



University of St.Gallen

Institute of Management in Latin America

# Latin America Week

21st to 24th of October

2024



SQUARE | Guisanstrasse 20



## OVERVIEW

### Latin America Week 2024 at the University of St.Gallen

Immerse yourself in a fascinating journey through the rich and diverse cultures of Latin America, combined with professional, innovative, and academic insights. *Latin America Week 2024*, organized by the St.Gallen Institute of Management in Latin America, promises a unique blend of cultural exploration and intellectual discourse.

As the *Leading House for the Latin American Region*, mandated by the State Secretariat for Education, Research and Innovation (SERI), the Institute fosters joint research cooperation and provides incentives to deepen academic ties with Latin America. Now in its second mandate (2021-2024), the Institute continues to drive collaboration between Swiss and Latin American institutions.

#### Event Highlights:

- **Science, Innovation, and Diplomacy Day:** Join discussions on cutting-edge advancements and diplomatic efforts shaping Swiss-Latin American cooperation.
- **Research Slam:** Experience groundbreaking research from Swiss universities in collaboration with Latin American partners.

Our mission is to promote Latin America as a key partner in education, research, and innovation. We welcome students, researchers, professionals, and enthusiasts to participate in this enriching experience.

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## 21.10 Monday

10:30 Opening ceremony

Atrium

**Prof. Dr. Dietmar Griechnik**

Vice-President Innovation & Quality – University of St.Gallen

**Dr. Peter Lindström**

Director of Innovation & Quality – University of St.Gallen

**Prof. Dr. Vanessa Boanada**

Director Institute of Management in Latin America (GIMLA) –  
University of St.Gallen

**Dr. Letícia Vargas**

Head of Research and Academic Partnerships (GIMLA) – University  
of St.Gallen

10:45 Keynote speech

Atrium

**Ambassador Jacques Ducrest**

Head of International Relations Division – State  
Secretariat for Education, Research and Innovation (SERI)

11:00 Roundtable Swiss-Latin American Collaboration

Atrium

**Dr. Rocío Robinson**

Head of Innovation and AIT Startups (GIMLA) – University of  
St.Gallen

**Johanna Steiner**

Scientific Advisor International Relations – State Secretariat for  
Education, Research and Innovation (SERI)

**Dr. Alexander Hasgall**

Head of Policy of the SNSF Department for International  
Cooperation

**Bruno Aloï**

Senior Consultant South America – Switzerland Global Enterprise

12:00 Lunch Break

13:30 What is Science Diplomacy and What Does it Mean for Switzerland?

Atrium

**Dr. Rocío Robinson**

Head of Innovation and AIT Startups (GIMLA) – University of St.Gallen

**Dr. Jasmina Saric**

Scientific Collaborator – Swiss Tropical and Public Health Institute (Swiss TPH)

**Niccolo Iorno**

Scientific Advisor – Swiss Federal Department of Foreign Affairs

**Leo Eigner**

Senior Researcher – Center for Security Studies at ETH Zürich

14:15 Latin American Approaches to Science Diplomacy in Switzerland

Atrium

**Prof. Dr. Vanessa Boanada**

Director Institute of Management in Latin America (GIMLA) – University of St.Gallen

**Eleazar Velasco**

Deputy Chief of Mission – Embassy of Mexico in Switzerland

**Erwan Varas**

Deputy Head of Mission – Embassy of Chile in Switzerland

**Rubem Mendes de Oliveira**

Embassy of Brazil in Bern

15:00 Coffee Break

15:30 The importance of horizon scanning in scientific and technological foresight – A dialogue with GESDA alumni

Atrium

**Claudia Alarcón López**

STeP Fellow at the Inter-American Institute for Global Change Research and GESDA Alumna

**Isabella Bassani**

Assistant at the Institute for Law and Economics – University of St.Gallen

**Andrei Villaroel**

Founder innoverse.AI

16:15 Workshop on Navigating AI: Trends, Tools, and Techniques for Diplomats and Researchers

Atrium

**Anna Hakobyan**

Harvard Business School

17:30 Innovation Projects at the Leading House for the Latin American Region and Startup pitches

