



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 Brazilian Ministry of Communications
- **Antti Peltomaki** Deputy Director-general, Information Society and Media, European Commission
- **Simone Scholze** Executive Superintendent, Anatel, (Brazilian Telecom Regulator).
- **Marcel Coderch** Vice-President, CMT (Spanish Telecom Regulator).

The Reality of the Digital Agenda

- **Mário Teza** "The Campus Party in Brazil" General Director of Campus Party Brazil

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11.30 am: Panel with European and Brazilian Industry

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

- **Eduardo Farinelli** Vice President, AT&T Global Services.
- **Joice Fernandes** Worldwide Senior Director, Public Private Alliances, Microsoft.
- **Luca Luciani** CEO TIM Brasil.
- **Paulo Mattos** Vice President Regulatory Director, Oi Group.
- **Iñaki Urdangarín**, Chairman of Telefonica Internacional USA.
- **Shakhaf Wine** Executive President of Portugal Telecom Brasil.

1:30 pm: Conclusions

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

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

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

3.00pm – 6.00pm

Co-organised with Cullen International



3.00 pm:

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 pm: Panel 1 - The Investment Challenge

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

- **Simone Scholze** Executive Superintendent, Anatel
- **Marcel Coderch** Vice-President, CMT
- **Paulo Mattos** Vice President, Regulatory Director, Oi Group
- **Carlos Lopez Blanco** Director of the International Office, Telefónica International
- **Raimundo Costa** National Technology Officer, Microsoft Brasil

4.30 pm: **Coffee break**

5.00 pm: Panel 2 - Competition Bottlenecks

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

- **Bruno Ramos** General Manager of Mobile Communications, Anatel
- **Emanuele Vadilonga** Head of Regulatory Affairs – LATAM, Southern Europe and MEA, BT Global Services
- **João Moura** Executive President, Telcomp
- **Carlos Eduardo Franco** Director of Regulatory Affairs, TIM Brasil

6.00 pm: Conclusions

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

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César Alvarez

César Alvarez is the Secretary General of the Brazilian Ministry of Communications. Before taking the present position, César Alvarez was the Digital Inclusion Coordinator of the Federal Gov. and Chief of The Agenda, Cabinet of the President.

Cezar Santos Alvarez is graduated in Economy Sciences at Federal University of Rio Grande do Sul, Brazil. At the beginning of President Lula's mandate, he was the General Under Secretary of Presidency of the Republic.

Before he had worked at the Porto Alegre City Hall from 1992 to 2002 as an Adviser, and also as Head of the Mayor's Cabinet and General Under Secretary of the Government. He also worked in Porto Alegre as the City Hall Administration Secretary and as the City Hall Industry and Trade Secretary.

Marcel Coderch

Marcel Coderch is Vice President of the Telecommunications Market Commission (CMT). He was appointed by Royal Decree 822/2006 of June 30 2006 (OGS dated July 1, 2006).

Holds a degree in Telecommunications Engineer from the Polytechnic University of Catalonia (PUC), and a Master's Degree and Ph.D. in Electrical Engineering and Computer Sciences from the Massachusetts Institute of Technology (MIT), where he was a Fellow of the MIT Science, Technology and Society programme. He is currently Honorary Professor of the PUC.



After graduating, he was a professor in the Telecommunications Area of the Technological Institute for Postgraduates in Madrid and later occupied different management positions in the Anaya Group, a leading publisher in Spain. He moved to the media industry participating in the launch of Gestevisión/Tele 5 and the newspaper El Sol and belonged to the Board of Directors of Anaya Multimedia and the Internet portal Telepolis. When the Spanish telecom market was liberalized in 1997 he became managing director of the Internet Division of Retevisión, the second Spanish telecom operator. Previous to his CMT nomination he was a founder partner and Vicepresident of Strategy and Business Development for TechFoundries, a venture capital company, and director of InOut TV, Eneo Labs, PowerOffice and Mediexpress. He is a member of GAPTEL and analyst for the Real Instituto Elcano in the geopolitics of energy.

