



**19<sup>TH</sup>**   
**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	<b>Welcome Remarks</b> Lina María Duque Del Vecchio, Executive Director, CRC	14:00 - 14:40
9:00 - 9:40	<b>Keynote Speaker: “New Business Models and Trends in the Context of the Digital Economy”</b>	14:40 - 15:10
9:40 - 10:10	<b>Introduction: “Interdependence between Telecommunications Infrastructure and Digital Services”</b> Ezequiel Domínguez. Director of Global Relations, Cullen	15:10
10:10	<b>Coffee Break</b>	15:40 - 17:10
10:40 - 12:10	<b>Panel: “Struggle for Profitable Business Models for Content Consumption in Europe”</b>	
12:10	<b>Lunch Break</b>	

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

**Introduction: “Emerging Technologies: Weaving an Agreement for Digital Progress”**  
Jorge Fernando Negrete. President, DPL Group

**Coffee Break**

**Panel: “Emerging Technologies and the ICT Ecosystem: A Vision of Joint Development”**  
Karim Lesina. EVP-Chief External Affairs Officer, Millicom  
Federico Boccardi. Head of Connectivity Policy Europe, AWS  
Ola Bergström. Director for International Affairs, PTS  
Sebastián Cabello. CEO SmC+ Consulting

**DAY 2**  
**AGENDA**  
**(SEP 3)**



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# DAY 2 AGENDA

9:00 - 9:40 Keynote Speaker: "Risks in Digital Services and Audiovisual Content: Disinformation and Protection of Human Rights" 14:00 - 14:40

9:40 - 10:10 Introduction: "From Traditional Television to the Provision of Audiovisual Content on the Internet" 14:40 - 15:10  
Jorge Alberto Fontevicchia. CEO, Perfil Group

10:10

Coffee Break

15:10

Coffee Break

10:40 - 12:10 Panel: "Challenges of Digital Services in Light of Informational Pluralism and Freedom of Expression" 15:40 - 17:10

12:10

Lunch Break

17:10 - 17:20

Keynote Speaker: "Socioeconomic Implications between Telecommunications Operators and OTT"

Introduction: "Digital Transformation in America: Promoting a Multi-Player Market"  
Paula Bertolini. ICT Specialized Journalist

Panel: "Sustainability of the Digital Ecosystem, Telecommunications, and Content Distribution in America"  
Raúl Echeberría. Executive Director, ALAI

Closing Remarks

Lina María Duque Del Vecchio, Executive Director, CRC



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