



## Plenary Meeting Description

The GSMA LA Plenary Meeting # 41 brings together all the mobile operators and their ecosystem players in the Latin America region, members of the GSMA. This meeting will be held in Montevideo, Uruguay from 27 to 29 May 2014 at the **Radisson Montevideo Victoria Plaza Hotel** hosted by ANTEL. This is the place where Latin American operator working groups and the GSMA Chief Regulatory Officers' Group for Latin America will meet to continue with their yearly activities and agendas. Several open seminars will be hosted on Day 1 that would allow GSMA programmes and initiatives to engage with regional players.

## Structure of the Event

Tue - May 27 Seminars				Wed - May 28 Plenary Session and Working Groups Meetings				Thu - May 29 Working Groups Meetings and CROG LATAM			
8:00	Registration			Registration				Registration			
8:30	Connected Living	M4D	RAEX Workshop	Plenary Session				TECT	SEGF	BARG	REGU
10:30	COFFEE BREAK			COFFEE BREAK				COFFEE BREAK			
11:00	mID	M4D	Connected Living Workshop	Keynotes				TECT	SEGF	BARG	REGU
13:00	LUNCH			LUNCH				LUNCH			
14:00	Vision 2020: The Technology Road Ahead	Spectrum	Value Added Services Workshop	Latam CTO Roundtable	SEGF	LTE Roving Workshop	REGU	TECT	SEGF	BARG	CROG LATAM
16:00	COFFEE BREAK			COFFEE BREAK				Spam Reporting Service Workshop			
16:30	Vision 2020: The Technology Road Ahead	Infrastructure Development & EMF	Value Added Services Workshop	TECT	SEGF	BARG	REGU				
18:30 Welcome Cocktail sponsored by BICS				20:00 Official Dinner offered by ANTEL							

## Key Contacts

Registration and general enquiries: [Andrea Guajardo](#)

Media and press: [Mauro Accurso](#)

Sponsorship and Logistics: [Bernardita Oyarzun](#)

## Event Sponsors



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## Seminars and Working Group Sessions

Radisson Montevideo Victoria Plaza

SESSION NAME	DESCRIPTION	COORDINATOR
<b>Connected Living Seminar</b>	M2M service models and solutions applied to health, education, etc.	Jeanine Vos
<b>Mobile Identity</b>	Mobile Identity models, cases and opportunities for Latin America	Fabio Moraes
<b>M4D</b>	mAgri, Disaster Response, Mobile Money for the Unbanked, Mobile Enabled Community Services and Digital Inclusion	Abirrami Birrel
<b>RAEX Workshop</b>	RAEX Op Data & IOT (Mandatory from 1st Feb 2014) - Compliancy issues to reach the deadline of 6 months	Alexis Arancibia
<b>Connected Living Workshop</b>	Sustainable mobile solutions for education that would transform educational experiences and outcomes. Roundtable and interactive discussion	Andrea Guajardo
<b>Network Evolution</b>	Networks of the future, architecture, platforms and other technology aspects of GSMA Programmes	Jose A. Aranda
<b>Spectrum – Digital Dividend and License Shared Access</b>	Status of spectrum allocation in the Americas, Future spectrum needs and geopolitics	Luciana Camargos
<b>Infrastructure Development and EMF</b>	How to facilitate infrastructure rollout, overcoming regulatory and perception obstacles	Mauro Accurso
<b>Value Added Services Workshop</b>	Invite-only workshop on value added service development and the business opportunity presented by services with social impact	Julia Burchell
<b>Latam CTO Roundtable</b>	Closed session for Chief Technology Officers only	Jose A. Aranda
<b>LTE Roaming Roll out Lessons Learned – AT&amp;T Workshop</b>	Inter-American roaming agreements with AT&T, LTE roaming models	Alexis Arancibia
<b>REGU Working Group</b>	Regulatory, all issues, with closed sessions (only operators) and open sessions (including vendors)	Matias Fernandez Diaz
<b>BARG Working Group</b>	Billing and Roaming for operators and vendors members of the GSMA, all open sessions	Alexis Arancibia
<b>SEGF Working Group</b>	Security and Fraud working group with closed and open sessions	Brenda Mana Pastrian
<b>TECT Working Group</b>	Technical and Terminals working group with closed and open sessions	Tiago Novais
<b>Spam Reporting Service Workshop</b>	Introduction to the SRS service, hosted by Cloudmark	Sandy Gomo

