

Connected Living Seminar: Mobilising the Internet of Things

Tuesday 27 May 2014 - Radisson Victoria Plaza, Montevideo- Uruguay

FINAL AGENDA

Times	
07:30 – 8:30	Welcome Coffee sponsored by Wit-Software
08:30 – 8:40	Welcome and Introduction <ul style="list-style-type: none"> Introduction to the seminar, agenda and speakers Valter Wolf, Director Market Development, GSMA
08:40 – 09:00	Connected Living: Mobilising the Internet of Things <ul style="list-style-type: none"> Overview of focus and priorities for the GSMA Connected Living Programme for 2014/15. The presentation will cover the GSMA vision for 2020 for the Internet of Things, define the services that are in scope and explain how the programme will be addressing horizontal enablers for successful operator business strategies. Jeanine Vos, Executive Director, Connected Living Programme, GSMA
9:00 – 9:20	Taxation policy to enable the growth of M2M services <ul style="list-style-type: none"> The Brazilian government recently decided to implement regulation that will significantly reduce the SIM card taxation on M2M devices. The presentation will explain the background to this important decision, and how it will provide greater stimulus for operators to develop new services that will bring numerous socio-economic benefits to the country. Amadeu Castro, Director, GSMA Brazil
09:40 – 10:00	Public sector strategy for successful mHealth deployments <ul style="list-style-type: none"> Learn about the importance of engaging governments in order to create a positive environment for mHealth services and enable market deployment at scale, through a case study on the GSMA Brazil mHealth Taskforce Katia Galvane, eGovernment, Telefonica Brasil
10:00 – 10:30	Panel discussion Moderator: Valter Wolf, GSMA Panellists: <ul style="list-style-type: none"> Jeanine Vos, GSMA Amadeu Castro, GSMA Jose Aranda, GSMA Katia Galvane, Telefonica Renato Trino, Cisco

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