



**LATAM BUSINESS NETWORK**  
CLOSING THE GAP BETWEEN YOUR BUSINESS AND LATIN AMERICA

presents:

## **“Corporate culture vs. National culture”**

**Positive aspects while trading  
with Latin America**



What are the most important traits coming from the Latin American culture that impact performance of the region's companies and how can we use this insight to improve our trade and relationship with other countries?

Based on the framework of the book, “Fish can't see water” (Denmark's awarded best management book of the year in 2013), written by Richard D. Lewis and Kai Hammerich, both cross-cultural experts will lead an unique presentation to rediscover the Latin American Business Culture.

Enriched with selected top managers' experiences and insights in this region. We will substantiate the theory with the experience. To be linked during a panel discussion aimed to identify the most relevant factors and their exploitation.

*When you as a leader of a global organization become able to recognize the impact of national culture, you will be in a stronger position to lead your company and negotiate more successfully.*

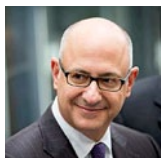
K. Hammerich & R. Lewis

## RELEVANT INFORMATION

- DATE:** Tuesday 29<sup>th</sup> of September 2015
- TIME:** 17:00–20:30 hours
- VENUE:** Zunfthaus zur Zimmerleuten,  
Limmatquai 40, 8001 Zurich, Switzerland
- PUBLIC:** Top tier management interested in rediscovering the new Latin American business culture while identifying the most important skills, factors, and processes that may leverage a positive trading experience. Listen successful experiences and identify how to implement these working practices to generate untapped opportunities. Latin American Ambassadors will be invited allowing you a great networking opportunity.
- FEE:** CHF 280, VAT not included. Fee includes a free copy of the book “Fish can’t see water” with a market value of CHF 45 and networking apéro.
- LANGUAGE:** English
- ATTENTION:** Limited seating available (50 persons) .
- REGISTER:** <http://latambusinessnetwork.ch/?p=274>  
or send the registration form to [event@latambusinessnetwork.ch](mailto:event@latambusinessnetwork.ch)  
Deadline to subscribe **31.08.2015**.
- HOW TO GET:** <http://www.zimmerleuten.ch/kontakt/wegbeschreibung.html>  
Public parking available between walking distance at: Münsterhof, Urania, Hohe Promenade

AGENDA	
16:30	Registration
17:00	Welcome and introduction to the topic Maria Mülli, General Manager at LATAM Business Network
17:15	"Corporate culture vs. National culture" Mr. Kai Hammerich, Corporate Managing Director at Korn Ferry, Copenhagen Sir Richard D. Lewis Chairman of Richard Lewis Communications Ltd., London
18:00	"Positive challenges of the multi-active Latin American culture" Mr. Philippe Margueritte, Vice President Global Travel Retail and LATAM at Coty Inc., Geneva
18:15	"My perspective acquired through experience" Mr. Mauricio Graber, President Flavours at Givaudan International AG, Dübendorf
18:30	Panel discussion: Which are the relevant aspects of the Latin American business culture to be considered while trading? How can they be best implemented ? moderated by Mr. Andreas Haas, Director Sales and Marketing at HaslerRails AG, Bern
19:00	Wrap Up and Conclusions
19:00–20:30	Networking Apéro

## About the speakers:



**Mr. Mauricio Graber**, President Flavour Division at Givaudan. He began his career with Givaudan in Mexico and held different managing director positions for Latin America. Mauricio holds a BSc in Electronic Engineering from Universidad Autónoma Metropolitana and a Master in Management from the JL Kellogg Graduate School of Management, Northwestern University, USA.



**Mr. Kai Hammerich**, Office Managing Director Copenhagen at Korn Ferry. He held various management positions at Apple Computer in London and Paris as well as at Hewlett-Packard in Denmark. Kai received his MBA from the JL Kellogg Graduate School of Management, Northwestern University, USA (distinction) and his MSc in Economics from the University of Aarhus, Denmark.