Fabio Colasanti



Member of the Board of *EUBrasil* since July 2010 and president of the *International Institute of Communications* (London, UK), since April 2010, Fabio Colasanti, born in 1946, was previously a Director General in the European Commission for over ten years.

He headed first the department called "*Enterprise*" from January 2000 to June 2002 and, from July 2002 to March 2010, was in charge of the department for "*Information Society and Media*". This department is responsible for developing and overseeing European regulatory policies for electronic communications and for the audiovisual sector, as well as promoting a faster take up of Information and Communication Technologies throughout the European Union.

Prior to this appointment, from June 1999 to the end of 1999, he was Deputy Head of the Office of Commission President Romano Prodi and from the beginning of 1996 until June 1999 a Director in the European Commission's "*Budget*" department, with responsibility for the "*Resources*" Directorate.

Previously, Mr Colasanti worked for more than fifteen years as a macroeconomist in the Commission's department for Economic and Financial Affairs. In particular, he was successively responsible for the coordination of the economic forecasts and for the drafting of the main economic policy documents.

Raimundo Costa

National Technology Officer, Microsoft Brasil

Philippe Defraigne



Philippe Defraigne is a director of Cullen International, a company monitoring regulatory developments in telecommunications, media and electronic commerce. He is an economist by training and has spent the last 20 years monitoring telecommunications regulation and market developments across Europe.

He started his telecommunications career as a researcher at the University of Namur in 1988. Between 1991 and 1994, Philippe worked for the European Commission where he was mainly involved in the legislative process that led to the adoption of the ONP Leased Lines Directive.

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Eduardo Farinelli

Eduardo Farinelli is the Sales Center Vice President of the South America region at AT&T. Based in São Paulo, Brazil, he is responsible for leading all AT&T sales strategies and activities for the sales center's strategic accounts.

Mr. Farinelli has 12 years of experience in developing, supporting, managing and selling IT related services & solutions for global accounts and carriers. He joined AT&T in April 2004 as a Regional Account Director for the CALA Region where he was responsible for developing sales of complex managed services and network outsourcing solutions for Global Accounts. In 2005, Mr. Farinelli was promoted to Brazil Sales Director where he was responsible for leading the sales team in Brazil and Latin America. In January 2008, Mr. Farinelli was promoted to Vice President of Sales for South America.



Prior to joining AT&T, Mr. Farinelli worked as a Sales Manager at Lucent Technologies / Avaya Communication for five years. His responsibilities included selling voice and data solutions to global accounts located in Brazil and South America. In addition, Mr. Farinelli served as a Sales Director at TeleTech Brazil, a leading full-service provider of strategic customer care solutions, and assumed responsibility for every aspect of the sales cycle. Furthermore, Mr. Farinelli also held sales and management positions at SupportComm, a Brazilian voice and data portal technology company, and Asia Express, a trading company in New Delhi, India.

From studying, living and working in the United States, Mr. Farinelli has acquired fluency in English. Mr. Farinelli has also resided in India for over one year and in the Latin American region for twelve years. Mr. Farinelli has a Bachelor's degree from The University of Tennessee with a major in Business Administration / Marketing / and a minor in Finance. He is currently completing an MBA in Business Management at Faculdade Getúlio Vargas (FGV) in São Paulo, Brazil.

Joice FERNANDES

Joice Fernandes is currently Microsoft's worldwide Senior Director for Public Private Alliances that delivers millions of new users access to personal technology. In this capacity Mr. Fernandes leads a 15-person worldwide team that provides expertise and resources to governments on 5 continents.

As a driving force behind the world's largest 1:1 digital inclusion project in Portugal, Mr. Fernandes' previous work with the Portuguese government over the past 6 years as Microsoft's Public Sector Director resulted in over 1.5 Million new computers being delivered to students and families. His unique relationship with Ministers of Education, Telecommunication and other senior government and NGO organizations allows Microsoft to be a trusted advisor to governments



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and help them realize the full scope of their digital inclusion citizen initiatives. Mr. Fernandes is a part of Microsoft's worldwide education strategy team, representing the company's interests in numerous board and chairmanship positions.

