

Institute of Management in Latin America



University of St.Gallen



Newsletter 2018

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To all our friends, partners, and supporters,

The Institute of Management in Latin America (GIMLA) wishes you joyful holidays and a prosperous and peaceful 2019! Reflecting upon this year, we can look back at highly fruitful activities and thank you all for your continuous support and interest.

With this newsletter, we would like to share with you an overview of our activities in 2018 that illustrates the multiple ways we take our motto and mandate to heart, seeking to foster bilateral research cooperation “from insight to impact”. Your input throughout the year has been paramount to the success of our activities in Latin America: the transfer and restructuring of our office to Avenida Paulista; the revitalization of the HSG Alumni Club – Brazil Chapter; the creation of a research network on Smart Cities; or the signature of cooperation agreements for the purposes of co-teaching at our partner universities.

One of this year’s highlights has been the Latam Compact, which brought the course “Negotiating the Amazon: nature, constructed environments, trade and population movements” from the classroom in St.Gallen to a school-boat on the Amazonian Rio Negro. Master students had the opportunity to learn about the Amazon in theory and experience the local culture in practice, exchanging ideas with indigenous and riverine communities about socio-environmental entrepreneurship. Following this successful model, our goal is to regularly organize courses that are transformative in nature for the HSG research community and meaningful to our partners in Latin America.

At the macro-scale, this year has also been marked by presidential and local elections in six Latin American countries and considerably affected the political landscape of the region. Regardless of possible future outcomes, at GIMLA, we reinforce our continuous commitment to quality education and freedom of research and we will keep striving for those principles in all partnerships we nurture in the region.

In 2019, we plan to expand our teaching activities in collaboration with local partner universities, strengthen the internship and mentorship program for HSG students, as well as create a fully-fledged research program on human-environmental relations, including socio-environmental entrepreneurship and the impacts of trade and investments in sensitive environments.

We invite you to: Stay informed! Get connected! Follow us on Facebook and regularly access our Webpage! Participate!

Festive greetings from Brazil,

Vanessa, Anthony, Alessandra and Renata

São Paulo, 26th December 2018

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Welcome to the new St.Gallen Institute of Management in Latin America (GIMLA)

Restructuring and incorporation in Latin America

In August 2018, GIMLA was incorporated in Brazil after a long period of evaluation. The legal entity representing the Institute in Brazil takes the form of a Not-for-Profit Organization with the clear mandate to foster bilateral/multilateral research and education cooperation between the University of St.Gallen (HSG) and institutional partners in Latin America. Dr. Vanessa Boanada Fuchs, former coordinator of the Swiss School of Latin American Studies at the CLS-HSG, was appointed as GIMLA's director.

In more practical terms, these cooperation agreements take the form of LatAm Terms, LatAM Compacts, and thematic working groups. GIMLA is in charge of negotiating and implementing the LatAm Term, which will allow HSG bachelor students from 2020 onwards to enroll for an entire semester abroad in Brazil as part of their regular curriculum. In addition, the new HSG institute is also responsible for carrying out LatAm Compact courses targeted at Master students. Those courses offer them the opportunity to gain hands-on experience in practice-oriented assignments as part of a block seminar immersed in the local context (and regularly offered during the semester breaks). At the faculty level, GIMLA is mandated to become a knowledge center of its own in identified areas that are both relevant for the region and connected to the expertise of the HSG faculty. In order to realize that, GIMLA builds research networks to foster synergies between Latin American and Swiss professors aiming at the development of research cooperation, co-teaching and joint thesis supervision. Finally, GIMLA cooperates on a regular basis with interlocutors of great potential in the region such as the Swiss representations and the HSG Alumni Club members.

New office space

As part of the restructuring undertaken in 2018, GIMLA inaugurated its own office space at *Avenida Paulista*. The office is centrally located at the heart of one of São Paulo's major CBDs, and neighboring other important Swiss institutions, such as the Swiss General Consulate, swissnex Brasil, the Swiss Business Hub and Swiss

Tourism. We thank the SwissCam for hosting our co-working space at *Avenida das Nações Unidas* from 2011 to 2017 and we seek to keep fostering synergies between our activities and all Swiss representations in Brazil.

