



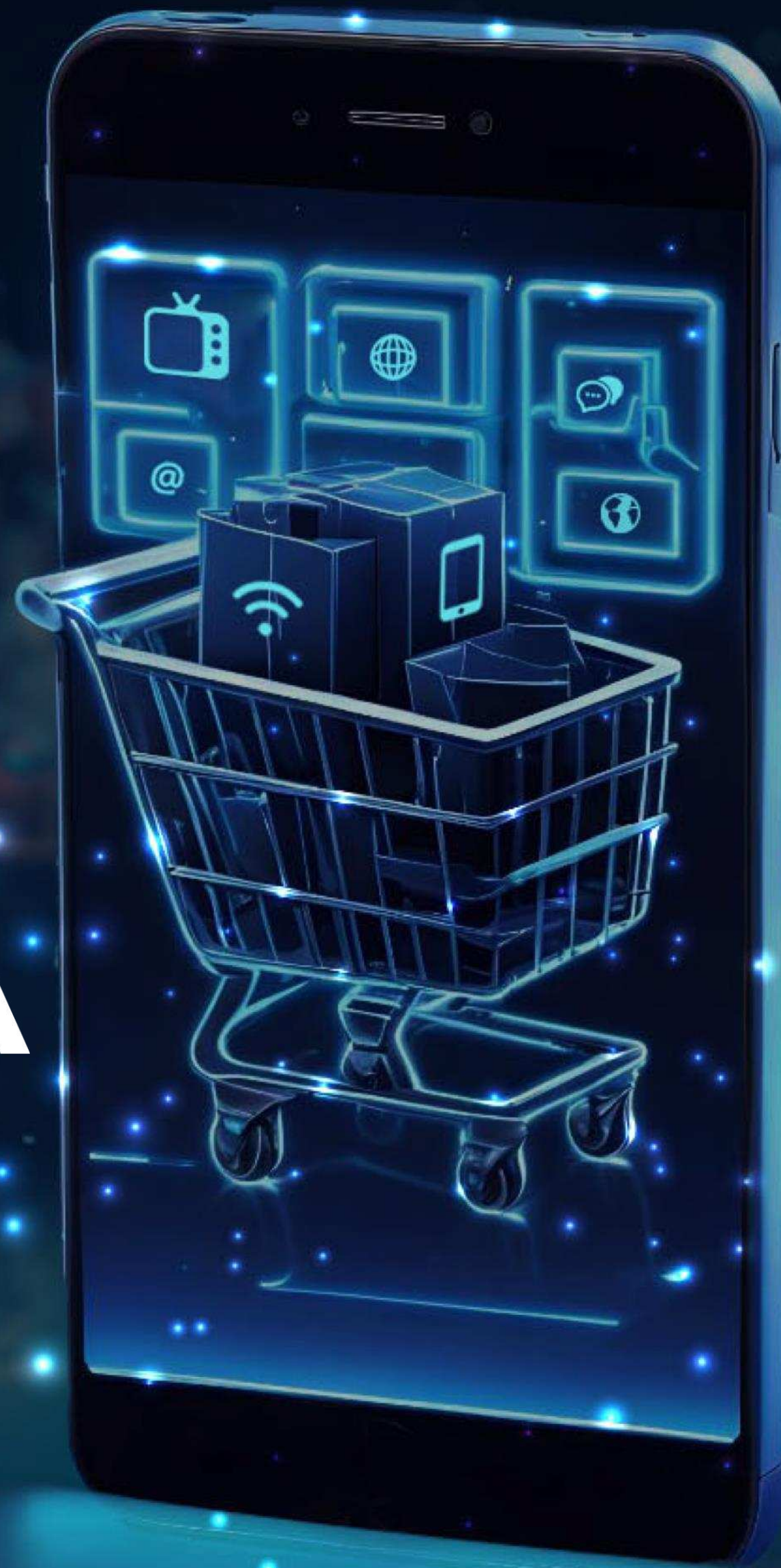
**19<sup>TH</sup>**  
**INTERNATIONAL  
REGULATION**  
**WORKSHOP**  
**DIGITAL  
MARKETS**

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 **Welcome Remarks**  
Lina María Duque Del Vecchio. Executive Director, CRC

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)

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

10:00 **Coffee Break**

10:30 - 12:20 **Panel: “Struggle for Profitable Business Models for Content Consumption: International Experience”**  
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  
Netflix  
**Moderator: Ezequiel Domínguez. Managing Director, Cullen International**

12:20 **Lunch Break**

14:00 - 14:30

**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)

14:30 - 15:00

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

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

**Coffee Break**

15:00

15:30 - 17:20

**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

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

10:00

Coffee Break

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**

12:00

Lunch Break

14:00 - 14:30

**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)

14:30 - 15:00

**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)

15:00

Coffee Break

15:30 - 17:00

**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**

17:00 - 17:10

**Closing Remarks**

Lina María Duque Del Vecchio. Executive Director, CRC



# 19<sup>TH</sup> INTERNATIONAL REGULATION WORKSHOP DIGITAL MARKETS

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