

Latin America - Market Entry for mid-sized Companies through M&A and Partnerships

Experiences by Entrepreneurs



Latin American countries have weathered the financial crisis remarkably well and become increasingly important for business. The continent comprises 21 million square kilometers and a young and growing population of 570 million. The continent is rapidly developing economically and by 2050 will comprise two (Mexico, Brazil) of the five biggest economies of the world (the other ones being China, India, USA). No internationally competing medium-sized company can neglect the region's potential and should endeavor to be present in the larger countries. In this event, renowned Swiss entrepreneurs report about their experiences and key learnings when entering the region.

**Wednesday, 17th November 2010 from 18.00h to 20.00h
at SWX Swiss Exchange, Selnaustrasse 30, Zürich**

- 17.45 Door opening / registration
- 18.00 **Introductory remarks**
Jürg Kurmann, Managing Partner, Kurmann Partners AG, Zürich
- 18:10 **Key Success Factors for Business Development in Latin America**
Peter Degen, Associate Partner, Kurmann Partners
- 18:40 **What makes Latin America different – an Argentinean Perspective**
Dieter Meier, artist and entrepreneur, organic farmer and wine producer in Argentina
- 19:00 **Practical Experiences with Phonak's Acquisition and Integration in Brazil**
Ignacio Martinez, Group Vice President International Sales, Phonak AG, Stäfa
- 19.30 **Q&A and panel discussion**
with the speakers and Dr. Richard Friedl, Chairman of the Latin American Chamber of Commerce in Switzerland
- 20.00 Aperitifs
- ca. 20.45 End of event

Presentations and discussions will be in English. Your registration is mandatory as there is a limited space. Register on www.kurmannpartners.com, or send your registration to Kurmann Partners AG, Lintheschergasse 21, 8001 Zürich, Tel. +41 44 229 90 90 and Fax +41 44 229 90 99, or to mail@kurmannpartners.com. Entry fee: CHF 50.-

KURMANNPARTNERS
IMAP SWITZERLAND



INTERNATIONAL NETWORK OF M&A PARTNERS



Latinoamerikanische Handelskammer in der Schweiz
Cámara de Comercio Latinoamericana en Suiza
Câmara de Comércio Latino-Americana na Suíça
Chambre de Commerce Latino-Américaine en Suisse

A joint event of Kurmann Partners AG, Fargate AG and the Latin American Chamber of Commerce in Switzerland



Peter Degen – Wick

Associate Partner Kurmann Partners AG
Project Manager Expansion Latin America for two public Swiss companies.

Peter Degen started his Latin American experience 1985-1994 with Roche as Head of Commercial Operations in Montevideo and thereafter being responsible for the Pharma business in Central America & the Caribbean and subsequently as member of the Latin America Management Team, responsible for the manufacturing and the pricing strategies in Latin America. 1995-1999 he was Vice President Latin America with ASTA Medica AG, Frankfurt (Pharma Division of Degussa AG) being responsible for the overall business in Latin America with 600 employees, increasing the penetration and coverage of the region by acquiring and founding companies in Argentina, Mexico, Colombia, Chile and restructuring the distributor network throughout the region. From 2000-2009 he held CEO positions in two mid-sized Swiss healthcare companies. He has worked in Latin America for 9 years and had been managing Latin America operations from Europe for another 8 years. In 2010 he joined Kurmann Partners AG and, amongst other assignments, is now assisting two mid-sized public companies, each the global leader in his market, to increase their market penetration in Latin America.



Dieter Meier

Artist and Entrepreneur
Organic Farmer and Wine Producer in Argentina

Dieter Meier was born 1945 in Zurich and began his professional career as a performance artist and experimental filmmaker. Since 1969 his works are shown at film festivals and art exhibitions, videos and photographs are collected by the Museum of Modern Art in New York and the Kunsthhaus Zurich. Together with Boris Blank he founded the band YELLO in 1979, which is considered a pioneer of electronic pop music and has contributed to soundtracks for numerous films. Dieter Meier is known for the independent visual worlds of his many music videos, for which he was awarded with international prizes. He has published numerous literary works in journals, essays and newspapers. In 2006 he published his book "Hermes Baby - Stories and Essays" by Ammann Verlag Zurich. Since 1997 he operates in Argentina, organic farming, cattle and sheep farming and a winery ("Ojo de Agua).

www.dietermeier.com

www.yello.com



Ignacio Martinez

Group Vice President International Sales
Sonova Holding AG, Stäfa

Ignacio Martinez (born in 1965, Spanish citizen) was appointed Group Vice President International Sales effective January 2005.

Prior to this position he was Managing Director of Phonak Spain since 2001. He has over 20 years of experience in the hearing instrument industry. Before joining Phonak, he was working for Widex Audifonos S.A. in Spain, holding positions as Assistant Technical Director, and most recently, as Director of Sales and Marketing.

Ignacio Martinez has studied electronic engineering at the Universitat Politècnica de Catalunya in Barcelona. He also completed training as a hearing care professional.

www.sonova.com



Richard A. Friedl

President Latin American Chamber of Commerce

Richard A. Friedl was born 1949 in Meran/Italy, grew up and absolved High School in Lima / Peru. He studied at Universidad Mayor San Marcos/Lima, University of Karlsruhe / Germany (PhD, Dr.Ing.). As Project Manager of BBC Brown Boveri in Germany he was responsible for projects in Latin America, later he was Technical Director for GHH-MAN Group in Peru; Country Manager, CEO and Company President in Peru and Colombia with regional responsibilities for ABB Group; Managing Director and Business Unit Manager for ABB in Italy responsible for The Americas (1990-1995) and finally Senior Vice-President ABB Switzerland Ltd., Head President's Office, with responsibility: Export Promotion, Business Development, Public Affairs worldwide. Since 2009 he is Senior Executive Consultant at CONSENEC Ltd. Mr. Friedl is Commander of the Order Rio Branco issued by the President of Brasil 2002 and Member of the Board of several Chambers of Commerce in Switzerland