

JORNADA PARAGUAYA

Speakers



Prof. Dr. Yvette Sánchez, 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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Liliane Lebron de Wenger, studied diplomacy and law at the Catholic University in Asunción and obtained a Bachelor's degree in public relations at the Institute of Public Relations in Paraguay as well as a postgraduate specialization in management of development projects at the University of the Southern Cone of the Americas and the Development Bank (IDB). From 2001 to 2003, she served as Executive Director of the National Fund of Culture and Arts (FONDEC), as Technical Advisor of the Presidency and, from 2004 to 2009, as Ambassador to the Federal Republic of Germany, concurrent with Poland, Latvia, and Denmark. Upon her return to the Paraguayan Chancery, she was appointed as Deputy Minister of Administration and Technical Issues at the Ministry of Foreign Affairs. From 2013 to 2014, she was Paraguayan Ambassador to the Kingdom of Sweden, with concurrent accreditation to Norway and Finland and, in 2014, was appointed as Ambassador to the Swiss Confederation, concurrent with the Principality of Liechtenstein, until September, 2021.

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María Sol Martínez, a lawyer born in Asunción. She got her BA in English at the National University of Asunción (UNA) and, as a Fulbright Scholar, she completed pre-course studies at Georgetown University (Washington DC) and earned her LL. M. in Taxation at the University of Florida (Class 2003-2004). After certifying as an auditor at the Institute of Internal Auditors (IIA) in 2019, she most recently obtained post-graduate certificates at the London School of Economics (MBA Essentials) and at Oxford University (Artificial Intelligence). María Sol Martínez started her professional career at Vouga law firm advising corporate clients and, in 2007, joined Group HSBC, where she has taken regional and global roles in Paraguay, Mexico, Brazil and the United Kingdom in the areas of legal, regulatory compliance and financial crime risk management. Since 2015, she has been living in London acting as the Global Tax Transparency Assurance expert. María Sol has taught public finance at the Law School and English oral communication skills at the Philosophy School at the National University of Asunción and is currently certifying to become a professional executive coach. She is inspired by mind architecture.

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Bruno Aloï, BA in International Business from the University of Salvador (Brazil), MA in International Management Consulting at the FH Ludwigshafen (Germany) and MBA in International Relations from Fundação Getúlio Vargas (Brazil). Bruno Aloï has 20 years of experience in international promotion and business development. Being Brazilian with Italian roots, he has worked for different promotion agencies, such as the State of Bahia (Brazil), Milan Chamber of Commerce and Switzerland Global Enterprise (S-GE); paving a solid career in export promotion and investment attraction. Currently, Mr. Aloï is a Senior Consultant for South America at S-GE, responsible for supporting Swiss companies in the markets of Paraguay, Uruguay, Brazil, Argentina and Chile.

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Janice Gill is Paraguayan and Brazilian. She holds a BA in Marketing from the Columbia University of Paraguay and was awarded the UGRAD Scholarship, spending one semester at Montclair State University in 2016, as main candidate to represent Paraguay selected by the US Department of State. She worked for Beiersdorf as Financial Analyst and Brand Manager and afterwards for Dynamus, an HR Company, as Head of Marketing. In 2021, she was appointed General Manager of the Swiss-Paraguayan Chamber of Commerce.

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Pablo Denis, from the Swiss-Uruguayan Chamber of Commerce is also a member of the Swiss-Paraguayan Chamber of Commerce. He holds a diploma in industrial informatics as well as a BA in Software Engineering (dual training) and a diploma in advanced studies in vocational training from the USNAM plus an MA in Education (technology) from the Universidad del Atlántico. He has a long history of teaching in projects promoting dual education both in Switzerland and in Argentina. As part of his work for the Chambers of Commerce, he has designed dual education, electromobility, logistics and ICT projects in Uruguay, as well as dual education plans in Paraguay. As an engineer, he has collaborated in projects related to smart cities, IoT, environmental sensors and IT security.

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Björn Schmidtke. After working for McKinsey in Zurich and Hong Kong, he has founded “Penguin”, headquartered in Switzerland, a digital agency providing customers across 6 continents with web and mobile applications and AI solutions. Björn is engaged in consulting internationally leading education institutes (Boarding Schools, Business Schools, and Universities) about technology, the future of education, and new skills, especially how to create curricula that foster a 21st-century mindset. In 2019, Björn moved to Paraguay attracted by the vast potential of the country. His vision for Paraguay is to leapfrog industrialisation and to become a digital nation. With Penguin, he has brought programming education to over 2'000 participants and recently built one of the biggest datacentres in Paraguay. Björn Schmidtke has studied Business Administration at the University of St.Gallen until 2018.