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## Plenary Session

28 May 2014, Radisson Montevideo Victoria Plaza

### Final Agenda

<b>08.00 – 09.00</b>	<b>Registration</b>
	<b>Welcome Words, Official Opening</b>
<b>09.00 – 09.15</b>	Sebastián M. Cabello, Director of GSMA Latin America Carolina Cosse, President ANTEL Roberto Kreimerman, Minister of Industry, Energy and Minery
<b>09.15– 09.30</b>	<b>GSMA Latin America's Agenda</b> Sebastián M. Cabello, Director of GSMA Latin America
<b>09.30 – 09.50</b>	<b>Uruguay Mobile Market and ICT Policies for Development</b> Roberto Kreimerman, Minister of Industry, Energy and Minery
<b>09.50 – 10.10</b>	<b>Antel's 40<sup>th</sup> Aniversary and its role and vision in the Uruguayan Mobile Market</b> Carolina Cosse, President of ANTEL
<b>10.10 – 10.30</b>	<b>Keynote Presentation: The AWS band in the Americas</b> Mariana Rodriguez Zani, Director, Convergencia Research
<b>10.30 – 11.00</b>	<b>Coffee Break sponsored by MACH Starhome</b>
	<b>Keynote Panel on Mobile Innovation and Future Communications</b>
<b>11.00 –12.30</b>	<ul style="list-style-type: none"> <li>• <b>Mobile's challenges and opportunities in the all IP world</b>              Alex Sinclair, Chief Technology Officer, GSMA</li> <li>• <b>Mobile Wearables &amp; Innovation</b>              Hector Marin, Sr. Director, Product Marketing, Qualcomm</li> <li>• <b>Network Evolution</b>              Jesper Rhode Andersen, Head of Marketing, Latin America at Ericsson</li> </ul> Moderated by: Valter Wolf, Director of Market Development, GSMA Latin America
<b>12.30 – 13.00</b>	<b>The Internet of Everything: How Can the Network Unleash The Benefits of Big Data</b> Andres Maz, Executive Director of Advanced Technology Policy, CISCO
<b>13.00 – 14.00</b>	<b>Lunch sponsored by Ericsson</b>

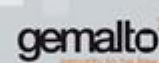
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## Speaker Biographies

### Sebastián Cabello – Director, GSMA Latin America



Sebastián is the director of GSMA regional office in Latin America, responsible for representing and leading GSMA activities in the region. Sebastián has been working at the GSMA since 2006 on mobile broadband and spectrum issues in developing countries, based in Latin America. Prior to joining the GSMA, Sebastián worked as a consultant, in private and public international organisations including TechPolis, the Ministry of Foreign Affairs of Argentina and the Organization of American States (OAS). He holds a Master's degree in International Affairs from the University of California, San Diego (UCSD) and a Bachelor degree in Economics from Universidad Nacional del Sur (Argentina).

### Carolina Cosse, President ANTEL



En 1991, Carolina Cosse se recibió de la Facultad de Ingeniería de la Universidad de la República (en Montevideo) con el título de ingeniera electricista. En 2009, en el mismo centro de estudios, obtuvo el título de magister en Ingeniería Matemática. Cosse ha desempeñado su actividad profesional principalmente dentro del área privada, para empresas como Siemens, CODETEL, BSE (Banco de Seguros del Estado), EDESUR, Verizon, etc. En el año 2008 asumió como directora de la División Tecnología de la Información de la Intendencia Departamental de Montevideo. Dentro de las tareas desempeñadas en el cargo se destaca la dirección de la implementación tecnológica del Sistema de Transporte Metropolitano (STM) de la ciudad. Desde Mayo de 2010, se desempeña como presidenta de ANTEL.

