

## ***European Latin America Forum (ELAF) 2025***

### *Launch event*

## **Keeping Multilateral (Economic) Cooperation Alive: The Role of Europe and Latin America**

*As of March 4, 2025*

<b>March 20, 2025, online</b>	
<b>14:45</b>	<b>Registration and reception</b>
<b>15:00</b>	<b>Welcome speeches</b> Andrea E Ostheimer, KAS Representative to the United Nations Geneva, Executive Director Multilateral Dialogue Konrad-Adenauer Stiftung Prof. Dr. Ulrike Zika, Director of Department Alpine Region Development and Member of the University Executive Board, University of Applied Sciences of the Grisons
<b>15:10</b>	<i>Keynote</i> Challenges for the rules-based global trading order: is WTO well enough equipped to face headwinds in global trade liberalization? (working title) Prof. Dr. Alexander Keck, Chief, Global Economic Analysis, World Trade Organization (WTO) (tbc)
<b>15:40</b>	<i>Panel discussion</i> <b>How to strengthen economic relations between Europe and Latin          America in the context of US tariffs and Chinese business interests?</b> Prof. Dr. Manuel Vermeer, Honorary Professor of Asian Studies, Private University of Applied Sciences Göttingen (tbc) Prof. Dr. Galina Kolev-Schaefer, Senior Economist, German Economic Institute (IW) / Cologne University of Applied Sciences Dr. Simon Wüthrich-Bovet, Senior Officer, Trade Relations Division, European Free Trade Association (EFTA) Yarhy Flores López, Master Student, Technical University of Munich <i>Moderator:</i> Prof. Dr. Victoria Gonzalez, Dean for the Business and Administration Faculty, CETYS University, Chair, PRME Latin America and the Caribbean (LAC) Chapter
<b>16:20</b>	<b>Break</b>
<b>16:30</b>	<i>Panel discussion</i> <b>Leveraging investments to the benefits of Latin America and Europe</b>

	<p>Andrea Marín Odio, Project Manager, Investment Division – Directorate for Financial and Enterprise Affairs, Organisation for Economic Co-operation and Development (OECD)</p> <p>Peter Siegenthaler, Country Manager of Colombia, The World Bank</p> <p>Mariano Calderón, Pre-Doctoral Research Fellow, University of Göttingen / International Labour Organization (ILO)</p> <p>Florencia Colunga Gascón or Elfid Torres, FUNDES</p> <p><i>Moderator: N.N.</i></p>
<b>17:10</b>	<p><b>Protecting (indigenous) intellectual property rights in economic relations Europe Latin America</b></p> <p>Dr. Shakeel Thomas Bhatti, Counsellor, Traditional Knowledge Division, World Intellectual Property Organization (WIPO)</p> <p>Dr. Mónica Berger Gonzalez, CEO &amp; Executive Director, Green Heath Initiative</p> <p>Claudia Josefina Guaman Pichazaca, Student, University of Tübingen</p> <p>Prof. Dr. Rajiv Maher, Leader, Thematic Area Research Group in Social Innovation and Sustainability, EGADE Business School, Tecnológico de Monterrey</p> <p><i>Moderator: Prof. Dr. Martha Isabel Gómez Lee, Universidad Externado de Colombia</i></p>
<b>17:50</b>	<p><b>Wrap-up of the ELAF 2025 launch event</b></p> <p>Prof. Dr. Christian Hauser, Head of the PRME Business Integrity Action Center, University of Applied Sciences of the Grisons</p> <p>Andrea E Ostheimer, KAS Representative to the United Nations Geneva, Executive Director Multilateral Dialogue Konrad-Adenauer Stiftung</p>
<b>18:00</b>	<b>End</b>

## Event language

German / Spanish (with simultaneous translation)

## Start time

15:00, in Austria, Switzerland, Germany  
11:00, in Argentina, Brazil, Chile, Uruguay, Paraguay  
10:00, in Bolivia, Venezuela  
09:00, in Panama, Colombia, Ecuador, Peru  
08:00, in Mexico

The Zoom meeting room will open 15 minutes before the webinar starts

## 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.

The Multilateral Dialogue of Konrad-Adenauer-Stiftung in Geneva is the liaison platform to International Organizations. The office's main pillars of work are Human Rights, Peace and Security, International Trade, the governance of AI and Digital Technologies as well as Global Health. Its expert dialogues and stakeholder discussions bring together representatives from the UN-System, Member States as well as Civil Society and Academia. Drawing on the vast

network of KAS partners globally, the Geneva office aims to enhance the dialogue on multilateral issues and the system as such while preserving democratic values and a rules-based international order.

**Contact:**

University of Applied Sciences of the Grisons  
PRME Business Integrity Action Center  
Comercialstrasse 22  
CH-7000 Chur

Contact person:

Prof. Dr. Christian Hauser  
E: [christian.hauser@fhgr.ch](mailto:christian.hauser@fhgr.ch)  
T: +41 81 286 39 24  
I: [www.fhgr.ch/en\\_integrity](http://www.fhgr.ch/en_integrity)