



ESTONIAN  
CHAMBER OF COMMERCE  
AND INDUSTRY

# MODERATOR AND SPEAKERS OF LATIN AMERICA FORUM

WEDNESDAY, SEPTEMBER 20, IN TALLINN, ESTONIA



## MART TARMAK

H.E. Mart Tarmak is the non-resident ambassador of Estonia to Brazil, Chile, Colombia and Peru. He began to work in foreign service in 1990 when Estonia's diplomatic mission was opened in Lithuania. Actually he is serving as counsellor in the Division for Asia, Africa, Australia and Latin America of the Ministry of Foreign Affairs. He has been also Estonian ambassador to Portugal (2006-2010) and Finland (2010-2014).



## FACUNDO VILA

H.E. Facundo Vila is the Ambassador of Argentina to Finland, Estonia and Latvia, resident in Helsinki, since 8 November 2016. Mr. Vila is a career diplomat with 26 years of combined experience in the areas of International Trade Negotiations, Trade Promotion, WTO Litigation and Sovereign Debt Restructuring. He joined the Argentine Foreign Service in 1991 and served at the Embassies in Brazil and Mexico as well as at the Consulate General in Houston. He also worked for the Ministry of Economy as Head of the Argentine Financial Office in Rome, Italy. Mr. Vila holds a Master of Public Administration degree (Harvard University), a Master of Business Administration (University of Houston) and a Bachelor in Economics (Universidad del Salvador, Buenos Aires).



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### ALMIR AMERICO

Almir Americo is the Head of Eurasian Representative Office of Apex-Brasil, the Brazilian Trade and Investment Promotion Agency. In this mission, he is in charge of supporting the internationalization of Brazilian businesses in Eurasia region, as well as promoting investments into Brazilian economy. Almir is a Physicist born in Sao Paulo, Brazil.



### LUIS MARTÍNEZ

Luis Martínez is the Deputy Head of Mission in the Chilean Embassy in Finland, non-resident Embassy to Estonia. He has been with the Chilean Ministry of Foreign Affairs since 2007 and has been engaged in different areas such as International Law, Frontiers and Limits matters and regional integration. Before his posting to Finland he held the position of in the Division of Frontiers and Limits of the Ministry of Foreign Affairs. He has also been posted to the Chilean Embassy in Japan, mainly in charge of economic affairs such as: APEC, TPP, Pacific Alliance and FEALAC and also the bilateral economic relationship between Chile and Japan (administration of the Bilateral Economic Partnership Agreement signed in 2007) and was Consul in Tokyo from 2011 to 2015.



### FRANCISCO GROSS HERNANDEZ-KRAMER

H.E. Francisco Gross is the Ambassador of the Republic of Guatemala resident in Sweden and concurrent for Norway, Denmark, Finland and the Baltic countries, including Estonia. He has previously worked as the Director for the Ibero/Latin American section of the European Christian Mission Org with experience living in Romania, Germany, Spain since 1997, mainly engaged and dealing with International Regulation and Social, Personnel, Funds and Programme exchange between Latin America and Europe. One of the objectives during his present service as Ambassador of Guatemala to the region is to empower and promote strong and dynamic bilateral and multilateral relations between the Central American country/region and Estonia, as for the rest of the Baltics and Nordics.



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### ERNESTO CÉSPEDES

H.E. Ernesto Céspedes is the Ambassador of Mexico to Finland, concurrent to Estonia. Ambassador Céspedes is a career member of the Mexican Foreign Service since 1985. Until recently, he served as Director General of the Crisis Control Center of the Mexican Foreign Ministry (SRE). Ernesto Céspedes has held other duties, such as Director General for Global Issues within the Multilateral Organisms framework of the SRE; Consul General in Guangzhou, China, as well as several diplomatic and consular postings in North America and Europe.



### RICARDO JOSÉ ALVARADO NOGUERA

H.E. Ricardo Alvarado has worked in government, academia and social work for more than thirty years. Member of the Nicaraguan Foreign service since 2000, he previously served in several executive-level positions in Nicaragua, including Director of the Chemistry Department, National University of Engineering (1985-1987); Director General for Industrial Development (Ministry of Economy and Development, 1992); Dean of the Faculty of Chemical Engineering, National University of Engineering (1994); National Director for the UNIDO Project for SME Development (1995-1996); Director of the Nicaraguan Institute for Small and Medium Enterprise Development (1997-2000).