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Ygor Lutz, co-founder & chief revenue officer, leads the commercial and partnership activities at Travizory. With over 20 years in international business development, he disposes of a wealth of experience across high-growth start-ups (A4Vision, Lightbend, TBS), but also mid-size and large ATI organizations (L1-ID, SITA). Ygor Lutz has worked with governments, airports, airlines, and large enterprises across the Americas, EMEA, and Asia delivering identity products and enterprise software to help enhance security. He serves as board member and board advisor of several technology startups in biometrics space, computer vision, and B2B software. He holds an MSC in Economics from the University of Neuchâtel in Switzerland, an Executive MBA in Management of Technology from the Swiss Institute of Technology (EPFL), and a Diploma in Negotiations Strategies from Stanford GSB, USA. ygor.lutz@travizory.com



Nicolò Rieben, Pronatec AG, holds a BA from San Diego State University in International Business and Management and also participated in the Program of Advanced Studies in Sustainable Business at the University of St.Gallen (Joint program with Business School Lausanne). After several years in Mondeléz International, he joined Pronatec, where he is the Head for the Sugar Division and in close contact with organic sugar producers around the world. Paraguay, with its pioneering role in the organic sugar sector, has been the focus partner for Pronatec for many years, during which long-lasting joint ventures with producers like La Felsina or ASOCACE (Asociación de Cañicultores Orgánicos de la Zona Central) have been built. rieben@pronatec.com



Javier Texido, VP Operations for the Region Americas at Nestlé. After several years working for Nestlé Spain, he started his extensive experience in Latin America in 1998, moving to Puerto Rico as Commercial Manager of Helados, a unit recently acquired from the Borden Group in the United States. In 2000, he took over as BEO of Helados in the Dominican Republic. Later, in 2003 he moved to Cuba as General Manager of Coralac (JV of Helados). In 2005, he was appointed Country Manager of Cuba. From 2007 to 2014, he took over BEO Helados and, starting in 2010, also BEO Congelados in France, where he was General Manager of NGF (Nestlé Grand Froid). In 2014, he was appointed Market Head for Colombia. Since 2018, Javier Texido has been responsible for the South America Region as well as Category Lead for Beverages and Confectionery for ZAMS. Moreover, has recently taken on the role of Category Lead for Ice Cream. Javier.TexidoHalter@nestle.com



Ursula Regehr, is social anthropologist and curator at the Museum der Kulturen Basel. For her PhD in Anthropology at the Universität Bern she researches on forms of being in the world and their representation. Since end of the 1990s she collaborates with indigenous artists in the Chaco. In Paraguay, she curated together with her mother Verena Regehr the exhibitions "simetría/asimetría: imaginación y arte en el Chaco" (2011) and «Reconfiguraciones – Vida chaqueña en transición» (2018). She is member of the *Verein* and *Stiftung für indianische Gemeinschaften in Paraguay* in Switzerland, supporting the rights of indigenous people and the environment in the Chaco. ursula.regehr@sunrise.ch



Adriana González Brun, visual artist, architect, University lecturer. She has had numerous solo and group exhibitions since 1985. Her works have been exhibited nationally and internationally as well as in the main International Biennials of the world, such as The Venice Biennial (2001), The Havana Biennial (2000 and 2003), The Mercosur Biennial (1999 and 2001), The International Biennial of Buenos Aires (2002), and Biennial of Asunción (2015). She has received numerous awards throughout her career including the First Prize for Latin American artists at the Biennial of Buenos Aires 2002. She works mainly in installations, urban interventions and video art. She is also the founder of RASTRUMS – a space for collective thinking.

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Félix Toranzos (tbc) is a Paraguayan artist, architect, and graphic designer, considered to be one of the most conspicuous representatives of the new generation of artists in Paraguay. He has made significant individual and collective exhibitions organized by several galleries and art centers in Asunción, Buenos Aires, Perú, Spain, Brazil, Japan, and the US. His works are part of the collection of the Museum of Contemporary Art, Paraguayan Centre for Visual Arts, also exhibited at the Museo del Barro in Asunción. Part of his plastic production integrates the Collection of the 'Organization of American States' Art Museum of the Americas in Washington DC.

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Óscar Centurión Fontanilla is an architect (UNA 1980), specialized in Urban and Regional Planning (Edinburgh 1983) and Conservation (ICCROM 1990). Since 2016, he advises the National Secretary of Culture SNC in cooperation and cultural management programs (Americas, Europe, and countries that include the participation of Paraguay in multilateral organizations such as CIC-OAS, UNESCO, ICCROM or EU). He is a founding member of several cultural associations and Paraguayan chapters of international organizations such as ICOM, ICOMOS or ARC ICCROM. Since December 2020, he chairs the ICOM Paraguayan National Committee for the period 2020-2023, chaired during two more periods (1996-2002). Subject of scholarships and distinctions of international cooperation services, his analysis of visual arts or conservation of cultural heritage are developed through different publications, conferences, and international curatorship. Between 1974 and 1981, he taught History of Art at the Faculty of Architecture, Design and Art FADA, National University of Asunción UNA.

