



19TH
**INTERNATIONAL
REGULATION**
WORKSHOP
**DIGITAL
MARKETS**

OVERVIEW, CHALLENGES,
AND OPPORTUNITIES

2-3 SEP 2024
CARTAGENA

#TALLERCRC2024

DAY 1
AGENDA
(SEP 2)



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DAY 1 AGENDA

8:45 - 9:00 **Welcome Remarks**
Lina María Duque Del Vecchio. Executive Director, CRC 14:00 - 14:30

9:00 - 9:30 **Keynote Speaker: “New Business Models and Trends in the Context of the Digital Economy”**
Konstantinos Komaitis. Senior Resident Fellow, Digital Forensic Research Lab (DFRLab) 14:30 - 15:00

9:30 - 10:00 **Panel introduction: “Interdependence between Telecommunications Infrastructure and Digital Services”**
Carolina Limbatta. Head for the Americas, Cullen International 15:00

10:00 **Coffee Break**

10:30 - 12:20 **Panel: “Struggle for Profitable Business Models for Content Consumption: International Experience”** 15:30 - 17:20
Nina Cummins. Head of Connectivity Strategy Policy. Meta
Christian Borggreen. Head of Public Policy for Europe, Middle East, Africa and Latin America, Akamai Technologies
Gonzalo López-Barajas. Head of Public Policy and Internet, Telefónica.
Lucas Gallito. Head of Latin America, GSMA
Moderator: Ezequiel Domínguez. Managing Director, Cullen International

12:20 **Lunch Break**

Keynote Speaker: “Navigating Digital Disruption: Roles and Responsibilities of Market Players”

Christian O’Flaherty. Regional Vice President for Latin America and The Caribbean, Internet Society (ISOC)

Panel introduction: “Emerging Technologies: Weaving an Agreement for Digital Progress”

Jorge Fernando Negrete. President, Digital Policy & Law (DPL) Group

Coffee Break

Panel: “Emerging Technologies and the ICT Ecosystem: A Vision of Joint Development”

Karim Lesina. Executive Vice President and Chief External Affairs Officer, Millicom

Federico Boccardi. Head of Connectivity Policy for Europe, Amazon Web Services

Cláudio Teixeira. Senior Legal Officer - Digital Policy Team, The European Consumer Organisation (BEUC)

Ola Bergström. Director for International Affairs, The Swedish Post and Telecom Authority

Sebastián Cabello. CEO, SmC+ Consulting

Moderator: Jorge Fernando Negrete

DAY 2
AGENDA
(SEP 3)



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DAY 2 AGENDA

9:00 - 9:30 **Keynote Speaker: “Risks in Digital Services, Audiovisual Contents and AI: Ethics, disinformation and Protection of Human Rights”**
Claudia Flores-Saviaga. Senior Researcher, Civic Artificial Intelligence Laboratory, Northeastern University

14:00 - 14:30

9:30 - 10:00 **Panel introduction: “From Traditional Television to the Provision of Audiovisual Content on the Internet”**
Jorge Alberto Fontevecchia. CEO, Perfil Group

14:30 - 15:00

10:00 **Coffee Break**

15:00

10:30 - 12:00 **Panel: “Challenges of Sustainable Production and Information Management in the Audiovisual Industry”**
Beth Doane. CEO, Main-Rose
Molly Leshner. Head of the Digital Connectivity, Economics and Society division, Organisation for Economic Cooperation and Development
Gustavo Pupo-Mayo. Chairman, Television Association of Programmers Latin America (TAP Latin America)
Christophe Gauthier. Senior Coordinator, I4T Global Knowledge Network – UNESCO
Moderator: Jorge Alberto Fontevecchia

15:30 - 17:00

12:00 **Lunch Break**

17:00 - 17:10

Keynote Speaker: “Implications of the interaction between Telecommunications Operators and OTT: Balance between investment, fees and benefits for society”
Janet Hernández. President, Telecommunications Management Group (TMG)

Panel introduction: “Digital Transformation in America: Promoting a Multi-Player Market”
Mauricio Agudelo. Director of Digital Transformation, Development Bank of Latin America and the Caribbean (CAF)

Coffee Break

Panel: “Sustainability of the Digital Ecosystem, Telecommunications, and Content Distribution in America”
Maryleana Méndez. General Secretary, Inter-American Association of Telecommunications Companies (ASIET)
Mercedes Aramendía. President, Uruguay Communications Services Regulatory Unit
Carlos Baigorri. Chairman and CEO, Anatel
Raúl Echeberría. Executive Director, Latin American Internet Association (ALAI)
Moderator: Mauricio Agudelo

Closing Remarks
Lina María Duque Del Vecchio. Executive Director, CRC



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