Carlos Eduardo Franco

Carlos Franco is currently Director of TIM Brasil Regulatory Affairs Department. He has acquired a large experience in the telecommunications regulation through his previous experiences in Intelig Telecom, Claro and Oi. He holds a law degree.

Tarso Genro

Tarso Fernando Herz Genro, mais conhecido como Tarso Genro (São Borja, 6 de março de 1947) é um advogado e político brasileiro filiado ao Partido dos Trabalhadores (PT). Foi duas vezes prefeito de Porto Alegre e ministro da Educação, das Relações Institucionais e da Justiça durante o governo de Luiz Inácio Lula da Silva. A 3 de outubro de 2010, foi eleito Governador do Rio Grande do Sul no 1º turno

Nascido em 6 de março de 1947 no município de São Borja, Rio Grande do Sul. Tarso Genro começou sua trajetória política em 1968, ao ser eleito vereador pelo MDB em Santa Maria. Nesta mesma cidade, graduou-se em Direito pela UFSM. Ainda na UFSM, obteve especialização em Direito Trabalhista. Paralelamente à carreira política, atuou como advogado de sindicatos e associações profissionais. De 1972 a 1987, Genro foi crítico de literatura no "Caderno de Sábado" do jornal porto-alegrense Correio do Povo.

No início da década de 1980, foi porta-voz do Partido Revolucionário Comunista (PRC) junto com o irmão. Em 1988, já no Partido dos Trabalhadores (PT), foi eleito vice-prefeito de Porto Alegre pela Frente Popular, chapa encabeçada por Olívio Dutra, também do PT. Acumulou o cargo de vice-prefeito com o de secretário de Governo. Entre 1989 e 1990 teve rápida atuação como deputado federal.



Em 4 de abril de 2002, abandona a prefeitura para concorrer novamente ao governo estadual como sucessor de Dutra, então governador. Após foi convidado pelo presidente eleito Luiz Inácio Lula da Silva para comandar o Conselho de Desenvolvimento Econômico e Social, função na qual ficou até o início de 2004, quando Lula fez a sua primeira reforma ministerial. Tarso assumiu então o Ministério da Educação, em substituição a Cristovam Buarque.

Em 2006, com a reeleição de Lula, Genro passa a ocupar a pasta do Ministério das Relações Institucionais, e, em 16 de março de 2007, toma posse como novo ministro da Justiça, em substituição a Márcio Thomaz Bastos, cargo que ocupou até 10 de fevereiro de 2010.

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Carlos López Blanco

Carlos López Blanco, born in Valladolid in 1959, trained as a lawyer at Valladolid University, obtained an A.D. at the IESE Business School, and is a State Lawyer.



During the years 1984 to 1989 he worked as State Lawyer for the Spanish Administration in the Ministries of Education, Justice, and Economy.

In 1989 Mr López Blanco moved to the private sector where he was appointed Secretary to the Board of Directors and General Counsel of Construcciones Aeronáuticas, S.A. (CASA). In 1992 was appointed for the same position in IBM España and from 1995 to 2001 he worked as General Counsel and General Secretary of Airtel, which later became Vodafone España.

From 2002 to 2004 he held the post of Secretary of State for Telecommunications and Information Society in the Spanish Government.

From 2004 to 2007 he was the Chairman of Enter, Centre for the Analysis of the Information Society and Telecommunications of Instituto de Empresa Business School, and a member of the Board of Directors of Ericsson España and Ydilo Advanced Voice Solutions, as well as member of the Advisory Board of INDRA.

On July 2007 Mr López Blanco was appointed Director of the International Office of Telefónica, S.A.

