



JORNADA MEXICANA – FORUM AT THE UNIVERSITY OF ST.GALLEN

MARCH 9, 2012 – AUDITORIUM 01-014

PROGRAM

- 13.00 **Welcome Addresses**
Dr. Jürgen Brücker (HSG Dean External Relations and Development) and
Luciano Joubanc Montaña (Ambassador of Mexico to Switzerland and Liechtenstein)
- 13.15 – 13.25 **Opening – Prof. Yvette Sánchez** (Director CLS-HSG)
- 13.25 – 13:50 **Dr. Claudia Báez-Camargo**, (Institute on Governance and Swiss Tropical Institute, Basel)
Mexico's Political Trajectory and Current Setting
- 13.50 – 14.15 **Dr. Siglinde Hessler** (Faculty of Social Sciences, Ruhr University in Bochum)
Workers' Rights in Mexico: The Violation of Fundamental Labour Rights and the Chance of International Regulation
- 14.15 – 14.40 **Karin Ceballos Betancur** (Journalist *Frankfurter Rundschau*, editorial staff *Die Zeit*)
The Mexican Hydra. How War on Drugs Facilitates the Expansion of the Fighting Zone
- 14.40 – 15.00 Coffee Break
- 15.00 – 15.25 **Prof. Hubert Klumpner** (MSAUD Columbia University, Professor at Chair of Architecture and Urban Design) / **Lea Ruefenacht** (MSc ETH Arch)
The Good, the Bad and the Ugly. The Myth and Misunderstandings of Underdevelopment
- 15.25 – 15.55 **Prof. Emilia García** (Universities of Bocconi and St.Gallen)
Where Does the Money Come from? Firm Financing in Mexico
- 15.55 – 16.05 Musical Interlude I: **Cornelia Leuthold and David Talamante** ("En cuerdas" – cello guitar duo)
- 16.05 – 16.30 **Rolf Ritter** (CEO, BDT Media Automation GmbH, Rottweil)
Low-Cost Manufacturing in Mexico as Experienced by a Medium-sized German Technology Company
- 16.30 – 16.55 **Emilio Díaz Carreto** (Risk Manager in Sourcing CO-Agriculture Department. Nestec Ltd.)
Creating Shared Value while Doing Business: The Milk Case in Nestlé Mexico
- 16.55 – 17.15 Coffee Break
- 17.15 – 17.40 **Gerardo Legorreta** (UBS, Regional Head for Latin America North)
Wealth Management in Mexico: An insider's story
- 17.40 – 18.05 **Maria Menzel** (KPMG, Head Indirect Taxes Latin America)
Doing Business in Mexico – Experiences from an Indirect Tax Angle
- 18.05 – 18.15 Musical Interlude II: **Cornelia Leuthold and David Talamante** ("En cuerdas" – cello guitar duo)
- 18.15 – 18.45 *Repositioning Mexico. Discussion and wrap-up moderated by Prof. Christoph Frei* (University of St.Gallen) and PD Dr. **Philipp Nell** (Minister, Head of Americas Unit, State Secretariat for Economic Affairs, SECO)
- 18.45 Cocktail

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