Ambassador Alvarado was the Dean of the Diplomatic Corps in the Kingdom of Denmark from August 2007 to June 2011. On May 27, 2016, he was awarded the Grand Cross of the Order of the Dannebrog by Her Majesty Queen Margrethe II of Denmark. He has also served as ambassador of Nicaragua to Ireland and is currently Nicaragua's non-resident ambassador to Estonia, Latvia and Lithuania.

Ambassador Alvarado received his undergraduate degree in engineering in 1987 in Nicaragua, graduating as the valedictorian of his class. Fulbright Scholar in the U.S. (1988-1992), he holds a Master of Science degree and a Doctor of Philosophy (Ph.D. in Physical Chemistry). In the early nineties, he also underwent courses in economic development in Japan, industrial property and patent techniques in Switzerland (WIPO) and Sweden (Patent- Och Registreringsverket), among others.



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### CARLOS VARGAS ALVAREZ DEL CASTILLO

Carlos Vargas is a Mexican living in Estonia since 2014. His Master research about e-government brought him to continue with his doctoral education in Tallinn. Moreover, he works as e-government and digital identification specialist at RaulWalter, leading projects and providing consultancy to governments around the world. Additionally, he is lecturer in Tallinn University, Estonia and Universidad de Guadalajara, Mexico.

Furthermore, he is the Founder President of the Mexican Talent Network in Estonia, uniting the qualified Mexican Diaspora and promoting culture, education and business development.

On the other hand, he belongs to the Estonian Startup community as CEO of KorjusMen, a growing fashion company.



### JAVIER SANCHEZ

Javier Sanchez the Latin American market expert for the EC-funded [www.ELANbiz.org](http://www.ELANbiz.org) program. For over 20 years Javier has worked with EU SMEs and business organizations in the LATAM region, supporting their business development strategies in the region and improving their access to their target markets. Javier has extensive experience in strategic planning and business development in international markets, market readiness and training and coaching of SMEs. He has excellent knowledge of import compliance and access requirements and procedures. The [www.ELANbiz.org](http://www.ELANbiz.org) is a EC-funded initiative that provides EU firms with up-to-date and tailored free-of-charge information on select LATAM markets.



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### JULIE CLAVIJO

Julie Clavijo is a Colombian economist currently working for the Technical Research Centre of Finland VTT. She holds a Bachelor's degree in Economics and a Master's degree in International Business Administration from Ajou University in South Korea. She has experience in working on international projects related to Latin America involving both public and private sector actors. She has 5+ years of experience working in Colombia, Brazil and Finland. Through her work she has become familiar with the similarities and differences between systems relating to finance, research and innovation in Europe and Latin America. She has ample experience on bridging cultural and institutional differences between these regions to achieve mutually beneficial outcomes.



### LUIS FIERRO

Luis Fierro is the Programme Manager in charge of Activities with Economic and Business Partners, EU-LAC Foundation, Hamburg, Germany. An economist specialized in international development, he was previously Climate Finance Advisor for the Latin American and Caribbean Independent Association (AILAC), a climate change negotiating group. Previously, he was Director of Programs and Resources Mobilization at Grupo FARO (an Ecuadorian think tank) and held various positions at the Inter-American Development Bank (IDB), including Resource Mobilization Lead Specialist at the IDB Office in Europe, and Senior Program Coordinator at the Sustainable Development Department. He holds an Economist degree from the Catholic University of Ecuador; an M.A. in Economics from the University of Oregon and an M.Sc. and Ph.D. (ABD) from the University of Texas at Austin.



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### ALEJANDRA CASTAÑEDA

Alejandra Castañeda is a Peruvian lawyer specialized in Intellectual Property. She holds a Law degree from Pontificia Universidad Católica del Perú; an LLM in Intellectual and Industrial Property Law and Information Society (Magister Lvcentinvs) from University of Alicante and a master degree in Leadership Development, Emotional Intelligence and Coaching, from EAE Business School - Universitat Politècnica de Catalunya. After working in prestigious law firms in her home country, such as Estudio Olaechea and Llona & Bustamante Abogados, she joined Berenguer & Pomares Abogados, the Spanish law firm where she is currently employed. Moreover, she collaborates as IP expert in the EU-funded project Latin America IPR SME Helpdesk, which provides first-line assistance on IP to EU SMEs that are operating in Latin America or are willing to do so.