**Mr. Andreas Haas**, Director Sales and Marketing at HaslerRails AG. Andreas held different positions in Sales and Marketing in companies such as ABB Zürich, Sécheron Geneva, and HaslerRail Bern. Andreas holds a degree in Electrical Engineer, post-graduates studies in business management, degree in Marketing Management, training in cross-cultural competence, further diplomas in Leadership, Change Management and educational activities in the field of marketing and transcultural themes.



**Sir Richard D. Lewis**, chairman of Richard Lewis Communications Ltd, an international communication consultancy. Mr. Lewis is widely considered as the father of modern cross-cultural categorisation and planning. Mr. Lewis holds degrees in French, Spanish and Italian, as well as a Diploma in Education, also is Diplômé en Cultures et Civilisations (Sorbonne). He is Knight Commander of the Order of the Lion of Finland. His seminal book, "When Cultures Collide," won the US Book of the Month award in 1999 and has sold over 1 million copies.



**Mr. Philippe Margueritte**, Vice President Global Travel Retail and LATAM at Coty Inc. Philippe held different management positions in companies like L'Oréal and Sanofi-Aventis in various cities including Paris, Buenos Aires, Miami, Geneva and Barcelona. Philippe holds a Master in Economics and Finance, with honors, at the Institut d'Etudes Politiques de Paris / IEP Paris and a Master of international law from the Université Panthéon Sorbonne (Paris I). He is also a former Vice President of the Spanish Association of Perfumery.



**Maria Mülli**, General Manager at LATAM BUSINESS NETWORK.

Maria has more than 10 years of professional experience as an international Sales and Marketing Manager in the Latin American and Iberian region with a wide experience in negotiating with C-Management. Maria holds a BS in Marketing from the Instituto Tecnológico de Estudios Superiores de Monterrey, Mexico City and obtained a Master's Degree in International Management by the Business School (HEC Lausanne, Switzerland) and exchange student at the MBA program, at the University of Hong Kong. Complementing her knowledge in Digital Marketing with a Certificate of Advanced Studies by the ZHAW School of Management and Law in Switzerland.

## Registration

Please complete the registration form and return to:

event@latambusinessnetwork.ch

or online at <http://latambusinessnetwork.ch/?p=274>

### Participant information

Title (Mr./Dr./Mrs./etc.):

Family name:

First/given name:

Title/Position  
(as you would like it to  
appear in the program):

### Details for invoice

Name/Company:

Address:

City/State:

Zip/postal code:

Country:

Email:

Phone:

#### **Data protection**

The details you provide on this form will be used for registration purposes. They will be stored in LATAM BUSINESS NETWORK's databases for the sole use of LATAM BUSINESS NETWORK. The details you provide may be used by LATAM BUSINESS NETWORK to keep you informed of developments in your area of activity through publications, subscriptions and events. Please indicate if you do not wish to receive such information.

#### **Pictures during the event - disclaimer**

LATAM BUSINESS NETWORK staff will be present taking pictures and footage at the event. These images may be used, without further notification, at a later date to market this event and/or within the following printed/online materials: brochures, newsletters, marketing materials, videos, social media platforms and the LATAM BUSINESS NETWORK website

## About us

The Latam Business Network vision is to be the best qualified, most reliable and result oriented management Consultant Company. We are the ideal partner for Swiss Companies that are seeking to increase their market knowledge, to develop and implement successful market entry strategies and provides a platform for qualified network.

Supported with a portfolio of success histories, recognized as experts in the Latin American and Iberian market, identified as successful business developers, we offer a qualified network and efficient marketing strategies.

Our core competencies: qualified network, successful customer acquisition, extensive know-how and deep understanding of business culture allow us to support Swiss SME's in a successfully, reduced risk internalization process.

**We close the gap between your business and Latin America.**

## Contact Us



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## Upcoming events

March 2016: Flag event: Trade with Latin America – How, where and with whom?