

# CAFÉ, CACAO Y VINO

## Speakers



**Yvette Sánchez, Prof. Dr.**, Director of the Centre for Latin American Studies (CLS-HSG) and Full Professor of Hispanic Cultures and Societies at the University of St.Gallen. She is engaged in several research projects in the Latin American region, mainly attempting to bridge the gap between cultural studies and social sciences, e.g. in the Swiss Graduate School of Latin American Studies (SSLAS), the Leading House for the Latin American Region, or the HSG research network *Transcultural Workspaces*.

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**Irene Chetschik, Dr. rer. nat.**, Head of the Food Chemistry Research Group and Lecturer in Food Chemistry and Analysis at the Institute of Food and Beverage Innovation (ZHAW) since 2018. She studied Food Chemistry at the Technical University of Munich and obtained her PhD from the Food Aroma Research Laboratory, Technical University Munich & German Research Centre for Food Chemistry (now Leibniz-Institute for Food Systems Biology). Throughout her career, she has worked as a researcher first for several private companies (Aroma LAB AG, Philipp Morris Int., Givaudan) and, from 2015 to 2017, at ZHAW, focusing on the aroma and flavour field. Her research travels to Latin America have also helped her gather wide experience in the cocoa market.

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**Susanne Miescher Schwenninger, Prof. ZFR, Dr. sc. techn. ETH**, Head of the Food Biotechnology Research Group at Zurich University of Applied Sciences (ZHAW) in Wädenswil since 2018. She studied Food Science at ETH, where she also completed her PhD in Food Microbiology in 1999. Following the academic career of ETH Zurich, she continued in Food Biotechnology. In 2011, she got her position at ZHAW and set a focus on cocoa bean fermentation, sourdough, and further plant fermentations. With her research group, she develops microbial food cultures with selected metabolic activities of improved quality, safety, and benefits on consumer's health. The focus on cocoa bean but also coffee post-harvesting resulted in national and international collaborations with academia and industry-based field studies in Honduras, Ecuador, Bolivia, Brazil, and Nicaragua. She authored 21 peer-reviewed publications, various articles and book sections, as well as two European Patents that were successfully licensed to industry.

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**Jens Soth**, Agronomist and Environmental Engineer, has worked for Helvetas since 2003. His work is related to the facilitation and implementation of sustainable commodity value chains and corresponding public-private partnership projects (PPP) or sector approaches. He has been appointed as an expert for the EU Commission for industries like agriculture, textiles, and cosmetics addressing sustainability challenges of the South and adapt them to corresponding regulations of the EU. Mr. Soth has also been nominated as an expert to the sustainability panel of the International Cotton Advisory Committee (ICAC) and acted as head of the Swiss section for the upcoming ISO standard for sustainable cocoa.

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**Christoph Inauen**, since 2015 co-founder and CEO at Choba Choba, a chocolate brand, in which farmers are not only suppliers, but have a direct stake in the company. He graduated in Business and Economics from the University of Basel (2002) and obtained his MA in Advanced Studies in Development and Cooperation from ETH Zurich. He worked at Chocolats Halba (Division of Coop) as Head of Sustainability & Cocoa Purchasing for eight years, where he was also a member of the executive board and responsible for building up global direct cocoa purchasing and the corporate sustainability strategy. He took up two mandates with strong ties to Latin America, as President of FRUANDES (2012 – 2016), and to cocoa, as member of the FLO (FairTrade Labelling Organisation, an Advisory Council on Cocoa).

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**Ashraf Montoya**, PhD Candidate at the University of St.Gallen in Marketing Management since 2016. Her research focuses on public-private partnerships for sustainable development in rural areas of Perú and the cacao value chain in Latin America. Ms. Montoya received her MA in Digital Business from the Grenoble École de Management (GEM) and also holds an MA in Project Management from Getulio Vargas Foundation (FGV) in São Paulo. She is currently working as an e-marketing consultant for several European companies in the retail sector.

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**Maxime Acien**, from Geneva, holds a BA in Business Administration and an MA in Accounting and Finance from the University of St.Gallen, as well as an MA in Commodity Trading from the University of Geneva. He worked in a coffee trading company in Geneva for 2 years. He was then based and exporting coffee in Burundi for 2 years and in Uganda for 1 year. Today, he is a Coffee Sourcing Manager at algrano AG, a tech startup based in Zurich. He works closely with coffee producers and cooperatives in Latin America.