Luca Luciani

Luca Luciani é desde janeiro de 2009 Diretor Presidente da Tim Participações, empresa brasileira com 18 bilhões de receita anual e 52 milhões de usuários. Antes do cargo atual, Luca Luciani exerceu as seguintes funções na Telecom Itália:

- Diretor Geral de serviços móveis nacionais - janeiro de 2007 / dezembro de 2008;
- Telecom Italia, Gerente de Vendas e Customer Care (Fixa e Móvel) - novembro de 2005 / dezembro de 2006;
- Gerente de Marketing & Vendas - TIM (Itália) - abril de 2005 / outubro de 2005;
- Gerente de Rede & Serviços de TI - TIM (Itália) - novembro de 2004 / março de 2005;
- Gerente de Marketing - TIM (Itália) - setembro de 2003 / outubro de 2004;
- Telecom Italia, Assistente do Presidente - setembro de 2002 / agosto de 2003;



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- *Chief Financial Officer* - TIM (Itália) - setembro de 2001 / agosto de 2002;
- Telecom Italia, *Group Controller* - julho de 1999 / agosto de 2001.

Antes de entrar para o Grupo Telecom Italia:

- 1998 - 1999 ENEL, *Group Controller*;
- 1994 - 1997 consultoria *Bain & Company*, Gerente;
- 1990 - 1994 *Procter & Gamble* (Roma, Londres, Bruxelas), Planejamento e Controle.

Nascido em Pádua, Itália, 02 de novembro de 1967. Casado, quatro filhos; Graduação em Estudos de Negócios (Luiss, 1990) e *Insead Summer School* (1991).

Paulo Todescan L. Mattos

Paulo Todescan L. Mattos is Executive Vice President, Director of Regulatory Affairs at Oi. He is former Chief of Staff, Executive Superintendent, Member of the Credit Board, and Head of the Management Board at The Brazilian Development Bank – BNDES. He holds a Ph.D. in Law from University of São Paulo, is former Fulbright Visiting Scholar at Yale Law School, USA, and teaches law and economics at Getulio Vargas Foundation School of Law in Rio de Janeiro, Brazil.



Paulo Todescan L. Mattos é Diretor Vice Presidente de Regulamentação da Oi. Foi Chefe de Gabinete, Superintendente Executivo, Membro do Comitê de Crédito e presidiu o Comitê Gerencial no Banco Nacional de Desenvolvimento Econômico e Social – BNDES. É Doutor em Direito pela Universidade de São Paulo, foi Fulbright Visiting Scholar na Yale Law School, EUA, e é professor de direito econômico na Faculdade de Direito da Fundação Getulio Vargas no Rio de Janeiro, Brasil.

João Moura

João Moura is the Executive President of TelComp, the Brazilian Competitive Telecommunication Association, with 45 members, providing advisory services on regulatory strategy, network infrastructure deployment and business development. Mr. Moura holds a BA degree in Economics and a MBA from COPPEAD - Rio de Janeiro Federal University.



Mr. Moura was a Partner at Coopers & Lybrand - a global consultancy firm - with significant experience in strategic advisory services, mergers & acquisitions and corporate restructuring. Prior to joining TelComp in 2010, Moura was the CFO of major industrial organizations and also a senior officer at BCP Telecommunication.

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Antti PELTOMÄKI



Mr Antti Peltomäki is Deputy Director-General of the Directorate-General for Information Society and Media (DG INFSO) since October 2007.

He is responsible for Coordination of issues related to the Digital Agenda for Europe and in particular of policies on electronic communication, Media and Internet. He represents the Commission in international summits related to information society policies.

Mr Peltomäki has also worked as Head of the Commission's representation in Helsinki in 2006 – 2007.

Prior to joining the Commission in 2006, Mr Peltomäki worked for almost ten years in the office of the Prime Minister of Finland, initially as State Under-Secretary, then State Secretary for EU affairs.

A lawyer by training, Mr Peltomäki began his career as a coordinator of international research and training courses at the Helsinki University of Technology.

