



## Ministerial Programme 2012

### REGIONAL SEMINAR SERIES LATIN AMERICA AND CARIBBEAN 2012 Connecting Latin America through mobile broadband Wednesday 29 February 2012

#### WELCOME AND INTRODUCTION

Tom Phillips, GSMA Government and Regulatory Affairs Officer  
Sebastian Cabello, GSMA Latin America

Phillips highlighted how the region is leading many of mobile industry innovations. GSMA LA will open an office in Brazil, adding to the presence in Chile and Buenos Aires. "GSMA is very committed to Latin America".

Cabello note the great moment that the region is experiencing since in 2011 mobile broadband became the main medium used by Latin Americans to connect to the Internet, exceeding fixed technologies for the first time.

#### WELCOME BY SPANISH REGULATOR

Bernardo Lorenzo, President, CMT, Spain

Lorenzo affirmed that CMT aim to encourage competition In the Spanish market and facilitate the operator's investments with the update of the 3G (UMTS in 900Mhz) and 4G networks so that the consumers can have reasonable costs and modern services.

Mobile telephony and SMS represents 92% of the total income while mobile broadband had grow 62 per cent in 2011 but only represent 8% of the income. In 2011 the operators invest more than 2 billion euros in terminal subventions. Almost the same figure than the total investments of the companies. "In 2012 the subventions will continue but will be more selective".

CMT plan to reduce the term of portability from 5 to 1 day this year.

#### MINISTERIAL KEYNOTE

Paulo Bernardo, Minister of Communications, Brazil

The Minister claimed that the region was the least affected by the financial crisis so governments need to extend broad band to all the population. For that matter, is necessary to lower the connection prices.



Communication ministers from the Union of South American Nations (Unasur) agreed in November to develop a project of an international fiber optic ring to connect all the countries in a more fast, cheap and secure way. In March will be a new meeting in Paraguay.

Brazil wants to remove all the operational obstacles that difficult the installation of antennas.

“The World Cup will be the first global event in Latin America that will use 4G technology”.

#### **KEYNOTE: THE LATIN AMERICAN MOBILE OBSERVATORY**

Dr. Maria Molina, Consultant, AT Kearney

Presentation of the Latin American Mobile Observatory covering key statistics and performance indicators, innovation in new products, services and technologies and the contribution of the mobile industry to social and economic development (To view the full report, visit [www.gsma.com/mo](http://www.gsma.com/mo)).

The mobile market in Latin America currently generates an estimated US\$175 billion, or 3.6 per cent of total GDP, with mobile operators alone contributing US\$82 billion in 2010 (1.7 per cent of the total output of the region)

#### **PANEL 1: REGULATORY AND INVESTMENT CHALLENGES FOR SUSTAINING MOBILE BROADBAND GROWTH IN LATIN AMERICA**

**Jose Juan Haro, Regulatory Director, Telefonica Latin America**

**Mario Girasole, Chief Regulatory Officer, TIM Brazil**

**Gustavo Cantu, Corporate Vice President, Nextel Latin America**

**Jose Quintero, Director Ejecutivo de Tecnología, Cable & Wireless Panama**

**Moderator: Mariana Rodriguez Zani, Convergencia Latina**

The panelists highlighted the great momentum for mobile broadband in the region with an enormous growth of data traffic and mobile internet subscribers in every market. Mobile Broad Band subscribers had surpassed fixed subscribers.

The challenges to maintain this exponential grow in mobile broadband are: data administration, keep expanding HSPA+ coverage, meet the demand, increase the commitment to invest and innovate commercially.

And other key regional issue is transforming all the expansion of coverage that operators develop in the expansion of consumption. Panelist debated about infrastructure sharing, spectrum policies and taxation, and agreed in the importance of 700 Mhz band for mobile broad band services.

#### **PANEL 2: ENABLERS IN NATIONAL ICT PLANS FOR STIMULATING MOBILE BROADBAND**

**Mony De Swaan, President, COFETEL, Mexico**

**Maximiliano S. Martinhão, Secretary of Communications, Brazil**

**Carlos Rebellon, Executive Director, CRC, Colombia**

**Domingo Tavárez Valdez, Director General, OPTIC, Dominican Republic**

**Erasmó Rojas, 4G Americas**

**Moderator: Sebastian Cabello, GSMA Latin America**



Panelist committed to be aware of the demand of mobile operators for more spectrum. The goal is to assign spectrum in an effective way and in the necessary terms for market and consumers. The Secretary of Communications of Brazil argued that spectrum caps are working well to promote competition in the country but they are also trying that these policy don't become a huge limitation for operators.

The President of the Mexican regulator admitted a lack of consensus in the use of the bands: "we have an absolute concern in the expansion of mobile broadband but there is no consensus in the way to achieve that".

The Colombian CRC Director asked the operators to accept that the regulator has the mandate to act if it registers problems in the market but affirms that they want a regulation by market incentives.

The Dominican Republic regulator assured they will provide clear rules generate a stable context for the operators to invest. They will launch a new spectrum attribution plan and implement the digital blackout for 2015.