



**The Institute of Public Finance, Fiscal Law and  
Law and Economics (IFF-HSG) has the pleasure to  
invite you to the event**

# **STUDY AND RESEARCH OPPORTUNITIES IN SWITZERLAND**

**at IFF-HSG and University of St.Gallen**



**7 APRIL  
2017**



**09:30 to  
14:45**



**GABRIELA CALDEIRA  
(21) 3806-2111**



**SWISSNEX BRAZIL - EVENT SPACE  
RUA CÂNDIDO MENDES, 157/TÉRREO  
GLÓRIA - RIO DE JANEIRO**

**Please, confirm your presence at [www.iff-hsg.eventbrite.com.br](http://www.iff-hsg.eventbrite.com.br)**



## EVENT PROGRAM

SWISSNEX BRAZIL - EVENT SPACE

APRIL 7, 2017

09:30 am **WELCOME COFFEE**

10:00 am **OPENING PLENARY - FIRST BLOCK**

Welcome words by Giancarlo Fenini, General Consul of Switzerland to Brazil

The cooperation between IFF-HSG and swissnex Brazil: status quo and outlook by Prof. Dr. Peter Sester (IFF-HSG)

Sport as Business Conference by Sebastian Zumbühl (swissnex Brazil)

10:15 am Bilateral Tax Relationship between Switzerland and Brazil by Prof. Dr. Peter Sester (IFF-HSG)

Comments by Prof. Leonardo Costa (Fiscal Auditor and Professor at FGV)

10:45 am The Essence of Swiss Legislation by Dr. Patrick Stach (Attorney at Law and Member of the University of St.Gallen's Board)

Comments by Prof. Dr. Márcio Guimarães (Prosecutor of MPRJ and Professor at FGV)

11:15 am The Bachelor and Master in Law and Economics at HSG by Inka Lührs (MLE-HSG-Student – Representative of HSG-Law Students) and Dario Buschor (MLE-HSG-Student and Guest-Student at FGV-Rio)

11:30 am Creating sustainable value: from financial reporting to integrated reporting by Prof. Dr. Thomas Berndt (IFF-HSG)

11:45 am Leadership and digitalization by Dr. Martin Huser (Vice President of the University of St.Gallen's Board)

Comments by Dr. Daniel Oppermann (Board of Directors of the Brazilian Internet Association - ABRANET)

12:15 am **LUNCH**

13:15 am **SECOND BLOCK**

Frontline Employee Empowerment and motivation in retailing by Prof. Dr. Thomas Rudolph (IRM-HSG)

13:30 am Brazilness: new perspectives by the Prof. Dr. Livia Barbosa (UFF, Niterói);  
Comments by Prof. Dr. Maria Celina D'Araujo (PUC-Rio).

14:00 am Swissness at the ICRC by Prof. Dr. Yvette Sánchez (Director of the CLS-HSG)  
Comments by a Prof. Letícia Veloso (UFF, Niterói)

14:30 am Discussion and Closing Remarks