Opening Dinner

In order to celebrate the official opening of the new office space and thank institutional partners, GIMLA organized a small gathering on October 30th. Besides all the Swiss representations, the HSG Alumni Club, PNST Advogados, our partner universities (FGV, USP, Insper), and current HSG exchange students were represented. Short lectures about the internationalization strategy of the University as well as the plans for the Latin American region were presented by the Vice-President and the Dean of External Relations Prof. Dr. Ulrike Landfester, and Dr. Peter Lindstrom, board member Wolfgang Reichenberger, and the two Directors of the HSG Institutes abroad, Prof. Dr. Stefan Morkötter (Asia) and Dr. Vanessa Boanada Fuchs (Latin America). GIMLA is looking forward to build enduring partnerships in Brazil and Latin America and is thankful to all partners for the strong show of support.



Human Resources

The GIMLA Team was reinforced by the arrival of part time collaborators: a research project coordinator, a research assistant and an office manager. Dr. Anthony Fuchs joined the team in March to coordinate the formation of research networks. In June, GIMLA hired the exchange student Alessandra Swoboda enrolled in the Masters in International Affairs and Governance at the University of St.Gallen. From September onwards,

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GIMLA is also counting with the organizational and communication skills of Renata Cunha, the new office manager.

Research – Two Working Groups developed to foster Research Cooperation

Research is fundamental to advance human knowledge and to provide fact-based evidence. GIMLA aims at advancing research projects on relevant topics for the Latin American region, tapping into the the expertise and ongoing initiatives in St.Gallen. At the same time, research projects and their underlying networks generate synergies with outreach and teaching activities which are welcomed to be included in the LatAm Term and Compacts. In 2018, two thematic working groups were established in order to canalize efforts and provide a collaborative platform. The first WG focuses on Inclusive and Sustainable Urban Environments (WISE), the second one on Society, Environment and Technology Interrelations (SENTIR). This year, WISE organized a workshop in Rio de Janeiro on smart cities, while SENTIR is carrying out a research project to assess the impact of Chinese trade and other direct investments on infrastructure development in the Brazilian Amazon.

Working Group on Sustainable Urban Environments (WISE)

GIMLA created this working group in order to foster innovative research and cross-sectoral exchanges on the growing interest smart cities generate in Latin America. The concept of smart cities acknowledges the fast pace urban environments change as well as the need for more intelligent and encompassing approaches, which aim at including all sectors into decision-making. The aim of WISE is to stimulate multi-disciplinary debates with a more human-centered focus by creating synergies between research, teaching, and outreach activities. The working group generates new insights into the multiple ways technologies might reverse certain urbanization trends and contribute to more sustainable and inclusive developments.

In collaboration with swissnex Brazil, GIMLA organized a workshop to debate how Rio de Janeiro, in a pursuit of smart cities projects, could seek to ensure a more inclusive and sustainable urban development. GIMLA thanks the

panelists Maria Esteves (UFRJ), Luiza Mesquita (ITS), Jhessica Reia (FGV), Eduardo Barbosa (BNDES) and Daniel Ribeiro (MPRJ), as well as the audience for very engaging discussions. The workshop identified promising venues for future collaborations. Smart Cities and participation as well as the role of legislation in ensuring privacy in times of open data are two directions in which research proposals will be jointly developed in 2019.



Society, Environment and Technology Interrelations (SENTIR)

This working group focuses on the complex intertwined relationships established between humans and their natural environments mediated by technological innovations. Potential researchers should be interested in sectors such as agribusiness, forestry and management, environmental conservation, and socio-environmental sustainability.

SENTIR's first common project analyses the impacts Chinese trade and investments on the Amazon, starting with an investigation into the soy trade. The project focuses on studying the impact of the increase in trade and the incremental expansion of soy plantations on deforestation rates in the Brazilian legal Amazon. Based on a collaborative effort with Brazilian scholars, further common activities will be announced in 2019, including Webinars.