Atrium

**Dr. Rocío Robinson**

Head of Innovation and AIT Startups (GIMLA) - University of St.Gallen

**Maria Luisa Fuchs**

Co-Head of Entrepreneurship and Innovation Startup@HSG – University of St.Gallen

**Marie Griesmar**

Co-founder, Head of Product and Marketing at rreefs

**Nicolas Gasser**

CEO and Co-founder Implanz

**Dr. Nitish Mittal**

Co-founder and CSO 80SBio

**Dr. Erick Garcia-Cordero**

Co-founder and CTO Rea Diagnostics

18:00 Apéro with Cuban Music  
Parrandero duo

## 22.10 Tuesday

10:00 Swiss Society of Americanists: Community and Research Opportunities

Atrium

**Prof. Dr. Matias Dewey**

President – Swiss Society of Americanists (SSA)

10:00 Voices from the South: Latin American Cinema (Peruvian Spanish)

Vadian

Movie exhibition: “**Hatun Phaqcha:Tierra Sana**” (2021)

Dr. Sabrina Zehnder

Dr. Ana Esquinas

10:30 Connecting and Supporting: The Role of Latin American Research Associations in Switzerland

Atrium

**Dr. Pilar Ramirez**

President Asociación Colombiana de Investigadores en Suiza (ACIS)

**Priscila Becerra**

President Investigadores Chilenos en Suiza (ICES)

**Dr. Vanesa Ayala**

Red Global Mx

**Mariana Valério**

Rede Brasil Suíça de Integração Acadêmica e Profissional

**Dr. Luis Dalguer**

President - Asociación Peruana de Profesionales, Académicos e Investigadores en Suiza (APAIS)

**Dr. Randy Muñoz**

Coordinator CLOC Conéctate A+

**Martin Mecchia**

Red de Científicos Argentinos en Suiza (RCAS)

12:00 Lunch Break

13:30 Research Slam Parallel Session – Life and Earth Sciences

Vadian

### Block 1

Improvement of rice straw management in Latin America using metagenomics and synthetic communities (SynComs) to reduce CO<sub>2</sub> impact

**Jeferyd Yepes Garcia** – University of Fribourg

Colombian biodiversity monitoring through standardized eDNA protocols

**Prof. Dr. Loïc Pellissier** – ETH Zürich

Bivalve molluscs as bioindicators of the spread of antimicrobial resistance in freshwater reservoirs

**Sarah Furler** – Agroscope

Ecophysiological and hydrological characteristics of a monodominant species in Pantanal and its public perception

**Dr. Ilja van Meerveld** – University of Zurich

Study of mitochondrial cristae and nucleoids dynamics by super-resolution microscopy, a Chile-Switzerland bridge

**Prof. Dr. Suliana Manley** – EPFL

### Block 2

Deciphering the “rule” of skull growth in the extinct South American

**Dr. Kévin Le Verger** – University of Zurich

HURACAN: High-resolUtion dendRo-anatomy opens promising Avenues for hydroClimAte recoNstructions in Southern South America

**Dr. Jérôme Lopez-Saez** – University of Geneva

Microbial functional ecology of altitudinal gradients: a two hemispheres climate change study

**Dr. Aline Frossard** – Swiss Federal Institute for Forest, Snow and Landscape Research

Treeline shift effects on high-elevation stream ecosystems

**Dr. Gabriele Consoli** – University of Lausanne

Safe Water partnerships: Building water supply resilience with Wichi indigenous communities in face of climate change

**Dr. Sebastián Pera** – University of Applied Sciences and Arts of Southern Switzerland

Block 3

Novel platform to develop optical fiber sensors for medical applications

**Maria Alvarez Castaño** – EPFL

InSCI-Ecuador: Unveiling Realities, Meeting Needs – A Journey into Spinal Cord Injury Insights

**Ana Lucia Oña Macias** – Schweizer Paraplegiker-Forschung  
Enhancing Biomedical Research Collaboration and Data Sharing to Empower AI Algorithms: Bridging Switzerland and Chile

**Dr. Waldo Valenzuela** – University of Bern

Ecological footprint of soybean production systems and value chains in Minas Gerais and Paraná, in Brazil

**Dr. Reussité Malembaka** – ETH Zürich

Dissecting the cell-type specific contribution of the UPR to the synucleinopathy in Parkinson's disease

