



PLENARY MEETING #40

Latin America 19-21 NOV, 2013 | LIMA-PERU

Hosted by:



Plenary Meeting Description

The GSMA LA Plenary Meeting # 40 brings together the three mobile operators in the region, members of the association in Lima, Peru from November 19 to 21. The event, to be held at the **Sheraton Lima Hotel & Convention Center** is the place where our working groups and the GSMA CROG Latam group will meet and also there will be carried out different seminars. This time, the local operators **Claro, Movistar and Nextel** along with the **Asociación para el Fomento de la Infraestructura Nacional (AFIN)**, will host the delegates from the rest of the operators in Latin America and the Caribbean and regional industry suppliers.

Structure of the Event

	Day 1 - 19 November 2013 Workshops day		Day 2 - 20 November 2013 Plenary Session and Working Groups		Day 3 - 21 November 2013 Working Groups and CROG Latam	
08:00	Registration		Registration		Registration	
09:00	Seminar 1 Regulatory Seminar	Seminar 2 Mobile Identity	Working Groups REGU BARG SEGF TECT		Working Groups REGU BARG SEGF TECT	
10:30	COFFEE BREAK		COFFEE BREAK		COFFEE BREAK	
11:00	Seminar 1 Regulatory Seminar	Seminar 3 Mobile For Development	Working Groups REGU BARG SEGF TECT		Working Groups REGU BARG SEGF TECT	
13:00	LUNCH		LUNCH		LUNCH	
14:00	Seminar 1 Regulatory Seminar	Seminar 4 Connected Living	Seminar 5 Disaster Response	Plenary Session Opening Minister, Osiptel, CEOs	Working Groups BARG / TECT SEGF	CROG LATAM
16:00	COFFEE BREAK		COFFEE BREAK			
	Seminar 1 Regulatory Seminar	Seminar 4 Connected Living	Seminar 5 Disaster Response	Plenary Session Keynote Presentations		
18:00						
20:30	Coctail de Bienvenida: La Rosa Nautica		Cena Principal: Museo Arte de Lima (MALI)			

Registration and more information: www.gsmala.com

Key Contacts

Registration and general enquiries: [Andrea Guajardo](#)
Media and press: [Mauro Accurso](#) / [Julio Bustamante](#)
Sponsorship and Logistics: [Bernardita Oyarzun](#)

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Plenary Session

November, Wednesday 20 (Afternoon) – Sheraton Lima Hotel

Agenda

13.00 – 14.00	Lunch sponsored by Samsung
	Official opening and welcome words Gonzalo Prialé Zevallos - President, AFIN
14.00 – 14.15	Sebastián M. Cabello- Director, GSMA Latin America Raul Pérez Reyes Espejo – Vice-Minister of Communications, Perú Gonzalo Martin Ruiz Diaz – President, OSIPTEL
14.15– 14.35	Activities and GSMA’s vision about Public Policy of the sector in Latin America Sebastián Cabello – Director, GSMA LA
14.35 – 14.55	Keynote presentation I: The Peruvian mobile market and the public policy plans for the sector Raul Pérez Reyes Espejo – Vice-Minister of Communications, Perú
14.55 – 15.15	The regulatory context of Peru Gonzalo Prialé Zevallos - President, AFIN
15.15 – 16.00	Mobile Operators’ Senior Executive’s Panel <ul style="list-style-type: none"> • Elizabeth Galdo, Director of Regulatory Affairs and RSC, Telefónica Perú • Juan Rivadeneyra, Director of Regulatory Affairs, America Movil Perú • Jose Montes de Peralta, Legal & Regulatory Affairs Manager, Nextel Perú • Moderator: Sebastian Cabello – Director GSMA Latin America
16.00 – 16.30	Coffee Break sponsored by Cisco
16.30 –16.50	Keynote Presentation II: Mobile Industry Vision 2020 Hyunmi Yang, Chief Strategy Officer, GSMA
16.50 –17.10	Factors to Consider for Mobile Data Growth Héctor De Tommaso, Head of Marketing for Latin America, Ericsson
17.10 – 18.30	Experts’ presentations about key issues in Latin America <ul style="list-style-type: none"> • Health Risks of Mobile Telephony: Evaluation, Perception, Communication Dr. Paolo Vecchia, EMF and Health Expert (former Chairman ICNIRP, WHO) • Perspectives about the quality of mobile service regulation Alfredo Bullard, Expert, Bullard, Falla, Ezcurra + • Good practices for License Renewal Juan Ignacio Crosta, Director, Bluenote MC • Current Latin American regulatory challenges, a comparative view Philippe Defraigne, Director, Cullen International
18.30	Closing
20.30	Official Dinner: Museo de Arte de Lima (MALI) hosted by Ericsson



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Speaker Biographies

Gonzalo Prialé – Presidente, Asociación para el Fomento de la Infraestructura Nacional (AFIN)



Empresario - Ingeniero Civil. Con especialización en Finanzas, Comercio Exterior y Desarrollo de Proyectos. Amplia experiencia en comercio internacional y en temas agrarios. Actividades gremiales desde 1985. Columnista sobre temas de economía y política. Presidente de la Corporación Algodonera del Perú S.A. Presidente de AFIN (Asociación para el Fomento de la Infraestructura Nacional) desde 2007. Vice Presidente de CONFIEP 2013/2015.