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Education

LatAm Compact: Studying Entrepreneurship in the Amazon

LatAm Compacts are short-term courses organized for HSG Master students that offer unique insights into Latin American affairs. This course format uses short-term immersion in order to foster skill building, most notably the capacity to adapt to contextual landscapes and situations, to empathize within different cultural contexts, and to create value from sustainable practices. GIMLA believes in equipping the next generation of professionals with more integrative skills, which target at the same time organizational, societal and environmental concerns.

From November 3-10, GIMLA organized its first LatAm Compact in Brazil. Conceptualized as a pilot project, HSG students enrolled in the block seminar “Negotiating the Amazon”, offered through the Contextual Studies, and travelled first to São Paulo for introductory lectures during the first two days. The course also counted with the expertise of local guest lecturer Prof. Graziella Comini from USP. The students, then, travelled further to the Rio Negro region, in the Amazon.

Active class discussions continued inside a school-boat, which took course participants along the river and in direct contact with Amazonian entrepreneurs, family farmers, and indigenous artisans. They’ve learned about agroforestry initiatives, eco-tourism and handcrafts commerce, and visited a traditional cooking cooperative. Combining classwork, desktop and on-the-ground research, the students produced a final consultancy report – based on the case studies – jointly seeking solutions to some of the challenges the communities themselves have singled out for the sustainable growth of their entrepreneurial endeavours.



Course on Urban Development Challenges at the HSG

In Fall 2018, GIMLA offered a course on current urban development challenges. Inserted into the Contextual Studies and taught as block seminar in St.Gallen, students identified promising urban solutions in both the Global North and the Global South. Next to this traditional course set-up, an option was offered to all students to elaborate practical assignments co-developed with institutional partners in order to close the gap between practice and academia, e.g. Smart Cities (Collaboration with WISE); SDG integration into urban planning (Collaboration with United Cities and Local Governments, and the City of São Paulo).

Latin American Dialogues

The Latin American Dialogues is a series of short videos aimed at diffusing current Latin American Affairs from an academic perspective to HSG students and researchers. The first series focused on the Brazilian presidential elections and included interviews with professors Anthony Pereira (Brazil Institute, King’s College London), Eduardo Mello (International Relations, FGV), Janina Onuki (Institute of International Relations, USP), Marta Arretche (Center for Metropolitan Studies, USP), and Florian Hoffmann (Law, PUC-Rio).

Executive courses

Responding to challenges related to both Latin American and Swiss markets, GIMLA may, upon request, design tailor-made executive courses building on the expertise and direct collaboration of top researchers at the HSG. This year, the one-week executive course “Advanced Coop Management” was offered to 30 high-level executives from the cooperative sector of the state of Minas Gerais (Brazil) including sectors such as agriculture, dairy, health, and credit. The lectures were given by Prof.Dr. Grichnik, Prof.Dr. Zellweger, Prof.Dr. Utz, Prof.Dr. Sester, Dr. Schillig, Dr. Opitz and Dr. Vanessa Boanada Fuchs. Members of several Swiss cooperatives, such as OLMA, MIGROS and others also contributed to the fruitful exchanges with their Brazilian counterparts.



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Support to HSG activities in the region

Trade delegation visit

In April, HSG President Prof. Dr. Thomas Bieger joined a six-day Swiss Trade delegation to Latin America. The delegation of 60 Swiss representatives and businesspeople led by Minister Johann Schneider-Ammann had the aim to advance the negotiation of several trade and tariff agreements with Mercosur countries. GIMLA assisted the minister's initiative by inviting Prof. Dr. Simon Evenett to present the panorama of non-tariff barriers to trade for the Brazilian context. During the delegation stay in São Paulo, Prof. Bieger accompanied by Ambassador Mauro Moruzzi had the opportunity to visit GIMLA and grant their support.



Alumni Club – Brazil Chapter

GIMLA is actively engaged in the activation of HSG Alumni Clubs in Latin America. To start with, GIMLA offered support in drafting the statutes of the Club and hosting their first General Assembly, which took place on August 7th. On this occasion, the Alumni Club also elected its new President Lodovico Brioschi and Vice-President Immo Olivier Paul. GIMLA is now working closely with the Alumni Club to develop a mentorship program, based on successful experiences of the past carried out through the Cooperative Lab.