**Prof. Dr. Claudio Hetz** – Universidad de Chile

## 13:30 Research Slam Parallel Session – Social Sciences

Säntis

Block I

Latin America's ecological and debt crises: the role of creditors' changing composition

**Dr. Juan Flores Zendejas** – University of Geneva

Sustainability standards and Switzerland-Brazil trade relations: Risks and opportunities

**Dr. Charlotte Sieber-Gasser** – Graduate Institute of International and Development Studies

Effective option generation in strategic decision-making for fostering resilient organizations

**Dr. Fabienne Bünzli** - University of St. Gallen

Counting carbon: the shaping of low-carbon landscapes and environmental justice in Colombia

**Dr. Diego Silva** – Graduate Institute of International and Development Studies

Democracy at Stake: The new era of Authoritarianism in Central American and the Movement of Resistance and Resilience

**Dr. Clara Guardado** – Graduate Institute of International and Development Studies

### Block 2

When Keeping It Real Goes Right – Antiracism from a business and human rights perspective

**Christian Pierce** – University of St. Gallen

Autonomy for whom? Academic freedom, academic precarity, and the role of university autonomy in the U.S., Switzerland and Brazil

**Dr. Annelise Erismann** – University of Lausanne

Venezuelan Migrant Students in Public Schools in Medellín. An Anthropological Analysis of Possibilities and Constraints of an Inclusive Education For All in a New International Migration Context

**Prof. Dr. Angela Stienen** – Pädagogische Hochschule Bern

Sustainable cities – overcoming human-nature binaries in narratives about climate change through education

**Prof. Dr. Stefanie Rinaldi** - Pädagogische Hochschule Luzern

The effect of public and public-private early childhood education and care on academic achievement

**Rita Schmutz** – University of Lausanne

### Block 3

Participatory design of a decision support tool to strengthen the health sector's response to Violence Against Women and Girls (MISSOP 2.0)

**Dr. Daniel Cobos Muñoz and Carmen Sant Fruchtmann** – Swiss TPH

Mental Health in the Peruvian Andes

**Milagros Alvarado** – Swiss TPH

Living healthy: the contribution of Cayambe's agroecological producers to child nutrition and a healthy environment

**Dr. Larissa da Silva Araujo** – Graduate Institute of International and Development Studies

How much more can the Galapagos Islands support? Social, ecological and psychographic carrying capacities

**Prof. Dr. Peter Varga** – University of Applied Sciences and Arts Western Switzerland

14:00 Driving Change: Swiss Impact Investing in Latin America by LATCAM Youth Committee

Atrium

**Daniel Otero**

Coordinator – LATCAM Youth Committee

**Dr. Ernst von Kimakowitz**

Co-founder and Director – Humanistic Management Center

**Tina Ruchti**

Executive Director – elea Foundation

**Andrea Trejo**

Investment Officer – responsAbility Investments

15:30 Coffee Break

16:00 Creating Lasting Impact in Latin America through Swiss Philanthropy

Atrium

**Dr. Jordi Vives**

Senior Research Fellow Institute of Business Ethics – University of St.Gallen

**Laura Hemrika**

CEO – Julius Baer Foundation

**Dr. Angelica Wehrli**

Managing Director – SKAT Foundation

**Thomas Foerst**

Head of Partnerships – Suyana Foundation

16:00 Research Slam Parallel Session – STEM

Vadian

**Block I**

Social Concrete: Towards a new Paradigm of Construction

**Dr. Patricia Guaita and Dr. Sergio Ekerman** – EPFL

EARTH - Assessing the environmental, social and cultural sustainability of earth-based construction materials in Ecuador and exploring the potential for Switzerland

**Dr. Nora Bartolomé, Dr. Carlos Gomez-Camacho, Dr. Marcel Gauch, Manuele Capelli, and Juan Sebastian Martines** – Empa  
Methodology for sustainable Improvement of rural schools' safety in Colombia

**Dr. Savvas Saloustros** – EPFL

Mitigating heat in São Paulo's Brasilândia peripheral district: can urban greenery alleviate thermal comfort impacts caused by the newly proposed denser zoning?

