

European Latin America Forum (ELAF) 2024

**(Economic) Relations between Europe and Latin America:
Stagnation instead of Progress?**

As of April 4, 2024; subject to change

April 11, 2024, online	
14:45	Registration and reception
15:00	<p>Welcome Speeches</p> <p>Prof. Dr. Ulrike Zika, Director of Department Alpine Region Development and Member of the University Executive Board, University of Applied Sciences of the Grisons</p> <p>Winfried Weck, Leiter, Alliances for Democracy and Development with Latin America (ADELA), Konrad-Adenauer Foundation (tbc)</p> <p>Frederik Osthus, Board Member, connosco e.V.</p>
15:10	<p><i>Keynote Panel</i></p> <p>Roadblocks and avenues for economic relations: Taking stock of the free trade negotiations between Europe and Latin America</p> <p>Markus Schlagenhof, Ambassador, Delegate of the Federal Council for Trade Agreements & Head of World Trade Division, Swiss State Secretariat for Economic Affairs SECO</p> <p>Felipe Llantada, Minister, Deputy Permanent Representative, Permanent Mission of Uruguay to the WTO and other International Economic Organizations in Geneva</p> <p>José Ignacio Salafranca, Vice President, Euroamerica Foundation</p> <p><i>Moderator:</i> Prof. Dr. Christian Hauser, Head of the PRME Business Integrity Action Center, University of Applied Sciences of the Grisons</p>
16:10	<p><i>Short panel</i></p> <p>The role of European-Latin American relations in ensuring secure and sustainable access to critical resources</p> <p>Raphael Jenny, Head of Swiss Regulatory & Government Affairs, Glencore International AG</p> <p>Dr. Micha Zauner, CEO, DEM – Deutsche E Metalle AG</p> <p><i>Moderator:</i> N.A.</p>
16:35	Break

16:45	<p><i>Short panel</i></p> <p>Innovating Economic Integration: Leveraging Artificial Intelligence in Europe-Latin America Service Chains</p> <p>Prof. Dr. Eduardo Magrani, Affiliate at the Berkman Klein Center for Internet & Society at Harvard University and Senior Consultant at CCA Law Firm</p> <p>Ana Karen Cortés, Co-founder, ALT Agencia Latinoamericana de Tecnologías</p> <p><i>Moderator:</i> Marcee Gómez Marín, Project Manager, Alliances for Democracy and Development with Latin America (ADELA), Konrad-Adenauer Foundation</p>
17:10	<p><i>Panel discussion</i></p> <p>Measures to ensure sustainability and responsibility in supply chains between Europe and Latin America</p> <p>Aline Roth, Project Manager Sustainability, Coop</p> <p>Petra Heid, Head of Sustainability, HALBA</p> <p>Orlando Baquero, CEO, Association for Latin America (LAV)</p> <p>Yoriely Villalobos Mora, Manager, Probiocr</p> <p><i>Moderator:</i> Antonio Hautle, Executive Director of the UN Global Compact Network Switzerland & Liechtenstein</p>
17:55	<p>Wrap-up of the ELAF 2024 launch event</p> <p>Prof. Dr. Christian Hauser, Head of the PRME Business Integrity Action Center, University of Applied Sciences of the Grisons</p> <p>Marcee Gómez Marín, Project Manager, Alliances for Democracy and Development with Latin America (ADELA), Konrad-Adenauer Foundation</p>
18:00	End

Event language

German / Spanish (with simultaneous translation)

Organization

connosco e.V. was founded in 2001 as an interdisciplinary student group at the University of Cologne and has been a registered non-profit association since 2003. It aims to critically and constructively engage with current developments in Latin America and the Iberian Peninsula.

It focuses on economic, political, ecological, cultural, and developmental issues in these regions.

In 2008, *connosco e.V.* was awarded the title “Selected Landmark” by the initiative “Germany – Land of Ideas”. The organization consists of about 20 active members, who are students from different fields of study. They work together on a voluntary basis, mainly in different thematic groups.

The work of the association includes the publication of a newsletter, the preparation of (consulting) studies and the organization of small and large conferences. In addition, *connosco e.V.* offers linguistic and organizational support as a service provider, e.g., for delegation trips and conferences. Among its best-known event formats are the Cologne Latin America Symposium (CLAS), which has been taking place regularly since 2005, and the Cologne Latin America Round Table (CLART), which has been in existence since 2016.

During past events (e.g., CLAS, CLART), *connosco e.V.* cooperated with various research institutions such as the Kiel Institute for the World Economy (IfWE) or the Center for Latin American Studies (ZILAS) at the Catholic University of Eichstätt-Ingolstadt. In addition, *connosco e.V.* works with partners such as Engagement Global, KfW DEG, Bread for the World, the German-Brazilian Society in Bonn, the Rio de Janeiro-Cologne city partnership, as well as with various smaller networks in North Rhine-Westphalia.

The PRME Business Integrity Action Center (BIAC) at the University of Applied Sciences of the Grisons has extensive experience in conducting interdisciplinary research projects and events. The topic of the ELAF lies at the intersection of the fields of competence “Responsible Business” and “Internationalization”. In both areas, the team of the Swiss Institute for Entrepreneurship (SIFE) (27 researchers from various disciplines) is currently working on projects directly related to the ELAF theme.

As an agile university, the University of Applied Sciences of the Grisons relies on dynamic thinking and proactive action. With this mindset, it courageously and sustainably shapes the future. It educates its more than 2,300 students to become highly qualified and responsible leaders. The University of Applied Sciences of the Grisons offers a wide range of bachelor’s, master’s and continuing education programs, including architecture, civil engineering, computer and data science, digital science, management, mobile robotics, multimedia production, photonics, service innovation and design, supply chain management, and tourism. Teaching and research at the University of Applied Sciences of the Grisons are interdisciplinary and focused on practical challenges in business and society. The participation of all members of the university contributes to the further development and quality of the entire university.

In 2019, the Konrad-Adenauer-Stiftung launched the regional project “Alliances for Democracy and Development with Latin America” (ADELA) in Panama. This project aims to strengthen cooperation between liberal democracies in the Americas, Europe, and other regions of the world and to provide forums for dialogue. The target groups include economic, social, foreign, security and development policy influencers and young professionals from academia, politics, (business) associations, companies, and civil society, as well as representatives of international and regional organizations.

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