Student Relations

A welcoming structure has been developed to streamline the arrival of incoming HSG students and provide a social and informative platform for their exchange semester. This structure includes a guide for incoming researchers and students featuring basic information about Brazil and São Paulo as well as practical details and administrative steps. All students of the Autumn Semester 2018 were invited to a common dinner to meet each other and the GIMLA team. To further integrate the students, they regularly receive invitations to Swiss-related and academic events of partner universities.

Student Video Testimonials

The HSG exchange students were invited to share their personal experiences related to courses taken at partner universities (FGV, INSPER, and USP), and about living in São Paulo. The first series of videos, "Oi, São Paulo" are available on GIMLA's website and Facebook page.



Mentorship Program

As a continuation of the activities of the hub, GIMLA collaborates with the Alumni Club and the business sector to offer internships and career guidance to HSG students. Students are offered the unique opportunity to gain hands-on working experience in Brazil while receiving direct feedback from an assigned mentor. The first offers included the Swiss Business Hub in São Paulo, Amaro (fashion industry), and access55 (technology lender).

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GSERM School in Colombia

Upon request of the Global School on Empirical Research of the University of St. Gallen which co-organized the winter school with the Universidad EAFIT in Medellín, GIMLA assisted in circulating the call for applications and advertizing the school directly to institutional partners in Brazil and also through our website. The school took place in December 2018.

New Partnerships and future Outlook

Agreement signed with the University of São Paulo

GIMLA and the Faculty of Administration of the University of São Paulo (FEA-USP) signed a MoU to formalize research and teaching cooperation at the graduate level. Professors from both organizations will receive institutional support to engage in joint research projects, publications, and co-teaching of master-level courses through short-term visiting professorships. We are looking forward to implementing this new partnership in 2019! If you are an interested scholar, contact us!



Ministry of Social Development

GIMLA was invited by the Brazilian Ministry of Social Development (MDS) to give a motivational speech to the winners of the Brazilian National High School Olympics of Mathematics. The talented medalists are former “Bolsa Família” (cash transfer programme) beneficiaries who seek through education a way out of precarity and vulnerability. The panelists discussed, among other things, about meritocracy and the

importance of developing strong interpersonal skills to reach professional goals. The event counted with the participation of other national and international educational organizations, such as the Lehmann Foundation, Insper, Fundação Estudar, Instituto Cervantes, EducationUSA and Princeton University. GIMLA is now developing, in partnership with the Ministry, a program designed for the scientific training of future researchers.

Topics for Bachelor and Master Thesis

Practice-oriented topics for HSG students are co-developed with institutional partners and published on the website. Currently, thesis on master and bachelor level can be pursued along following lines:

- Smart Cities and Smart Governance in Latin America
- Integrating Sustainable Development into Urban Planning
- International Finance and Affordable Housing
- Water Governance in Latin America
- The Informal Economy in Latin America – Reviewing Policy Interventions
- The Impact of Chinese Investments in the Brazilian Amazon
- Emerging powers and differentiated treatment in Trade, Environment and Health

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Agenda 2019.I (Jan-Jul) – Save the Date

World Grad School Tour São Paulo: [February 7](#)

Web-workshop: Brazil and China – the impacts of soy trade on the Brazilian Amazon (in three parts): [February 15](#), [March 15](#), and [June 14](#)

Welcome to Exchange Students: [February 18-22](#)

GIMLA Annual Conference (São Paulo): [April 4-5](#)

Block Seminar for Bachelor Students (St.Gallen) “Global Challenges in Water Resources Governance”: [April 8-11](#)

Block Seminar for Master Students (St.Gallen)
“Development Challenge vs. Business Opportunity? Case Study Mozambique and Incremental Housing”: [April 8-11](#)

Latin American Dialogues: [May](#)

Summer School on “Smart Cities 4 Inclusive and Sustainable Societies” (São Paulo): [July 22-27](#)

Institute of Management in Latin America



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