**Lucas Gobatti** – Eawag

ARUS Architecture and Urbanism Platform for waste management in Santiago municipality, Chile

**Pablo Levine** – Chair of Architecture and Urban Design - ETH Zürich

### Block 2

Beyond chocolate: Byproduct valorization and social innovation in the Ecuadorian and Swiss cocoa value chain

**Prof. Dr. Maria Franco** – Bern University of Applied Sciences  
Sustainable leather production and supply by valorization of solid residues and prevention of water contamination

**Dirk Hengevoss** – University of Applied Sciences and Arts  
Northwestern Switzerland

Potential use of lignin filler waste for the production of sustainable warm asphalt mixtures

**Dr. Martins Zaumanis** – Empa

Catalytic transformation of CO<sub>2</sub> to methanol: rational design using advanced spectroscopic methods

**Dr. Davide Ferri** – Paul Scherrer Institute

### Block 3

Fluorimetric bio-assay with compact microscope for point-of-care diagnosis in remote areas

**Morgane Lorétan** – University of Fribourg

Product Development of Medical Devices for Low-Resource Settings

**Milena Overhoff** – ETH Zürich

Towards Personalized Learning Material Generation with Hybrid AI  
**Dr. Jean-Paul Calbimonte** – University of Applied Sciences and Arts Western Switzerland

Neighbors of Linear Complementary Dual (LCD) Codes

**Prof. Dr. Anna-Lena Horlemann** – University of St.Gallen

BRISK.AI - BRIdges to democratize Scientific Knowledge through Artificial Intelligence

**Dr. Fabio Rinaldi** – University of Applied Sciences and Arts Southern Switzerland

## 16:00 Research Slam Parallel Session – Humanities

Säntis

### Block 1

A dictionary and nominal inflected lexicon of Pame

**Dr. Borja Herce** – University of Zurich

The cosmology of Tupari peoples in traditional narratives of Makurap, Wayoro and Sakurabiat languages

**Dr. Mayara Ribeiro Guimarães** – University of Zurich

Biocultural Cartographies

**Santiago del Hierro and Álvaro Hernandez Bello** – ETH

Zürich and Universidad Nacional de Colombia

Plataforma Campo

**Camila Chebez** – University of Applied Sciences and Arts

Northwestern Switzerland

### Block 2

Collaborative research on the living music archives (for Afro-Brazilian music culture)

**Dr. Matthias Lewy** – Lucerne University of Applied Sciences

Staging doctoral research insights: creating a play with an Afro-Colombian youth theatre collective to foster dialogue between academy and society

**Claudia Howald** – University of Applied Sciences and Arts Southern Switzerland

The bird's eye: aerial images of indigenous lands in Brazilian Amazon, 1925-2025

**Marcella Legrand Marer** – University of Zurich

Leaking memories: poetic journeys through water and humidity in the memories of women of El Salón del Nunca Más

**María Ordóñez-Cruz** – University of Zurich

Swiss Cacao Merchants and Plantation Owners in Bahia:  
Contributions to a Global History of Cacao, ca. 1900—1980

**Michael Schmitz** – University of Lausanne

## 17:00 Career prospects in Latin America

Atrium

**Gerd Winandi-Martin**

Head of Career & Corporate Services – University of St.Gallen

**Andrin Pelican**

Founder – Herby

**Silvan Roth**

Co-founder and CEO – Emprex

**Sandra Mendez**

Project coordinator – SKAT Foundation

**Benedict Wolters**

Managing Director – START Fellowship

## 18:00 Apéro with Latin American music

**DJ Peri**

## 19:00 PUB St.Gallen: Brazilian Research in Switzerland by Rede Brasil Suíça

Atrium

**Julianne Freire**

Scientific Assistant Institute for Law and Economics – University of  
St.Gallen

**Thainná Waldburger**

Scientific Employee – Agroscope

**Prof. Dr. Bruno Rodrigues**

Assistant Professor Institute for Computer Science in Vorarlberg –  
University of St.Gallen

**Fernando Monte Abrahao**

PhD Candidate at the Competence Center for Social Innovation –  
University of St.Gallen

## 23.10 Wednesday

### 10:00 Welcome coffee with Colombian coffee

**Mabel Lara**

Solidarisches Kaffee Projekt

**Dr. Hernando Chindoy and Cristina Rodrigues**

Social and environmental leaders of the Colombian Inga indigenous people

### 10:30 Impact Scholar Community: World café and dialogue about doing research in Latin America **Taking sides: should researchers be activists?**

