



# JORNADA PERUANA – FORUM AT THE UNIVERSITY OF ST.GALLEN

MARCH 8, 2013 – AUDITORIUM 09-011

## PROGRAM

- 13:00            **Welcome Address and Opening**  
**Prof. Yvette Sánchez** (Director CLS-HSG)  
**Juan Carlos Gamarra Skeels** (Ambassador of Peru in Switzerland)
- 13:15-13:40    **Jorge Mogrovejo** (Financial Stability Institute, BIS, Basel)  
***Evolution of the Peruvian Financial System***
- 13:40-14:05    **John Tobin-de la Puente** (Head of Public Policy-Sustainability Affairs, Credit Suisse)  
***Environment and Biodiversity: Risks and Opportunities***
- 14:05-14:25    Coffee Break
- 14:25-14:50    **Dr. Raúl Matta** (Institut de Recherche pour le Développement, Muséum national d'Histoire naturelle, Paris)  
***Peruvian Cuisine, Food and Politics***
- 14:50-15:15    **Dr. Sebastian Chávez Wurm** (Independent Scholar/KPMG)  
***Violent Demons. The Political Legacy of the Past***
- 15:15-15:25    **Gustavo Delux**, *Slam Poetry*
- 15:25-15:50    **Dr.-Ing. Ana Cangahuala Janampa** (Darmstadt University of Technology, IWAR – Department of Water Supply and Groundwater Protection)  
***Aspecto interdisciplinario del Control de pérdidas de agua en Latinoamérica (Perú, Brasil)***
- 15:50-16:15    **Daniel Ott** (EMPA, St.Gallen)  
***Recovery of Secondary Resources in Peru – The case of e-Waste***
- 16:15-16:40    **Dr. Paula Castro** (University of Zurich)  
***Climate Change Mitigation in Peru***
- 16:40-17:00    Coffee Break
- 17:00-17:25    **Dr. Michael Stocker** (Stocker Group, HSG Alumnus)  
***Sustainable Business Opportunities in Peru***
- 17:25-17:40    **Christian Steinemann** (Entrepreneur, HSG Alumnus)  
***Ten things you should always consider when doing business in Peru***
- 17:40-17:50    **Jorge Marthaler** (Entrepreneur, HSG MA Student)  
***The Peruvian Alpaca Industry with a Focus on the Swiss Start-Up MAKUMAYU***
- 17:50-18:00    **Gustavo Delux**, *Slam Poetry*
- 18:00-19:00    ***Repositioning Peru: Discussion and Wrap-up*** moderated by **Ulrich Frei** (Director of FUNDES International) and **PD Dr. Philipp Nell** (Minister, Head of Americas Unit, State Secretariat for Economic Affairs, SECO)
- 19:00            Cocktail