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Dr. Martín Burt, member of the Board of Directors of the *Schwab Foundation for Social Entrepreneurship*, the *World Economic Forum*, and the *Global FoodBanking Network*. He holds a PhD from Tulane Law School, Tulane University. He is Social Entrepreneur in Residence at Worcester Polytechnic Institute and Distinguished Visiting Professor at the University of California, Irvine, and Professor, Master's Program in Microfinance, at Universidad de Alcalá. In the public sector, he has served as Chief of Staff to the President of Paraguay, was elected Mayor of the City of Asunción, and served as Vice Minister of Commerce. He is founder and Executive Director of *Fundación Paraguaya* and co-founder of *Teach a Man to Fish*, which are social enterprises, dedicated to promoting entrepreneurship and economic empowerment for the elimination of poverty.

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Santiago Peña, politician and economist, graduated from the Universidad Católica de Asunción. He also holds an MA in Public Policy from Columbia University in New York. He was Assistant Professor of Financial Theory and Professor of Economic Theory at the Universidad Católica de Asunción. He has published research papers in the areas of economic and financial policy. He has worked for the Central Bank of Paraguay, the International Monetary Fund, and was Minister of Finance of Paraguay (2015-2017). Since 2018, he has served as director of Banco Basa and collaborates with different universities and civil society organisations. santiagopena@hotmail.com



Dr. Cordula Tibi Weber studied Political Science and Latin American Studies at the University of Hamburg and also received her PhD from the University of Hamburg. In her dissertation, she studied high court-elected branches relations and judicial independence in new democracies with a special focus on the Paraguayan Supreme Court. She has been working as a research fellow at the GIGA Institute for Latin American Studies since 2011. Currently, her work focusses on institutional innovations that Latin American high courts use to reach a broader audience, among others, through the use of social media. Her main research interests are judicial politics, institutional communication, institutional legitimacy, informal institutions, as well as institutional change. cordula.tibi_weber@giga-hamburg.de



Élide Villalba Vargas Ebert LL.M from the National Autonomous University of Mexico (UNAM). She is a specialist in human rights from the University of Castilla la Mancha, Spain, and a specialist in public procurement from the same university. She holds a law degree from the Universidad Nacional de Asunción and is currently in the final phase of her PhD in Organization Studies and Cultural Theory at the University of St Gallen, Switzerland. Furthermore, she has a long experience in legal practice. Her interest in the water sector started during her work in Mexico as an advisor in public-private partnerships (PPPs) processes in the construction of water systems. She worked as a consultant for municipalities and states in the concession process.

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PD Dr. Philippe G. Nell, is Honorary Ambassador of the Latin American Chamber of Commerce in Switzerland and University Lecturer on trade, investment, and integration policy as well as negotiating techniques. His next assignment is scheduled with the University of Fribourg (2020). Until October 2019, he was Deputy Assistant Secretary for Bilateral Economic Affairs and Head of the Americas Unit at the State Secretariat for Economic Affairs (SECO) of the federal Department of Economic Affairs, Education and Research. He was in charge of bilateral trade and investment relations and held the diplomatic title of Minister. philippe.nell.1954@gmail.com

Moderators



Felix Hotz is studying in his first year of the MA in International Affairs and Governance at the University of St.Gallen, where he is also employed part-time as a student research assistant. He worked as the Managing Director of the Swiss-Paraguayan Chamber of Commerce in 2019. Amongst other positions, he has worked in the Strategy & Business Development Department of Goldbach Group AG in Switzerland. In combining the multidisciplinary view of International Affairs and his personal interest in strategy-related topics. felix.hotz@student.unisg.ch



Dr. rer. soc. Fabian Müller, is a member of the CLS team and works as independent consultant. He worked for sixteen years in banking, where he held different specialised and executive functions in the area of wealth management, focusing on the Latin-American market, especially the Rio de la Plata region. He holds a PhD from the Centro Latinoamericano-Suizo of the University of St.Gallen. Fabian Müller serves as town councillor of the political municipality of Rüschtikon, Zürich and is a member of the cantonal parliament Zürich. fabianfrancois.mueller@unisg.ch



Santo Marco Panciotto, director of a second-generation family agribusiness in Paraguay, Agroganadera Estancia Elisabeth since 2011, doing cattle raising with sustainable grass feed production (Voisin grazing), agriculture integration into pre-existing cattle production cycles, and implementation of pioneering potato growth (as a staple food and income source for small and medium farmers). He got his MA in Banking and Finance (thesis "Auge explosivo: las cooperativas bancarias dentro del Sistema financiero del Paraguay") as well as his BA in Business Administration (thesis "Contradicciones peronistas. La falta de política de partido de Menem y Kirchner en relación con la crisis económica") from the University of St.Gallen.

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Musician



Violeta Ramos, interpreter of the Paraguayan harp, graduated as a classical guitar teacher from the Escuela de Bellas Artes in Quilmes and studied compositions with electro-acoustic media at the University of Quilmes (Buenos Aires) as well as folklore, tango, and jazz at the Escuela de Música Popular in Avellaneda (Buenos Aires). At the Academy of Basle Violeta also studied ancient choral music with Heidrum Rosenzweig. Currently, Violeta teaches Classical Guitar and Harp in different music schools in Switzerland. She writes and works for the "Violeta Ramos Band", with electrical harp, percussion, guitar and contrabass. info@violetaramos.ch