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**Dorothée Perlwitz** studied Economics at HSG and specialized on Innovation and Growth, Entrepreneurship and Marketing at the School of Management in Fribourg. She is a Business Development, Project Management and Marketing specialist with experience in the fields of Corporate Social Responsibility, IT and FMCG within small and big global companies and has worked in Switzerland (Unilever & Sonova Group) and Colombia, where she founded and managed “La Equitativa Fair Trade Company” with the end consumer brand Equiori, which stands for “Equidad y Origen”. The company implemented the first and only organic certified cacao and chocolate B2B & B2C supply chain in Colombia, with international exports. In March 2020, she joined Farmer Connect as Business Development Manager for cocoa and chocolate.

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**Stefan Leuthold**, owner of Turm Handels AG, the oldest coffee roasting company of Switzerland. He holds a BA in Science and Business Administration, Minor in Economics and Marketing from Babson College, Boston. In 1985, he began his long-term relationship with Latin America as manager of a coffee exporting company in Honduras. Two years later, he started working for the family business. In 2017, he was appointed Chairman of the Board of the Family Office Leuthold & Co AG, which has different subsidiaries, three of them active in the coffee business. Prior to this position, he acted as Chairman of the Board of SPAR Gruppe Switzerland (2000-2017).

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**Susana Robledo Reber**, Sustainability Innovation Manager at Nespresso, holds a Degree in Engineering from Universidad Nacional de Colombia and an Executive MA from the University of St.Gallen. Ms. Robledo developed Nespresso's global sustainability strategy and leads the sustainability innovation fund to catalyze impact initiatives. Among these is the development of Reviving Origins, a new coffee product range that engages consumers on sustainability by generating economic development for countries with extreme weather or political conditions like Cuba, Zimbabwe, and Puerto Rico. Working closely with the Colombian government, academics and the private sector, she has created an innovative framework to provide savings for retirement and crop insurance to farmers. Moreover, she has worked with circular start-ups such as Vélosophy to create a new iconic bike made with recycled capsules reaching 500 million media clippings in over 50 countries. [susana.reber@nespresso.com](mailto:susana.reber@nespresso.com)



**Riccardo Seitz** graduated as lic.iur. from the University of Zurich in 1984. In October 1989, he gained his admission to the Zurich bar after completing legal internships. In 1989, he started working for the company Illycafé AG in Thalwil, where he presently holds the position of Chairman of the Board of Directors and acts as General Director of the company. Besides, he is President of the Swiss Roasters' Guild (SRG) and member of the Interessengemeinschaft Kaffee (IG-K) as representative of the SRG. [riccardo.seitz@illycafe.ch](mailto:riccardo.seitz@illycafe.ch)



**Pau Roca**, since 2019 General Director of the International Organisation of Vine and Wine (OIV). He obtained his licentiate degree in Biology from the University of Barcelona (1984). During his career, he not only worked in the wine sector, as Director of the FEICEV (Federación Española de la Industria y Comercio Exportador de Vinos y otros) and General Secretary of the FEV (Spanish Wine Federation), but also knows the olive oil production, thanks to his previous experience as Technical Director at Félix Gasull, S.A. (Tarragona) and as Director of EXPOLIVA'89 in Jaén (International Fair of Olive Oil and Allied Industries). At the OIV, he held different positions as member of the diverse expert groups (Markets & Consumption, Law & Consumer Information, and Environment and climate change). Furthermore, he acts as President of the Commission for the reform of the CMO at Comité Européen des Entreprises Vins, member of the EU permanent Wine and CAP group (European Commission) and Vice-president of the International Committee at the Food and Drink Industry Federation (FIAB). [dgeneral@oiv.int](mailto:dgeneral@oiv.int)



**José Luis Sánchez Hernández, Prof. Dr.** of Economic Geography at the University of Salamanca, has dedicated most of his empirical studies to the agro-food industry, especially products protected by geographical indications, such as Denominations of Origin, as an institutional environment that favours socio-economic innovation and local and regional development. Within this field, his contributions study the wine complex of Castile and Leon. His academic activities also deal with new urban policies in small cities, the effects of air transport liberalization on the European Union's city system, or the trajectory of Spanish regions during the economic crises (1976-2013). His current research focuses on alternative economic spaces and practices in Spanish cities. [jlsh@usal.es](mailto:jlsh@usal.es)



**Ana Esquinas Rychen**, since 2017 PhD Candidate at the University of St.Gallen in the program Organisation and Culture. She graduated in Spanish Language and Literature from the University of Valladolid (1996), with extended studies in Psychology and Computational Linguistics. She worked for a Spanish bank in Madrid and Valladolid for 17 years, first as business analyst and afterwards as branch director. Since 2016, she also is research assistant and coordinator for Spanish and Portuguese at the HSG. Her field of research focuses on sustainability practices in the wine value chain in Castilla y León.  
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**Pascal Seyffer**, Product and Sales Manager at Casa del Vino AG, graduated from the Swiss Hotel Management School in Lucerne (1996) and holds an MBA from the University of Strathclyde (2017). His extensive experience in the world of wine began in 2003 at Casa del Vino Ebinger. In 2013, he participated in another wine company, Smith&Smith Wine, where he is now member of the extended Board Management. Previous to joining Casa del Vino AG in 2020, he had worked at Salis Wein AG. Mr. Seyffer has enlarged his wine education with several courses at the Technische Hochschule Wädenswil (ZHAW) and holds a WSET Level 2. During his career, he has gathered first-hand knowledge of many wine regions, especially in Spain.

