaspora. She is basically attempting to bridge the gap between cultural studies and social sciences. In the field of cross-cultural training and research, she is currently preparing, together with her HSG colleagues, a manual on *Intercultural Management and Marketing in the BRIC states*. Yvette.Sanchez@unisg.ch



Claudia Báez-Camargo is a Senior Researcher at the Basel Institute of Governance and the Leading Researcher of the SNF project "Governance of Health Systems". She holds a PhD in political science from the University of Notre Dame, USA, and a Graduate Degree in Economics from the University of Cambridge, England. She was a professor of Political Science and History at the William Paterson University in the USA. Her professional experience also includes work with the Mexican federal government in developing poverty alleviation programs as well as research activities with the UN's Economic Commission for Latin America and the Caribbean. Her research interests focus on the interrelation of political and economic processes in developing countries with a strong emphasis on methodological issues. ClaudiaBaezCamargo@yahoo.com



Siglinde Hessler wrote her PhD thesis on the implementation of IFAs in Mexico's automotive industry. Her professional and research experience in Mexico goes back to 2004, when she worked there for the Friedrich-Ebert-Foundation; in 2006 and 2007 she went back to collaborate in several projects on labour relations. In her studies she focuses on the situation of workers' rights in Mexico and the possibilities of an international regulation. Her current research deals with the social history of a leading automotive company within the cooperation framework of the University of Ruhr-Bochum and IG Metall. She teaches at the University of Hamburg. S.Hessler@yahoo.de



Karin Ceballos Betancur graduated from the University of Frankfurt in German and Latin American Studies and Public Law. In 2000 she published *Egon Erwin Kisch in Mexiko: Die Reportage als Literaturform im Exil*. Since 2001 she has worked as a journalist with a special focus on Latin-America, publishing among others in the *Frankfurter Rundschau*, *Der Tagesspiegel* and *Die Zeit*. In 2002 she travelled through Latin-America; the results of her journey materialized in her book *Auf Che Guevaras Spuren: Lateinamerikanische Reisenotizen*. Since 2007 she has worked part-time for *Die Zeit*, commuting between Hamburg and Frankfurt, writing mainly, but not only, for the travel section. Ms Ceballos Betancur has a weekly column called *Bonanza* in the *Frankfurter Rundschau*. She has received several awards for her reportages on Latin America. KCBetancur@googlemail.com



Hubert Klumpner is a Professor at the Chair of Architecture and Urban Design at the ETH (Zürich) and Director Urban-Think Tank (U-TT). Graduated in 1993 from the University of Applied Arts in Vienna in the Master Class of Prof. Hans Hollein. Prof. Klumpner worked with Enrique Miralles and Paul Rudolph before receiving a Master of Science in Architecture and Urban Design from Columbia University in 1995. In 2007, became a guest professor at the Graduate School of Architecture and Planning, Columbia University, where he co-founded the Sustainable Living Urban Model Laboratory (S.L.U.M. Lab, a working method for a new supportive architecture that empowers people at the margins of the global South's emerging cities and promotes sustainable development in the slum areas). Additionally, he has lectured on architecture at conferences around the world. Klumpner@arch.ethz.ch



Lea Ruefenacht is a Researcher at the Chair of Architecture and Urban Design, ETH (Zürich) and an Architect at Urban-Think Tank. She was born in Guatemala City. Once in Europe she studied Architecture at the Bauhaus University in Weimar, Germany and at the ETH, where she earned her Master of Science degree in Architecture. Currently she is working as a teaching assistant and researcher at the Chair of Architecture and Urban Design of Prof. Brillembourg and Prof. Klumpner at ETH Zürich. She has practical experience in Europe, East Asia and Latin America and worked for Urban-Think Tank in Caracas, Venezuela. Ruefenacht@arch.ethz.ch





Maria Emilia García-Appendini holds a PhD in Economics and Finance of the Universitat Pompeu Fabra, Barcelona. She is a Professor of Finance at the Bocconi University, Milan, and a Research Affiliate at the Innocenzo Gasparini Institute for Economic Research (IGIER). She was a visiting researcher at the Centro de Investigaciones Económicas (CIDE) and Lecturer at the Instituto Tecnológico Autónomo de México, D.F. Among her fields of research are corporate finance, trade credit, banking and small enterprise finance. In addition, she worked as a Financial and Statistical Analyst (PEMEX, Ac Nielsen Co.). Emilia.Garcia@unibocconi.it.



