

# 18<sup>th</sup> International Regulatory Workshop

The transformative power  
of emerging technologies  
on the economy and society



September  
4th and 5th  
2023

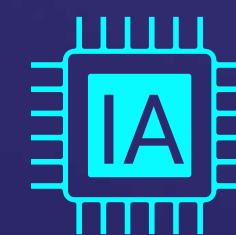
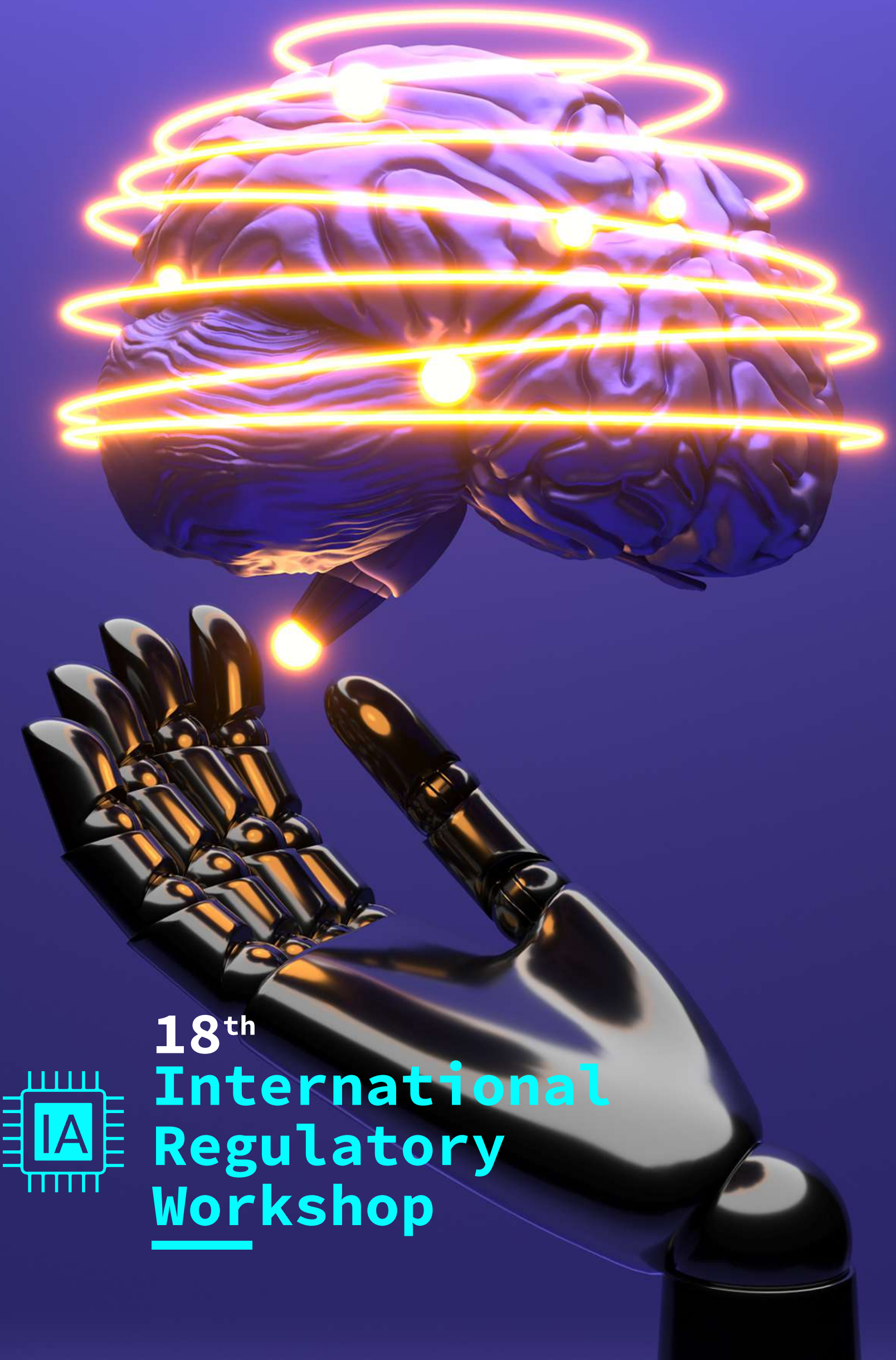
Radisson  
Cartagena Ocean  
Pavillion Hotel

# **Objective**

The purpose of this event is to explore and discuss the potential and impact of emerging technologies in transforming the economy and society. Through presentations and a panel discussion, we aim to foster a dialogue between experts, academics, and professionals from various sectors. Our goal is to understand how emerging technologies, including artificial intelligence, are reshaping our lifestyles, work environments, and interpersonal relationships.