### GIEDRĖ GATELYTE

Giedrė Gatelyte is the IT consultant, has prepared the "ICT Market study in Chile and Costa Rica for Baltic companies" with the technical support of the ELANBiz experts. For over 10 years Giedrė has worked in ICT market in providing consulting services in the areas of IT management as well as process and project management. Giedrė has extensive experience in information systems' implementation control and IT project management (public/private sector), information systems' selection (business case, requirements, IS evaluation), IT strategy development. Also she has worked with SMEs in ICT sector, supporting their enter to other markets, conducting market research and entry strategies.



### PIRET POTISEPP

With extensive international experience in 3 regions in the world (Europe, Asia, South-America), Piret is currently working for the Estonian Chamber of Commerce and Industry as head of services department. Previously she has been employed by the Ministry of Economic Affairs and Communications of Estonia and held several positions in private and NGO sector. She has worked 2 years in South-America, a year based in Ecuador and in charge of corporate relations of AIESEC Ecuador and the other year in Sao Paulo, Brazil, where she was regional project manager responsible for and managing a project in 18 Spanish-speaking countries.



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### ANNAR ALAS

Annar Alas has Bachelor degree on Semiotic from Tartu University. He is currently following Swedish Institute programme organized by Swedish Embassy and Swedish Economic Forum.

Annar has been working in coffee industry since 2001 developing his knowledge in coffee deeply ever since and acquiring among 7 people in the World the first World Barista Championship judge certificate. This opened him a tour of travelling as a judge around the coffee competitions from Bern to Tokyo and visiting the best coffee growing countries and farms around the World. After working 6 years in leading beurse coffee roastery Paulig he decided to support the change of transparency in coffee industry and established his own roastery Gourmet Coffee in 2008. Already in 2010 Gourmet Coffee was announced by European and American Specialty Coffee Association as the Best New Coffee Company in the World. Annar united a top green coffee judge Heili Politanov to his roastery to widen the knowledge of specialty coffee farmers network. In 2016 the roastery changed its name for Coffee People to emphasize the Ethical and transparent coffee trade while uniting small coffee farmers in bigger picture. In 2016 Coffee People won Swedish Business Award for Responsible Entrepreneurship for saving small coffee growing ethnical group, an indian tribe in Colombia Inga Aponte- placing it on Specialty Coffee map and helping it to dig out of illegal activities to support the minority population. Since 2017 Annar Alas belongs to the board of Estonian Ethical Trade Association.



### VIKTOR SÄRA

Viktor Sära was born in 1962 and has actively dedicated his last 12 years to the area of Bean to Bar Craft chocolate and its introduction foremost in Estonia, but also in Latvia and Finland. This time can also be called his Chocolate university, in addition to earlier passed exams in life and studies in universities, educational facilities, trainings and schools. In 2007 he founded OÜ Brillare. The idea of founding the company was and still is dedicated to the goal of clear expression of the identity, i.e. the origin and the territory of all the food and drinks that he is representing, including chocolate. During that time his activities have put him in touch with top people in chocolate and cocoa scene in the USA, Japan and Europe, also with very special people in different locations, but mostly in



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cocoa farms, that is not worth to visit for no other single reason but top notch quality origin cocoa. One of such places is Chuao village in Venezuela, which is one of the most isolated cocoa farms in the world. The cocoa farm with a history of 400 years and its El Cacao de Chuao is one of the most prestigious, famous and wanted cocoa beans in the world of fine quality chocolate. He will tell a story about how in July 2017 the world's most famous cocoa bean finally arrived in Estonia and what happens to it in the Republic of Estonia.

### TIIT VAPPER



Tiit Vapper is the founder of Real Systems, the creator of first e-Government systems (e-Business Register, ePrisons system etc) in Estonia. He is also the developer of VizKey™, global criminal analysis and investigation software application.

Moreover, Tiit is the Honorary Consul of Moldova in Estonia and member of the advisory board of the Estonian Internet Foundation.

### MARKUS ALEKSIS VAJANNE



Markus Aleksis Vajanne, MSc. (Econ.) of the Swedish School of Economics of Helsinki is a serial entrepreneur and Latin American specialist. Since teenager Markus has lived, studied and worked in Latin America and gathered so far over 20 years of experience of this vibrant part of the world. Markus has been able to successfully apply his deep knowledge of the area with his business ventures and has at the moment several projects ongoing in the different parts of Latin America.