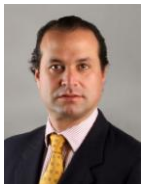
Cornelia Leuthold & David Talamante form the cello-guitar duo "En cuerdas". They graduated from the San Francisco Conservatory of Music in California. Both musicians have taken master classes with world-renown artists, they have received numerous awards and scholarships and have performed internationally as soloists. Cornelia Leuthold was born in Switzerland. She studied cello, Baroque cello and Viola da Gamba. **David Talamante** was born in Mexico. He specialized in classical guitar. "En cuerdas" incorporates different music styles from classical and contemporary composers. After some productive months in Norway, the duo just relocated to Switzerland. Encuerdas@gmail.com



Rolf Ritter is the CEO of BDT Media Automation GmbH, a German leading technology company for storage automation and paper handling products. Before joining BDT, he was the General Manager of Bossard (France). He has wide experience in the private sector in Mexico and Brasil, where he worked for Gedas (Volkswagen Group) for six years. In Switzerland, he worked for the Schweizerische Industrie-Gesellschaft. He holds an MBA (Lic. oec.) from the University of St.Gallen. Rolf.Ritter@bdt.de



Emilio Díaz Carreto, Risk Manager in Milk Sourcing, based in Nestlé Head Offices in Vevey since May 2010. Mexican Agricultural Engineer. Responsible for supporting Nestlé Agricultural Service teams worldwide regarding fresh milk topics like quality, productivity and sustainability; with several interventions in countries like Spain, Switzerland, China, Pakistan, Ecuador, Brazil, and Mexico. Has been working for Nestlé for 14 years. In previous positions responsible for agricultural raw materials supply for Nestlé factories in Mexico (2006 -2007), for coordinating training and technical support programs for milk farmers (2007-2008), and for sustainability and risk assessments of milk production in Mexico (2009-2010). Emilio.Diaz@nestle.com



Gerardo Legorreta, UBS, Regional Head for Latin America North. Holds a Master in Finance (MiF) from the London Business School and a Law Degree (with Honors) from the Instituto Tecnológico Autónomo de México (ITAM). First worked in Security and Banking Law in Mexico City, then moved to New York, dedicating himself to a Corporate Advisory Group and to International Investment Banking: Entered UBS in 1997, where he was active in various functions between Mexico, the US and Switzerland: Latin America Dept Capital Market, Corporate Advisory Group Mexico and Wealth Management. Mr Legorreta also holds a mandate as advisor to entrepreneurs at Pro-Empleo, a non-profit organization. Gerardo.Legorreta@ubs.com



Maria Menzel, KPMG, Indirect Tax Director Latin America. High School and Studies at University of Belgrano in Buenos Aires. After working in the field of indirect taxation, first as an advisor to IBM and later with accountancy to another Big Four accounting firm, Maria Menzel joined KPMG Switzerland in 2003. Today she is a director in KPMG's Global Indirect Tax practice based in the Zurich offices, although she spends around 50 per cent of her working time in Latin America, where she helps develop the increasing Indirect Tax business. MMenzel@kpmg.com



Christoph Frei is Professor of Political Science, International Relations, History of Political Ideas at the University of St.Gallen. His education entailed the study of International Law, International Economic Relations and Political Science and included extended research stints in the United States (University of Virginia, 1988-90) and France (École des Hautes Études en Sciences Sociales, 1995-2001). His first acquaintance with Latin America goes back to 1983, when he worked at an American Bank in Santiago de Chile for almost a year. Christoph.Frei@unisg.ch



Philippe G. Nell, Minister, Head of Americas Unit, State Secretariat for Economic Affairs, Bern. He is in charge of trade and investment issues affecting Swiss firms across the Americas and has published several articles on Swiss economic integration policy and specific WTO negotiations. Editor of the yearly *Swiss – Latin America Economic Relations Report* (SECO) and lecturer at the European Institute of the University of Basel, at the University of Fribourg and for select MBA programs. Philippe.Nell@seco.admin.ch

