



JORNADA CHILENA – FORUM AT THE UNIVERSITY OF ST.GALLEN

MAY 6TH 2011 – AUDITORIUM 09-010 (AUDIMAX)

PROGRAM

- 13.00 **Welcome address – Ulrike Landfester** (HSG Vice President)
- 13.05 **Opening – Yvette Sánchez** (Director CLS HSG)
- 13.15 **Enrique M. Melkonian Stürmer** (Ambassador Extraordinary and Plenipotentiary of Chile)
Saludo y Palabras referentes a la Jornada Chilena
- 13.30 – 14.10 **Keynote – Patricio Silva** (Leiden University, Netherlands): *Mixing Efficiency with Social Development: Exploring the Political Foundations of the ‘Chilean Model’*
- 14.10 – 14.40 **Monica Budowski** (University of Fribourg) *Financial Crisis in Chile and Costa Rica: Perceptions of Households in Precarious Prosperity*
- 14.40 – 15.10 Coffee Break
- 15.10 – 16.00 **Peter Imbusch** (University of Wuppertal, Germany):
Miraculous Metamorphosis? The Dynamics of Entrepreneurship in Chile
Felipe Ernst (Cámara Suiza de Comercio en Santiago):
Doing Business in Chile, a Practical Guide for Foreign Investors
- 16.00 – 16.10 **Musical interlude I: Olivia Heredia** (mezzosoprano)/**Franziska Trottman** (piano)
- 16.10 – 17.15 **Hans Jöhr** (Corporate Head of Agriculture at Nestlé in Vevey):
Creating Shared Value and Rural Development
Uta Westen (Regional Sales Manager Latin America and the Caribbean, sia Abrasives Industries AG) *28 Years in Chile: a Swiss-Chilean Success Story*
Carlos Carreón (Head of Sales, Middle East and India at Brugg Cabels) *Doing Business in Chile*
- 17.15 – 17.30 Short Coffee Break
- 17.30 – 17.50 **María del Rosario Montt Etter** (Historian):
Por su propia fuerza. Chile y la inmigración suiza
- 17.50 – 18.00 **Musical interlude II: Olivia Heredia** (mezzosoprano)/**Franziska Trottman** (piano)
- 18.00 – 19.00 *Repositioning Chile (panel moderated by Corinne Pernet)*
Patricio Silva (Leiden University, Netherlands)
Hans Jöhr (Corporate Head of Agriculture at Nestlé in Vevey)
Christoph Etter (Honorary Consul of Chile)
Philippe Nell (Minister, Head of Americas Unit, State Secretariat for Economic Affairs)
- 19.00 – 19.10 **Closing remarks – Yvette Sánchez**
- 19.10 **Cocktail**



