Security and Fraud Working Group
Thursday 14 May
WORKING AGENDA

Times	Contents
09.00 – 09.15	**Opening. Introductions.** Chair: Luis Miguel Hurtado Zabaleta, Telefónica Deputy Chair: José Gilberto Fragoso, America Móvil
09.15 – 09.45	**Personal Data Programme Overview.** Building on the successes and strategic insights delivered the Mobile Identity Programme, aiming to help digital service providers and consumers find the optimum balance between privacy, security and convenience. Personal Data Programme Team, GSMA
09.45 – 10.30	**Workshop on Connected Living.** Internet of things and privacy. Threats and opportunities for Latin American mobile operators. Security addressed come before regulation. Jeanine Vos, GSMA
10.30 – 11.00	**Networking Break**
11.00 – 11.40	**Opportunity for M2M in Latin America.** Opportunities in Latin America to further accelerate market growth, trends and successful case studies. Shane Rooney, GSMA
11.40 – 12.10	**OTT Call Terminations & Best Practices** Emmy Léger, SIGOS
12.10 – 13.00	**Group Discussion Position Paper on IMEI Definitions.** Debate on the current Industry position on definitions related to IMEIs along the Region. Incremental Document to be published after m360. Cristina Zanca, Telefonica
13.00 – 14.30	**Networking Lunch**
14.30 – 14.50	**New identity Service: Mobile Connect and security considerations.** Mobile Connect provided by a global network of mobile operators with decades of experience in managing customer information safely and securely. This session will introduce delegates to the new, simple and safe way to log-in. Mobile Connect verifies you through the device that you always keep with you - your mobile phone including security considerations. Fabio Moraes, GSMA
14.50 – 15.20	**Latin America Fraud KPIs.** Debate on the current Industry position on definitions related to IMEIs along the Region. Incremental Document to be published after m360. Provide high level metrics on the KPIs indicators being tracked since January 2015. Martin Leudesdorf, Telecom Personal
15.20 – 16.00	**OTTs Call Termination Case Analysis Workshop.** Debate on the current Industry position on definitions related to IMEIs along the Region. Incremental Document to be published after m360. Provide high level metrics on the KPIs indicators being tracked since January 2015. Gilberto Fragoso, América Móvil
16.00 – 16.30	**Networking Break**
16.30 – 18.00	**Agenda Definition objectives set for 2015.** All Latin American Operators present will set the working path and review the work defined in 2014 to accelerate and push to accomplish the goals set for the region. Luis Miguel Hurtado Zabaleta, Telefonica

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Working Groups Coordinators:
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SEGF Working Group - Key Speakers

Luis Miguel Hurtado Zabaleta
Gerente Prevención del Fraude, Telefónica
Holding more than 20 years of professional experience, Manages since 2005 the Fraud Prevention Area in Telefonica Corporate. Previous to that he held for 6 years the Direction of Security at Terra Networks (Telefonica Group Company) holding also vast experiences in telecommunications and consulting.

Gilberto Fragoso
Gerente de Prevención de Fraude Corporativo
Bachelor from the Polytechnic National Institute in 1999. 14 years of experience in Operations and Financial Auditory within the America Movil Group. Corporate Fraud Prevention Manager since 2010.

Jeanine Vos
Executive Director, Connected Living Programme
Jeanine Vos is Executive Director within the Connected Living Programme at the GSMA, leading initiatives that help unlock the consumer and business benefits of the Internet of Things (IoT). The GSMA represents the interests of 1000+ companies in the mobile communications industry worldwide.

Shane Rooney
Project Manager, Programme services
Shane Rooney is an Executive Director at the GSMA on the Connected Living Programme. Bringing together strategies and synergies across the M2M verticals and the wider IoT ecosystems, he has a wealth of experience in Mobile Communications particularly in Enterprise Solutions and M2M having global experience in a number of operators including Etisalat Vodafone and Hutchison. In addition he worked at Ford Motor Company innovating and pioneering Telematic Solutions and developing new revenue opportunities.

Emmy Léger
Product Marketing Manager - Fraud
With the acquisition of Meucci Solutions by Keynote SIGOS in 2014, Emmy Léger was appointed to lead the Interconnect and Fraud Consultants worldwide, operating as part of the Business Unit Fraud in Ghent, Belgium. Early 2015, she took up the role of Product Marketing Manager to further shape market leading SIM Box Detection.

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Cristina Zanca
Jefatura de Riesgos Operativos
Cristina has been working at Telefonica for the past 13 years where she started internally the Black list process. After 10 years she audits start to bottom this process no only at a Corporate level but national and internationally. In charge of the black list exchange between companies in Argentina.

Fabio Moraes
Strategic Engagement Manager
Fabio joined the GSMA in 2013 as Strategic Engagement Manager and is responsible for engaging key ecosystem stakeholders and securing MNO alignment with GSMA programs to promote adoption of globally interoperable capabilities and services with focus mCommerce and Future of Communications.

Martin Leudesdorf
Gerencia Control Antifraude Dirección Seguridad Corporativa
For 14 years Martin has been working for Telecom Personal, the last 10 in the Antifraud Control Area. He audits the Black List process, at a Corporate, national and international level. In charge of the Black List exchange between companies in Argentina. Performs Bypass and IRSF analysis, FMS alarm settings and international traffic control from his customers.