### Roberto Kreimerman, Minister of Industry, Energy and Minery



Roberto Kreimerman nació el 30 de julio de 1958 en Montevideo, Uruguay. Es ingeniero químico egresado de Universidad de la República. Realizó posgrados internacionales y se desempeña como tutor y corrector en Plan de Negocio y Máster en Gerencia y Administración de Empresas de Universidad ORT. En marzo de 2008 asumió como director nacional de Industrias y en setiembre de 2009 fue subsecretario de Industria, Energía y Minería. En diciembre de 2009, el presidente electo José Mujica lo designó ministro de Industria, Energía y Minería, cargo que asumió el 1º de marzo de 2010.

### Mariana Rodríguez Zani, Director, Convergencia Research



Mariana Rodríguez Zani es Directora general de Convergencia Research y Convergencialatina. También es Co-fundadora de Grupo Convergencia. Ella es Licenciada en Comunicación Social de la Universidad Nacional de Lomas de Zamora, Argentina. MBA de La Universidad Torcuato Di Tella, Argentina. Posee un Posgrado sobre Entorno de Negocios en la Unión Europea de la Universidad St. Gallen, Suiza.

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**Alex Sinclair, Chief Technology Officer, GSMA**



Alex Sinclair has served as the Chief Technology Officer of the GSMA since 2005. In this role, Alex is responsible for driving the technology direction of the GSMA and working with its membership to execute key technology initiatives. With more than 25 years' experience in telecommunications in general and mobile in particular, Alex has worked for a number of companies in the UK, Germany and the US. Alex holds a Bachelors Degree in Electrical and Electronic Engineering from the University of Bristol.

**Jesper Rhode Andersen, Head of Marketing, Latin America at Ericsson**



Jesper Rhode is Head of Innovation, Alliances, and Partnerships for Ericsson in Latin America. In this position he is responsible for renewing, acquiring, and integrating businesses for Ericsson companies in the Region. Before being appointed to this role in May 2010, Jesper has served as Vice President, responsible for the business units of Multimedia, Marketing, Technology, Commercial Accounts at Ericsson Brazil, and has served as Chairman of the Mobile Marketing Association for Latin-America from 2010 to 2012. Jesper has an Electronic Engineering Degree from the Technical University of Copenhagen, and has studied Global Telecommunications Management at Thunderbird School of Management. Recently, also specialized in Business Administration from London Business School.

**Hector Marin, Sr. Director, Product Marketing, Qualcomm**



Héctor Marín es Senior Director, Product Marketing. Su objetivo principal en este cargo, es promover el uso de las tecnologías inalámbricas 3G (como CDMA2000, WCDMA, HSPA, etc.), tecnologías 4G (como LTE) e introducir tecnologías complementarias como ubicación de posiciones, acceso a Internet y aplicaciones de datos inalámbricos en la región norte de Latinoamérica. Héctor es Ingeniero en Comunicaciones y Electrónica egresado del Instituto Politécnico Nacional. Ingresó a QUALCOMM, Inc., en agosto del 2001 desempeñándose como Director de Desarrollo de Negocios para México y Centroamérica.

**Andres Maz, Executive Director of Advanced Technology Policy, CISCO**



Andres Maz is Executive Director of Advanced Technology Policy in Cisco's Global Policy group and a member of Cisco's Latin America Senior Leadership Team and Cisco's Brazil and Mexico boards. Mr Maz plays a vital role in crafting Cisco's vision and strategy for Latin America, which is one of the fastest growing regions for the company. He has built strong partnerships with business and government leaders across the region advising them in the identification of new solutions and opportunities as a result of market, technology, and policy developments.

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