# Day 1 Diary

The present state of  
emerging technologies



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9:00

**Welcome**

Nicolás Silva Cortés  
**Executive Director, CRC**

**Emerging technologies and their cross-cutting impact on the "boom" of artificial intelligence**

Luis Aranda  
**Artificial Intelligence Policy Analyst**

Organisation for Economic Co-operation and Development (OECD)

9:10

9:50

**Public policies to foster the adoption and utilization of emerging technologies in Latin America (Latam)**

Alexander Riobó  
**Senior Infrastructure Specialist**  
Inter-American Development Bank (IDB)

**10:30 Coffee Break**

11:00

**Global trends in AI regulation and associated technology standards**

Ansgar Koene  
**EY Global AI Ethics and Regulatory Leader**  
Ernst & Young (EY)

11:50

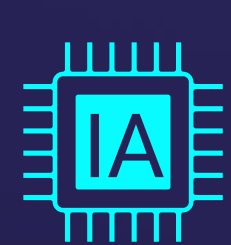
**Harnessing the potential of emerging technologies across various sectors of the economy.**

Doyle Gallegos  
**Digital Development Global Practice, Regional Program Manager, Latin America and Caribbean Region (LAC)**  
The World Bank

**12:30 Lunch**



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**14:30** **Public policy on responsible AI: The Chilean experience in AI regulation and lessons for Latin America**  
María Paz Herмосilla  
**Director of GobLab, public innovation laboratory of the School of Government**  
UAI Adolfo Ibáñez University, Chile

**15:10** **Artificial Intelligence: reasons for its regulation. The case of Spain and the European Union.**  
Ricard Martínez  
**Director of Privacy and Digital Transformation Chair**  
University of Valencia

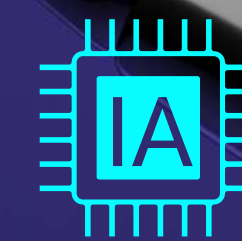
**15:50 Coffee Break**

**16:20** **Use cases of emerging technologies and AI across industries**  
Adelina Cooke  
**Global AI public policy lead for enterprise AI**  
Google

**17:00** **Impact of Artificial Intelligence on the production, transmission, and consumption of audiovisual content**  
Frederic Guerrero - Solé  
**Doctor in Communication, Professor, and Researcher in Generative AI, Social Networks, and Political Communication**  
Pompeu Fabra University, Barcelona

# Day 2 Diary

Exploring the potential of emerging technologies through real-world use cases



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**9:00**

**Enhancing state efficiency: leveraging the power of technology**

**María Isabel Mejía**

**Senior Executive, Digital Transformation**

**Department, Infrastructure and Digital Transformation Management**

**Development Bank of Latin America and the Caribbean (CAF)**

**9:40**

**Implementing innovative ideas through the utilization of new technologies**

**Mariana Gutiérrez**

**IT Business Partners Group  
Head for IDB's Vice-presidency for Sectors (VPS)**

**Inter-American Development Bank (IDB)**

**10:20 Coffee Break**

**10:50**

**Emerging technologies: prioritizing the citizen**

**Marcello Ienca**

**Professor of Ethics of Artificial Intelligence and Neuroscience, Deputy Director, Institute for Ethics and History of Medicine, School of Medicine**

**Technical University of Munich (TUM)**

**11:30**

**Regulation of AI: challenges and opportunities for Colombia and Latin America**

**Andrés Rengifo**

**Director of Corporate, External and Legal Affairs  
Microsoft Andean - South**

**12:10 Lunch**



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**18°**  
**Taller**  
**Internacional**  
**de Regulación**

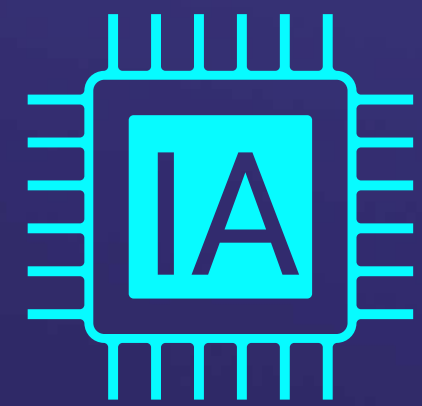
**14:30**  
**The Mobile Industry and AI**  
Lucas Gallitto  
**Head of Latin America**  
GSMA

**15:10**  
**Opportunities and challenges of Artificial Intelligence for communications networks and the consumer**  
Jared Carlson  
**Deputy Chief of the Office of International Affairs**  
Federal Communications Commission

**15:50** **Coffee Break**

**16:20**  
**Panel**  
**Preparing the LATAM region to capitalize on emerging technologies**  
**Moderator**  
Andrea Maia Reboucas  
**Head of the Membership and Private Sector Services, Telecommunication Development Bureau (BDT) International**  
Telecommunication Union (ITU)  
**Panelists:**  
OCDE, GSMA, EY, University of Valencia, FCC

**17:30** **Closure**



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