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**Gerhard Rainer, PhD** studied Geography and History at the Universities of Innsbruck and Seville. Between 2012 and 2016, he worked as an assistant professor at the Department of Geography, University of Innsbruck. In 2016, he concluded his PhD thesis on socio-ecological transformations related to the growth of tourism and amenity migration in Northwest-Argentina (Calchaquí Valleys) from a perspective of political ecology. Since 2016, he has worked as a post-doc (Akademischer Rat auf Zeit) at the Catholic University of Eichstätt-Ingolstadt. His current research focuses on the globalization of the wine market, which he analyzes through qualitative case studies in Argentina, Chile, New Zealand and South Tyrol. Conceptually, the project is embedded in the interdisciplinary social studies of economization.

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**Werner Wiederkehr**, graduated in 1961 from the Cantonal Business College Zurich (Kant. Handelsschule). His business life was all about commercial banking, 6 years of which in New York. Retired in 2003, he now supports and represents his son Daniel's wines in Switzerland and Germany.  
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**Daniel Wiederkehr** graduated in 1989 from the College of Business Administration (KV Zürich), and is enologist (1999) and viticultor (2000) from the Oenological Institute at Changins Swiss University of Applied Sciences. He started his winemaking experience at different Swiss caves in the Valais region (2000 to 2007). During that period, he also worked for different wineries in Chile, in the areas of Valle Central, Talca, Talagante, Valle de Colchagua and Concepción until 2010. In that year, he became the owner and winemaker of Viña Nahuel Limitada with its own vineyard of 6,3 hectares of organically grown, 80 years old Cabernet Sauvignon vines, in El Huape, close to Santa Cruz.  
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**Martin Schwarz**, Head of Purchasing and member of the management at Martel AG. He has been in the wine business since 1976, when he started working for the company. He also pursued professional studies of classical trombone and, in the field of wine worked as an intern with Joseph Phelps in Napa Valley (1982), resuming some years later his wine education in sensory perception at the Weinbauzentrum Wädenswil. He further studied for the Master of Wine (2005-2011). His several positions at Martel have allowed him to gather first-hand winemaking knowledge in many regions, including South America.  
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**Simone Imthurn** and **Marius Kunderer**, students of Business Administration at HSG and former Vice-Presidents of the student association Sapientia per Vinum, both share the passion for wine from all over the world and the knowledge behind it. During a semester abroad in Buenos Aires, Ms Imthurn had the opportunity to deepen her knowledge about Argentinian wines and wineries. Beside a broad knowledge of South American wines, especially from Argentina, Sapientia per Vinum benefits from Mr Kunderer's knowledge about Italian and South African Wines. The association gathers every two weeks to taste wines from different regions. For further insights, the club cooperates with local wine retailers and the HSG alumni wine club. Additionally, Sapientia per Vinum arranges a wine tour every semester in order for its members to deepen their expertise of a specific region.

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## Musicians



**Nefera** (name derived from the Egyptian queen Nefertiti, meaning 'the beauty has come') is a Dominican-born (\*1988) rapper characterized by a multifaceted musical output in her live shows and a social commitment. She came in contact with Latin American sounds and rhythms at a very young age. After moving to Switzerland at the age of ten, the fascination for dancing went hand in hand with her interest in songwriting. In 2017, she founded her own band La Nefera & Kaotik Trio; the formation blends rhythms from Nefera's original Latin American tradition with modern Hip Hop and electronic sounds.  
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**Alberto García Navarro** (\*Las Palmas de Gran Canaria) holds a BA of Arts in Jazz Percussion as well as an MA in Didactics of Music and Jazz Percussion from the Hochschule für Musik (Basel, 2017). He has performed on international stages (Spain, Italy, Switzerland, Germany, France, etc.) together with artists Jorge Rossy, Adrian Mears, Guillermo Klein, Wolfgang Muthspiel or Marc Turner. Currently, Alberto works as a teacher at the Musikschule Lörrach and Jazzcampus Basel. He also participates as a musician in several projects, including: Manu Hagmann's Choice, Picasón, La Nefera, Son Alarde, Café da Manhã, etc. Some of his own projects as a director and composer are: La Clave, Alberto García Trío, 4 Esquinas and Tribal.  
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