



"SWISSNESS" IN LATIN AMERICA

As part of the launch of the Spanish version of the book
"Swiss Made: The Untold Story behind Switzerland's Success"



Ana Esquinas

Doctoral student, Spanish lecturer at CLS-HSG, Translator of the book "Swiss Made"

Presentation CLS-HSG, Insights into project and translation work



James Breiding

Founder of Swiss Made Foundation, Author of the book "Swiss Made"

Key Success Factors of "Swissness"



**Prof. Dr.
Yvette Sánchez**

Head of Centre for Latin American Studies (CLS-HSG)

Swissness in an international organization: The case of the ICRC



Philipp Navratil

Senior Vice President, Head of Coffee & Beverage Strategic Business Unit Nestlé AG

Swiss Made in Action – A Reflection after 16 Years in Latin America

Date: 26.03.2021
Time: 16:00 CET
Cost: free of charge

zoom
ID: 878 6475 1564
Password: 135000