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. He is often consulted by government agencies and mobile operators on telecom public policy and is currently member of the National Committee of Spectrum of Colombia. 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 Licenciado degree in Economics from Universidad Nacional del Sur (Argentina). In 2003, he was honoured with a Fulbright Grant.

Raul Pérez Reyes Espejo – Viceministro de Comunicaciones, Perú



Raúl Pérez-Reyes Espejo, asumió el cargo de Vice Ministro de Comunicaciones, del Ministerio de Transportes y Comunicaciones en Agosto de 2011. Anteriormente ha sido miembro de la Comisión de Acceso al Mercado del Instituto Nacional de Defensa de la Competencia y de la Propiedad Intelectual, INDECOPI y del Consejo Directivo del Organismo Supervisor de la Inversión Privada en Telecomunicaciones, OSIPTEL. Sus últimos cargos en el sector público fueron gerente de la Oficina de Estudios Económicos del Organismo Supervisor de la inversión Privada en Energía y Minas, OSINERGMIN y vocal del Tribunal de Fiscalización del Organismo de Evaluación y Fiscalización Ambiental, OEFA, éste último adscrito al Ministerio de Ambiente. Es economista por la Universidad de Lima, posee el grado de magíster en economía otorgado por el Centro de Investigación y Docencia Económicas y es candidato a doctor en Economía en la Universidad de las Palmas de Gran Canaria, España. En el campo de la docencia, el señor Pérez-Reyes Espejo es profesor en la Pontificia Universidad Católica del Perú, PUCP, en la Universidad del Pacífico y en la Universidad ESAN.

Gonzalo Martin Ruiz Diaz – Presidente, OSIPTEL



Gonzalo Martín Ruiz Díaz fue designado en Julio de 2012 como nuevo presidente del Organismo Supervisor de la Inversión Privada en Telecomunicaciones (Osiptel). Anteriormente se desempeñó como viceministro de Comunicaciones durante la gestión de la ministra Verónica Zavala y fue miembro del Comité Pro Integración de Proinversión. Posee un título de grado de Licenciado en Economía de la Pontificia Universidad Católica del Perú y un Master of Arts in Economics del Programa de Postgrado en Economía ILADES/Georgetown University, Santiago, Chile.



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Elizabeth Galdo, Director de Asuntos Regulatorios y Responsabilidad Corporativa, Telefónica Mviles Perú



Elizabeth Galdo Marín es Directora de Regulación Corporativa del Grupo Telefónica en Perú. Ha trabajado en el Grupo Telefónica en diferentes posiciones durante los últimos 11 años incluyendo posiciones en Telefónica Internacional en España. Anteriormente, se desempeñó como Asesora del Viceministro de Comunicaciones y como consultora en las oficinas de Arthur Andersen de Lima y Caracas. Es abogada egresada de la Pontificia Universidad Católica del Perú, candidata a Doctora por la misma universidad y cuenta con una Maestría en Finanzas Corporativas otorgada por la Universidad de Harvard. Se ha desempeñado como docente en la Pontificia Universidad Católica del Perú y es expositora en seminarios y foros nacionales e internacionales sobre regulación y responsabilidad social corporativa.

Juan Rivadeneyra, Director de Asuntos Regulatorios, América Móvil Perú



Juan Rivadeneyra Sanchez is the Director of Regulatory Affairs (CRO) of CLARO Peru, a branch of America Móvil, since 2001. He is also Chairman of the Legal & Regulatory Committee of AFIN (Association for the Promotion of National Infrastructure, the association that brings together the leading cross-industry private utility infrastructure operators in Peru). He has more than 15 years of experience in regulation within the telecommunications industry. Before joining CLARO in 1998, Mr. Rivadeneyra was responsible for: Legal and Supervising at the peruvian telecommunications regulatory agency in Peru. He lectures in the Law School course on telecommunications regulation at the Universidad Peruana de Ciencias Aplicadas (UPC) and the UNIFE – Perú. He is also the author of the “Telecommunications Glossary” (Lima, 1998) and “Telecommunications Dictionary” (Lima, 2000).

