

LATIN AMERICA BUSINESS FORUM

Sustainable development through social programmes in Danish Industry: Implications and opportunities for the Pacific Alliance

Copenhagen, 11th April 2018

Organized by:



In collaboration with:

**Ministry for Foreign Affairs of Denmark
Confederation of Danish Industry**



PPT-Pacific Alliance

Embassy of Colombia to Sweden, Denmark and Iceland

Embassy of Chile to Denmark

Embassy of Mexico to Denmark

Embassy of Peru to Sweden, Denmark and Iceland

Sustainable development through social programmes in Danish Industry: Implications and opportunities for the Pacific Alliance

Background:

In 2011, Chile, Colombia, Mexico and Peru established the Pacific Alliance to 1) build an alliance for closer integration based on participation and consensus; 2) move progressively towards the free movement of goods, services, resources and people; 3) foster development and competitiveness of the economies of its members; 4) achieve greater civil society well-being; and 5) become a platform of political articulation, economic and commercial integration and projection to the world.

The Pacific Alliance initiatives also explore areas beyond free trade, such as scientific and education cooperation, and business development in innovative technological solutions. In this context, there is huge untapped potential for further interaction among the 28 OECD Member Countries who are also observers or associate members of the Pacific Alliance (e.g., Denmark).

The seminar is part of a series of seminars organised by the European Institute of International Affairs (IEEI) and OECD in 2017 (Paris in June and Stockholm in December) aimed at creating a platform to facilitate discussion amongst Pacific Alliance member countries, observers and associated states. The CBS seminar will be followed by a closing workshop at the Friedrich-Alexander-Universität in Germany (June 2018) to further discuss opportunities and challenges in relation to entrepreneurship, digital skills and innovation between Europe and the Pacific Alliance region.

Objectives:

- 1) To raise awareness of Danish firms' social programmes in emerging markets to foster sustainable development, and thereby to further strengthen cooperation with the Pacific Alliance region.
- 2) To inspire CBS students in innovative-entrepreneurship social programmes and perspectives for business opportunities in emerging markets, particularly within the Pacific Alliance.

Venue: Copenhagen Business School (CBS)
Solbjerg Pl. 3, 2000 Frederiksberg, **Auditorium SP205**

Please register your attendance by sending an e-mail to Zartashia Ahmed at Zartashia Ahmed za.msc@cbs.dk

Date: 11th April 2018

PROGRAMME

09:50 Welcome **Jacobo Ramirez**

Latin America Business Forum (CBS)

Mario Torres

European Institute of International Studies (EIIIS)

Ángel Melguizo

Head of the Latin American and Caribbean Unit at the OECD's Development Centre

09:55 DI's role in the internationalization of Danish companies in Latin America

Kathrine Lyster H. Hansen

Senior Market Advisor, Confederation of Danish Industry

10:10 The Milky Way to Development - Arla Foods' Sustainable Development Programmes in Emerging Markets

Irene Quist Mortensen

CSR Business Partner, Arla International, Arla Foods

10:35 Public-private partnerships to bend the diabetes curve in Mexico

Steffen Aggerholm Krog

Cities Changing Diabetes secretariat

Novo Nordisk

11:00 Do you want to turn your idea into a business

Britta Ravn Bjerglund

Business Developer

Copenhagen School of Entrepreneurship

11:15 Short Coffee Break

11:20 Pacific Alliance's mandates on entrepreneurship, skills and digital agenda

Ángel Melguizo

Head of the Latin American and Caribbean Unit at the OECD's Development Centre

11:35 Danish relations with Latin America from a government perspective

Lars Vogtmann Sørensen

Senior Adviser / Asia, Oceania and Latin America

Ministry of Foreign Affairs of Denmark

12:00 Pacific Alliance –A perspective from Colombia, Chile, Mexico and Peru

H.E. Sonia Durán, Ambassador, PPT-Pacific Alliance-Embassy of Colombia in Sweden, Denmark and Iceland

H.E. Flavio Tarsetti Quezada, Ambassador of Chile in Denmark

H.E. Carlos Pujalte, Ambassador of Mexico in Denmark

H.E. Jose Beraun, Ambassador of Peru in Sweden, Denmark and Iceland

12:30 Questions & Concluding Remarks

Prof. Gian Luca Gardini, Ph.D.

Professor of International Relations and Latin American Politics

University Erlangen-Nuremberg, Germany

13:00 Thank you and Cocktail offered by the Embassies of Chile and Mexico in Denmark