



Press release, 10 October 2016

## HSG reinforces presence in Latin America

*The University of St.Gallen has been operating a hub in the Brazilian financial metropolis of São Paulo since 2010. Over the years, we have steadily increased the activities of the HSG representation there. The hub will therefore be expanded into a fully functioning institute, the "St.Gallen Institute of Management in Latin America (GIMLA)". The institute will be inaugurated on 18 October 2016 with an international conference on the HSG Campus in St.Gallen. Media representatives are very welcome.*

The University of St.Gallen is taking the opportunity to now also establish its hub in São Paulo as an institute, in line with the existing institute in Singapore. The newly established GIMLA is organising an exchange semester with the Latin American term – equivalent to the Asia Term in Singapore – for HSG students, so that they can become acquainted with Latin America.

At the same time, it provides a platform for practical research. The institute consolidates the presence of the University of St.Gallen in Latin America with collaborative research and consultancy. It is thus expanding its networking with partner universities and companies. The management is taken on by Dr. Angélica Rotondaro as Director of GIMLA. The managing committee is formed by Prof. Dr. Ulrike Landfester (Vice-President, External Relations), Dr. Peter Lindstrom (Head of Quality Development) and Dr. Wolfgang Reichenberger (member of the HSG Alumni Advisory Board).

### **Representation in Brazil since 2010**

The HSG had already opened the hub in Latin America as part of its internationalisation process in the summer of 2010, with its head office in São Paulo. Over the past six years, the aim has been to increase the network of the university in Latin America through cooperation with partner universities, alumni in the region, students and partner companies. Each year, an average of 200 students and around 25 faculties currently complete a period of stay abroad in Latin America; the HSG is also enjoying increasing publicity in Latin America.

The research focus in 2012 was defined as "Impact Investing" and "Social Finance" and the current "[Impact Business Latin America](#)" platform, which provides an "accelerator" for regional collaborative research, promotes projects in "Impact Investing" and "Social Finance" and shares the latest scientific findings in publications and at conferences was born. In so doing, the HSG representative in São Paulo also carries out its own research on business models which have a positive influence on society and the environment. The subjects of "Inclusive Business", access to health care and renewable energies thus receive particular attention.

In line with its fields of research, the HSG hub for Latin America is a member of the "[United Nation Business Schools for Impact](#)" network and part of the "[Social Finance Task Force](#)" in Brazil.

### **Working together with regional businesses**

In the area of consultancy, the representative of the University of St.Gallen in São Paulo cooperates with regional businesses to improve their strategic approaches towards business sustainability and to evaluate possible involvement in "Inclusive Business" and "Impact Investing".

The new GIMLA has likewise made a commitment, as part of the "Corporate Lab", to finding HSG students practical placements in Latin America. So far, around 30 students from the HSG have been able to gain work experience as part of a twelve-month practical placement in São Paulo, Buenos Aires and Santiago de Chile. Furthermore, the previous HSG hub has organised several further education activities and four international conferences.

### **Opening with a conference**

The new "St.Gallen Institute for Management in Latin America" will be officially opened on Tuesday, 18 October 2016. This will be together with the fifth Impact Business Conference on the subject of "[Innovative Business Models for a Sustainable Society – Insights from Latin America](#)". The conference is being held on the HSG Campus in St.Gallen. Media representatives are very welcome.

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### **Registration for the conference for media representatives:**

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### **University of St. Gallen (HSG)**

The University of St. Gallen (HSG) is the university of the canton of St. Gallen and Switzerland's university of economics. Internationality, practical experience and an integrative viewpoint are what have characterised an education at HSG since its founding in 1898. The university today educates more than 8200 students from 80 nations in Business Studies, Economics, Law and social sciences and international relations. And with success: The HSG is one of the leading universities of economics in Europe. In the "Financial Times" European Business School ranking of 2015, the HSG held 4th place. In 2016, the Financial Times ranked the Master's in "Strategy and International Management" (SIM-HSG) as the world's best for the sixth time in a row. This is in a yearly ranking of masters programmes in management. For its holistic education at the highest academic level, it received the international seal of approval with EQUIS and AACSB accreditation. Qualifications are possible at bachelor, master and doctorate/PhD level. In addition, the HSG offers a first-class and comprehensive range of executive education for around 5000 participants each year. Focal points of research at HSG are their 40 institutes and research centres that form an integral part of the university. The largely autonomously organised institutes finance themselves to a large extent independently, but are nevertheless closely linked to the university operations.

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