



*DRAFT of 1-5-2011*

# A Digital Agenda for Brazil

**EUBrasil Digital Agenda Summit at BITS 2011**  
**Porto Alegre, May 10 – 2011**  
**Centro de Eventos FIERGS, Av. Assis Brasil, 8787, Bairro Sarandi**  
**91140-001 – Porto Alegre / RS**

## First part: High Level Policy Seminar

10.00 am – 1.30 pm

Introduction and chair: **Alfredo Valladão**,  
President Advisory Board EUBrasil

**Philippe Defraigne**, Director, Cullen International

Presentation of the report

***"Building a Digital Agenda for Brazil and Europe"***

### ***The political commitments***

- **César Alvarez** Secretary General of the Ministry of Communications
- **Antti Peltomaki** Deputy Director-general, European Commission
- **Simone Scholze** Executive Superintendent, Anatel

### ***The Reality of the Digital Agenda***

- **Paulo Campos** ***The Portuguese "Magellan" Project***  
Secretary of State for Communications of Portugal
- **Mário Teza** ***The Campus Party in Brazil***  
General Director of Campus Party Brazil

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11.30 Panel with European and Brazilian Industry

Chair: **Fabio Colasanti**, EUBrasil Board Member

- **José María Alvarez-Pallete** CEO of Telefónica Latinoamerica
- **Zeinal Bava** CEO Portugal Telecom
- **Eduardo Farinelli** Vice President, AT&T Global Services
- **Joice Fernandes** Worldwide Senior Director, Public Private Alliances Microsoft
- **Luca Luciani** CEO TIM Brasil
- **Paulo Mattos** Regulatory Director, Oi Group

13.00 Conclusions

Chair: **Alfredo Valladão**, President Advisory Board EUBrasil

- **Tarso Genro** Governor of the State of Rio Grande do Sul

13.30 Conclusions

Chair: **Alfredo Valladão**, President Advisory Board EUBrasil

**The Brazilian view: A very senior personality has been invited to the first part of the event.**

**Second part: Regulatory workshop:  
'Universal Broadband - Stimulation policies'**

3.00pm – 6.00pm

Co-organised with Cullen International



3.00 Keynote speaker: *'Broadband regulatory strategy vs. implementation in Latin America and EU'*

- **Philippe Defraigne** Director, **Cullen International**

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## Roundtable discussions with Latin American and European regulators and industry

### 3.30 Panel 1 - The Investment Challenge

Chair: **Fabio Colasanti**, Board Member, **EUBrasil** and President **IIC**

- **Simone Scholze** Executive Superintendent, **Anatel**
- **Fabio del Alisal Sánchez** Director for International Affairs, **CMT** (Spain)
- **Paulo Mattos** Director of Regulatory Affairs, **Oi** (Brazil)
- **Carlos Lopez Blanco** Director of the International Office, **Telefónica International**
- **Raimundo Costa** National Technology Officer, **Microsoft Brasil**

### 4.30 Coffee break

### 5.00 Panel 2 - Competition Bottlenecks

Chair: **Philippe Defraigne**, Director, **Cullen International**

- **Jose Gonçalves Neto** Superintendent of Universalisation, **Anatel**
- **Emanuele Vadilonga** Head of Regulatory Affairs – LATAM, Southern Europe and MEA, **British Telecom Global Services**
- **João Moura** Executive President, **Telcomp**
- **Carlos Eduardo Franco** Director of Regulatory Affairs, **TIM Brasil**

### 6.00 Conclusions

- **Wilson Peres** Chief, Innovation and ICT Unit, **United Nations ECLAC - @lis2**
- **Antti Peltomäki** Deputy Director-General, **European Commission**

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