Atrium

**Oscar Bohorquez**

PhD candidate Centro Latinoamericano-Suizo – University of St.Gallen

**Dr. Hernando Chindoy and Cristina Rodrigues**

Social and environmental leaders of the Colombian Inga indigenous people

**Prof. Dr. Thomas Grisaffi**

School of Humanities and Social Sciences – University of St.Gallen

### 10:30 Mind-Altering substances, Decision Making, and Leadership in South American Indigenous communities

Vadian

**Dr. Florian Elliker**

Senior Lecturer in Sociology – University of St.Gallen

**Luisa Trujillo**

Independent researcher

**Dr. Ilana Berlowitz**

Professor at the Institute of Complementary and Integrative Medicine  
– University of Bern

12:00 Lunch Break

13.00 Climate Change and Adaptation in Latin America  
by CLOC Conéctate A+

Atrium

**Dr. Randy Muñoz**

Postdoc Department of Geography – University of Zurich

**Dr. Carolina Adler**

Executive Director – Mountain Research Initiative/ University of  
Bern

**Dr. Yasna Palmeiro Silva**

Research Fellow in Climate and Health – University College  
London/Swiss TPH

**Dr. Agustín Redonda**

CEP Council on Economic Policies, Zurich

13:00 Illegal Transactions in the Digital Age: Emerging  
practices and regulatory intermediaries in Latin  
America

Vadian

**Prof. Dr. Matias Dewey**

Centro Latinoamericano-Suizo – University of St.Gallen

**Prof. Dr. Mariana Valente**

Assistant Professor of International Economic Law – University of  
St.Gallen

**Prof. Dr. Roy Gava**

Assistant Professor of Political Science – University of St.Gallen

15:00 Coffee Break

15:30 Tango Show

Tangoschule Rafael Herbas

16:00 Global Ocean Crisis: A need for action at the national and international level

Atrium

**Roxana Tinoco**

General Consul of Costa Rica in Switzerland

**Prof. Dr. Federico Luisetti**

Full Professor – University of St.Gallen

16:00 Tango Workshop by Unisport

Vadian

Tango@HSG and Tangoschule Rafael Herbas

16:45 Climate Change Uncovered: Screening of "I am the Earth: Stories from the End of the World" (2022)

Atrium

Introduction by Dr. Randy Muñoz

17:30 Decarbonizing the energy and industry sector in Latin America

Atrium

**Dr. Christian Opitz**

Head Competence Center for Energy Management – University of St.Gallen

**Dr. Adolfo Uribe**

Postdoctoral fellow – Paul Scherrer Institute

**Eva Carranza**

Head of Sustainability – Hexagon

18:30 Apéro with Mexican dance

**LUNA Mexikanische Folkgruppe**

23:00 Día de los muertos after party by Club Latino

**Club Garage**

## 24.10 Thursday

10:00 Reconciling Urban and Nature: from science-driven analysis to communitarian-oriented process

Atrium

**Dr. Fernando Franco**

Chair of Architecture and Urban Design – ETH Zürich

**Dr. Victor Marquez**

Principal VMA SC

**Constanza Murguiondo**

University of Liechtenstein

**Gabriela Mercurio**

Urban Innovation Lead – Cities Alliance

**Alejandro Jaramillo**

Chair of Architecture and Urban Design – ETH Zürich

10:00 Voices from the South: Latin American Cinema (Brazilian Portuguese)

Discovery Grid

Movie exhibition: “**Pixinguinha, Um Homem Carinhoso**” (2017)

Dr. André Masseno

Estela Mansur

11:00 Pacific Alliance: opportunities and challenges beyond trade

Atrium

**Dr. Maria Bolboaca**

Postdoctoral researcher Institute of Economics – University of St. Gallen

**Ambassador Frank Tressler**

Embassy of Chile in Switzerland

**Ambassador Cecilia Jaber**

Embassy of Mexico in Switzerland

**Ambassador Luis Alberto Castro Joo**

Embassy of Peru in Switzerland

**Ambassador Francisco Echeverri**

Embassy of Colombia in Switzerland

11:00 The Challenge of Slums - The Scale of the problem and recent advancement in data collection of informal neighborhoods

