



Alianza del Pacífico

Series of panels on a podium regarding the Pacific Alliance at the University of Bern, October 7th 2014

Why is the Pacific Alliance?

One of the most recent integration blocs in Latin America which has gained a high importance and significance within the last years is the "Pacific Alliance" or "Alianza del Pacífico". PuntoLatino and UniBeLat organized this special event with the support of persons with adequate knowledge of the subject. Their initial presentations provide the basis for what the public could also ask questions.

Panels

- Integration potential of the Pacific Alliance for each country with its partners and with Asia
- Perception of the Pacific Alliance from Switzerland

First Round

- Minister Philippe Nell (SECO). Moderator.
- Jorge Castro-Valle, Ambassador of Mexico.
- José Luis Balmaceda, Ambassador of Chile.
- Beatriz London Soto, Ambassador of Colombia.
- Luis Chuquiaguara Chil, Ambassador of Peru.

Second Round

- Peter Qvist Sorensen (ZHAW). Moderator.
- Laurent Bernet (EDA/DFAE).
- Ulrich Hinterberger (Switzerland Global Enterprise)
- Rodrigo Polanco (UNI BE, autor and researcher).
- Juan F. Palacio (UNI SG, autor and researcher).
- Cristian Rodríguez Chiffelle (World Economic Forum).

Staff

- Alexandre Ramos (UNI BE and PL), Welcome and Rules.
- José Parra Moyano (UNI ZH and PL), The Key elements of PA, Conclusions of 1. Round.
- Felipe Sandoval (WTO), Conclusions of 2. Round.
- Luis Vélez Serrano (PL), Editor.
- Luis F. Montes (PL and UniBeLat), Organization.
- Members of the Organizing Committee.



TITEL

Autor

Untertitel ...

TEXT The most well known dummy text is said to have originated in the 16th century. It is composed in a pseudo-Latin language, and contains a series of real Latin words. This ancient dummy text is also incomprehensible, but it imitates the rhythm of most European languages. The advantage of its Latin origin and the relative meaninglessness is that the text does not attract attention to it or distract the viewer's attention from the layout.

One disadvantage is that in Latin certain letters appear more frequently than others that create a distinct visual impression. Moreover, in Latin only words at the beginning of sentences are capitalized which means it cannot accurately represent, for example, German, in which all nouns are capitalized.

If the fill text is intended to illustrate the characteristics of different typefaces, it sometimes makes sense to select texts containing the various letters and symbols specific to the output language.

There is now an abundance of readable dummy texts. These are usually used when a text is required purely to fill a space. These alternatives to the classic texts are often amusing and tell short, funny or nonsensical stories.

According to most sources, the original dummy text can be traced back to a text composed by Cicero in 45BC. Allegedly, a Latin scholar established the origin of the text by compiling all the instances of an unusual word and eventually recognized it as a passage from a book that was popular at the time.

It seems that only fragments of the original text remain in the pseudo-Latin texts used today. Over the course of time certain letters were added or deleted at various positions. This might explain why there are no many slightly different versions. Due to the age of the text there are no copyright issues to contend with.

In the 1960s, the text suddenly became known beyond the professional circle of typesetters and layout designers when it was used for adhesive letters on transparent film, popular until the 1980s. Versions of the text were subsequently included in software applications.

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These generators automatically create longer sections of the pseudo-Latin text or various other filler texts.

In fact the phrasal sequence of the pseudo-Latin text is now so widespread and commonplace that many DTP programs can generate dummy text. Fortunately, the phrase is now recognized by electronic pre-press systems and, when found and an alarm can be raised. This avoids a publication going to print with overlooked dummy text.

Some websites exploit a search engine limitation that filler text cannot be recognized which means meaningful information cannot be distinguished from meaningless text. Target-generated dummy text mixed with a certain combination of search terms can lead to an increased frequency of visits by search machine users.