



MOBILE 360 SERIES

LATIN AMERICA

MEXICO CITY • 20-22 SEPT 2016

Mobile 360 Series - Latin America

brings market leaders from the entire industry ecosystem together to discuss and shape the future of telecommunications in Latin America.

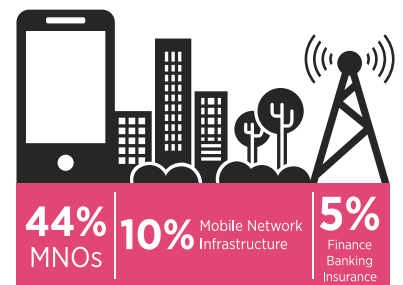
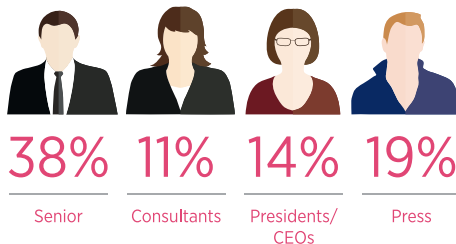
Mobile innovation is pervasive in Latin America, with successful case studies of ideas, applications and new technology being developed and rolled-out not only within the region, but across the globe.

Mobile 360 Series - Latin America features and highlights Latin American innovation and addresses how to build on recent success.

Join us in Mexico City
20-22 September 2016!

2015 Event Highlights

#365 of Attendees



What to Expect

Mobile is everything, and it enables services from the mundane to the niche. This reality is reflected in the breadth of topics covered in the agenda.

The agenda is focused on new services and technology that will drive the adoption of new technology across the entire region.

- *Keynotes from leaders of major carriers in the region addressing digital innovation and development in the region*
- *IoT and the Connected Car with live demonstrations and panel discussions*
- *Innovation Showcase panel with venture capitalists, investors, and industry experts followed by pitch sessions from start-ups*
- *Sessions on Mobile Money, Digital Services, 5G, NFV Technology, and more*



*Joining the power of GSMA's strong thought-leadership programme with GSMA LA Working Group's technical expertise, **Mobile 360 – Latin America** offers comprehensive content to make a true impact to the region.*



Hear from Influential Industry Leaders

- ***Daniel Hajj Aboumrada**, CEO, América Móvil*
- ***Thaddeus Arroyo**, CEO, AT&T Mexico*
- ***Jordi Botifoll**, President, Latin America Theater, Cisco*
- ***Jeffery McElfresh**, President, DirecTV Latin America*
- ***Mats Granryd**, Director General, GSMA*
- ***Mauricio Ramos**, CEO, Millicom*
- ***Salvador Blasco**, VP, Country Head, Qualcomm Technologies, Inc. Mexico*
- ***Matías Botbol**, CEO, Taringa!*
- ***Carlos Alberto Morales**, CEO, Telefónica Mexico*

Host Sponsor:



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Mobile 360 Series - Latin America

Tuesday 20 September 2016		Wednesday 21 September 2016	
09:00 - 10:30	Opening Keynote: State of the Industry	09:00 - 10:30	Keynote Session: NFV and the Road to 5G
10:30 - 11:15	Networking Break	10:30 - 11:15	Networking Break
11:15 - 12:00	Keynote Session: The Connected Car	11:15 - 12:00	Creating a Mobile Content Ecosystem in LATAM
12:00 - 13:15	Delivering IoT Capable Networks	12:00 - 13:00	Media & Advertising
13:15 - 14:30	Networking Lunch	13:00 - 14:15	Networking Lunch
14:30 - 15:30	Mobile Messaging and RCS	14:15 - 15:30	mMoney
15:30 - 16:15	Networking Break	15:30 - 16:15	Networking Break
16:15 - 17:30	Mobile Identity	16:15 - 17:30	Spotlight on Innovation
17:30 - 19:00	Networking Reception		

Thursday 22 September 2016 - GSMA Latam Plenary #44				
	BARG	TECT	SEGF	REGU
09:00 - 10:30	IoT & M2M Roaming	Seminar 1: Access Networks	SS7 and Interconnect Security Malware and OTT service detection	Hot Regulatory Issues in Latin America
10:30 - 11:15	Networking Break			
11:15 - 12:00	Business cases: real experiences of operators when implementing roaming solutions	Seminar 2: Identity Services	Securing the Internet of Things	Hot Regulatory Issues in Latin America
12:00 - 13:15			Using Global Fraud Analysis for Predictive Local Fraud Prevention	Digital Inclusion: Connecting 50% of Latin-Americans to Internet via mobile
13:15 - 14:30	Networking Lunch			
14:30 - 15:30	LTE Roaming and Data growth globally and Latam	Seminar 3: IP Communications & 5G	IMEI Security Weakness Reporting and Correction Hot Security Issues	Update on Digital Dividend spectrum status in Latam
15:30 - 16:15	Networking Break			
16:15 - 17:30	Wholesale market and VoLTE implementations	Seminar 4: Connected Living	Advanced Analytics - Staying ahead of Fraud Dealing the Cyber Threats	Modernizing telecom regulatory framework
17:30 - 18:30		Seminar 5: mMoney		