Säntis

**Dr. Anthony Boanada-Fuchs**

Institute for Housing and Urban Development Studies of Erasmus University Rotterdam

**Prof. Dr. Monika Kuffer**

ITC Enschede

**Dr. Jose Samper Escobar**

University of Colorado Boulder

**Dr. Angela Abascal Imizcoz**

Public Universidad de Navarra

**Juan Manuel D'Attoli**

Registro Nacional de Barrios Populares

**Dr. Julio Pedrassoli**

Western Michigan University

**Dr. Dana R Thomson**

Columbia University

12:00 Lunch Break

13:00 Leadership and ERG Initiatives: A Brazilian Perspective for Multinational Companies

Atrium

**Christian Pierce**

Project Manager – Competence Center for Diversity and Inclusion of the University of St.Gallen

**Luísa Marchiori**

Founder – The Q community

**Felipe Moreira**

Customer Experience Manager – EDGE Empower

13:30 **Voices from the South: Latin American Cinema with Pantalla Latina (Colombian Spanish)**

Discovery Grid

Movie exhibition: “Cuando las Aguas se Juntan” (2022)

Dr. Sabrina Zehnder

Dr. Ana Esquinas

14:00 **Swiss Special Programs for Higher Education Latin American Students: Options and Nuances by Red Global Mx**

Atrium

**Dr. Antonio Pita**

Red Global Mx

14:00 **Argentina under Milei: A Diplomatic Perspective on Economic Reforms**

Säntis

**Ambassador Gustavo Lunazzi**

Embassy of Argentina in Switzerland

**Prof. Dr. Roy Gava**

Assistant Professor of Political Science – University of St.Gallen

**Prof. Dr. Isabelle Schluep**

Associate Professor School of Management Fribourg

15:30 Coffee Break

16:00 Perspectives on Feminism and women's rights in Latin America

Atrium

**Dr. Ines Hartmann**

Co-director Competence Center for Diversity & Inclusion – University of St.Gallen

**Prof. Dr. Mariana Valente**

Assistant Professor of International Economic Law – University of St.Gallen

**Prof. Dr. Anelis Kaiser Trujillo**

Affiliated researcher Center for Cognitive Science and Gender Research – University of Freiburg

**Maria Teresa Gutierrez**

Specialist on Gender and Public Works – International Labor Organization

16:00 Colombian Literature - 100 years of "La Vorágine"

Discovery Grid

**Prof. Eloisa Hagen-Melo**

University of Bern

**Felipe Lozano**

University of Lausanne

16.00 AI, Global & Ecosystems Health: Insights from Colombian Researchers

Säntis

**Dr. Sandra Méndez Fajardo**

Senior Consultant – Ecopartner

**Prof. Dr. Ricardo Chavarriaga**

Responsible AI Innovation Group – ZHAW

**Prof. Dr. Andrés Pérez Uribe**Head of the Intelligent Data Analysis Competence Group –  
University of Applied Sciences and Arts Western Switzerland**Prof. Dr. Carlos Andrés Peña**Team leader of Computational Intelligence for Computational Biology  
– University of Applied Sciences and Arts Western Switzerland**Prof. Carlos Alberto Parra Rodríguez**

Full Professor – Pontificia Universidad Javeriana

**Dr. Francisco Carlos Calderón Bocanegra**

Assistant Professor – Pontificia Universidad Javeriana

17:30 Closing ceremony  
Latin America@HSG: Tradition and Future  
Outlook

**Prof. Dr. Vanessa Boanada****Prof. em. Dr. Yvette Sánchez****Prof. Dr. Mariana Valente**

18:00 Apéro with Chilean Wine offered by Prochile  
Samba and Latin American Music  
**Zurich School of Samba**  
**DJ Peri**

**Exhibition “Designing Centralities Brasilândia”**

ETH + FAU-USP

**Exhibition “Shipibo-Konibo: Retratos de mi sangre”**

Series of photographs by David Díaz

**Latin American Menu at the Mensa**

**Please register here.**

**See you in October!**



**University of St.Gallen**

Institute of Management in Latin America