Jose Montes de Peralta, Gerente Legal y Regulatorio, Nextel Perú



José Montes de Peralta cuenta con 12 años de experiencia en el sector de telecomunicaciones peruano. Actualmente se desempeña como Gerente de Regulación y Negocios con Operadores en Nextel del Perú, empresa del Grupo Entel Chile. Previamente ocupó la Gerencia Legal, y la Gerencia de Procesos y Despliegue de Infraestructura. Cuenta con un Máster en Leyes en Negocios Internacionales y Derecho Económico de Georgetown University Law Center (Washington D.C., EEUU) y un Máster en Regulación de la Universidad de Ciencias Aplicadas (Lima, Perú). Asimismo, cuenta con estudios de postgrado en derecho de las concesiones y cursos de especialización en servicios públicos de telecomunicaciones. Es egresado de la Pontificia Universidad Católica del Perú donde obtuvo el grado de Bachiller en Humanidades en 1997 y en Derecho en 2002.

Hyunmi Yang, Chief Strategy Officer, GSMA



Hyunmi Yang was appointed as Chief Strategy Officer of the GSMA in June 2012 and since then she has been focused on working with the GSMA’s operator members in identifying opportunities that will advance the development of the mobile communications industry. She previously served as Executive Vice President of Customer Strategy Business Unit at KT Corp. since June 2009. Prior to KT, she was Executive Vice President and Chief Marketing Officer for Shinhan Bank in Korea, where she led marketing strategies and product development. Ms. Yang has also held senior management roles at American Express in New York, where she applied data-driven insights to marketing strategies and loyalty programmes. Ms. Yang holds a Ph.D. in applied mathematics and statistics from the State University of New York at Stony Brook and M.S. and B.S. degrees in mathematics from Seoul National University in Seoul.



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Héctor De Tommaso - Head of Marketing in Latin America - Ericsson



Hector De Tommaso is the Head of Marketing in Latin America. He has more than 30 years of professional experience in Telecommunications. He started to work for Ericsson in 1995 and has held various executive positions at the Head Office and several Latin American countries. He studied engineering at the Universidad Tecnológica Nacional (Buenos Aires). Also, he holds a Master in Business and Strategic Management, Executive courses in Columbia (USA), London Business School (UK), and University of Oxford (UK).

Dr. Paolo Vecchia, Expert on Health and EMF (former Chairman ICNIRP, WHO)



Prof. Paolo Vecchia graduated in Physics at the University of Rome in 1969. From 1973 to 2010 he served at the National Institute of Health (ISS) in Rome, working in the field of Non Ionizing Radiation (NIR). His activities included both basic research and control actions aimed at the protection of workers and of the general public. Responsibilities of prof. Vecchia include advice to health and environmental authorities on any health problem related to NIR. Prof. Vecchia has participated in numerous commissions and expert panels at the international and national level. He has been President of the Italian Radiation Protection Association (AIRP), President of the European Bioelectromagnetics Association (EBEA), Chairman of the International Commission on Non Ionizing Radiation Protection (ICNIRP), and Member of the International Advisory Committee of the International EMF Project of the World Health Organization.

Alfredo Bullard Gonzalez, Expert, Bullard, Falla, Ezcurra +



Master of Laws Degree (LL.M) from Yale Law School and a Law degree from the Pontificia Universidad Católica del Perú. Doctor Honoris Causa (Universidad Continental, Perú). Partner at Bullard, Falla & Ezcurra Law Firm. He was Past President of INDECOPI's Tribunal for the Defense of the Competition and Protection of Intellectual Property. Professor of Economic Analysis of Law at Pontificia Universidad Católica del Perú, Universidad del Pacífico and Visiting Professor at Escuela Superior de Economía y Negocios, El Salvador. Author and co-author of several books and articles on issues related to Economic Analysis of Law.

Juan Ignacio Crosta, Director, Bluenote Management Consulting



Mr. Juan Ignacio Crosta has developed an extensive track record providing management consulting services, holding senior positions in world class consulting firms, where he has been serving clients throughout Latin America and Europe for more than twelve years. As a consultant, he has been advising multinational companies, private equity funds, industrial associations, governments and multilateral organizations, where he has interacted with key decision takers, helping them to overcome both analytical challenges and implementation issues. Juan Ignacio holds a BA in economics at the Universidad Católica Argentina (UCA), Argentina, and a Master in International Economics at Kiel University, Germany.



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Philippe Defraigne, Director, Cullen International



Philippe Defraigne is a director of Cullen International, a company monitoring regulatory developments in telecommunications, media and electronic commerce. He is an economist by training and has spent the last 20 years monitoring telecommunications regulation and market developments across Europe. He started his telecommunications career as a researcher at the University of Namur in 1988. Between 1991 and 1994, Philippe worked for the European Commission where he was mainly involved in the legislative process that led to the adoption of the ONP Leased Lines Directive.



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