Wilson Peres

Chief, Innovation and ICT Unit, United Nations ECLAC - @lis2

Bruno Ramos

General Manager of Mobile Communications, Anatel

Simone Scholze

Executive Superintendent, Anatel

Mario TEZA



Current General Director of Futura Networks Brazil, the company behind the largest Internet event in the world in the areas of Innovation, Creativity, Science and Digital Entertainment - Campus Party. Teza was the former vice-president of PROCERGS (Rio Grande do Sul State DataManagement Company), the manager of the regional office of DATAPREV in Rio Grande do Sul (Social Security Technology and Data Management Company), a company of Ministério da Previdência Social (Social Security Department) in Brazil, and a member of the Brazilian Internet Management Committee (twice elected by the civil society).

Also, he was a member of the Editorial Board of the journals: ".br" (www.cgi.br/publicacoes/revista) and "A Rede" magazine (www.aredo.inf.br).

Iñaki Urdangarín

,Chairman of Telefonica Internacional USA.

Alfredo Valladão

Alfredo G. A. Valladão, President of the Advisory Board of EUBrasil, is a Professor at the Institut d'études politiques de Paris (Sciences Po), in charge of the Mercosur Chair and Coordinator of the Working Group on EU-Mercosur Negotiations and of the International Conference of Forte Copacabana on "Defense and Security European-South American Dialogue". Senior Researcher Fellow at the Instituto de Estudos Estratégicos e Internacionais (IEEI – Lisbon). Journalist, specialized in international politics, editorialist for collaborates with Radio France International, he also contributes regularly to the BBC and CBN (Brazil). Former diplomatic and defense correspondent for the daily *Libération* (France). Member of the Editorial Board of the quarterly reviews on international affairs *Questions Internationales* (France) and *Res-Publica* (Portugal). Founder and former member of the Editorial Board of the economic and geopolitical yearbook *L'Etat du Monde* (France). Author of documentary films for French television networks.



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He has written extensively on issues of international security, diplomacy, and international trade. Recent publications include : *Concluding the EU-Mercosur Agreement – «Feasible» Scenarios* (org. with F. Peña and P. Messerlin) Chaire Mercosur 2004 *Implementing the EU-Mercosur Agreement – Non Trade-Issues* (org. with P. Guerrieri) Chaire Mercosur 2004 *Political Issues in the EU-Mercosur Negotiations* (org. with P. da Motta Veiga) Chaire Mercosur 2003 *Le triangle atlantique. L'émergence de l'Amérique latine dans les relations Europe-Etats-Unis*, IFRI, 1999 *Le retour du panaméricanisme: La stratégie des Etats-Unis en Amérique latine après la Guerre froide*, CREST, 1995 *Les mutations de l'ordre mondial: Géopolitique des grandes puissances 1980-1985*, La Découverte, 1994 *Le XXIème siècle sera américain*, La Découverte, 1993 (English edition by Verso – 1995).

Shakhaf Wine

Brasileiro, 41 anos. Presidente Executivo e Presidente do Conselho de Administração da Portugal Telecom Brasil S.A.
Diretor-Presidente da Bratel Brasil S.A.
Diretor-Presidente da Istres Holdings S.A.
Diretor e membro (suplente) do Conselho de Administração da Telemar Participações S.A.
Membro do Conselho de Administração da Tele Norte Leste Participações S.A.
Diretor e membro do Conselho de Administração da CTX Participações S.A.
Membro do Conselho de Administração da Contax Participações S.A.
Presidente do Conselho de Administração da Mobitel S.A.
Presidente do Conselho de Administração da PT Multimédia.com Brasil Ltda.

Eleito em 2009 | Vice Presidente do Conselho da Brasilcel N.V. , Presidente do Comité de Controle da Brasilcel N.V. e Vice Presidente do Conselho de Administração da Vivo Participações S.A. até Setembro de 2010 | Membro do Conselho de Administração do Universo Online S.A. até Janeiro de 2011 | Membro do Conselho de Administração da PT Investimentos Internacionais – Consultoria Internacional S.A. de Maio de 2006 até Março de 2009 | Membro do Conselho de Administração da PT Participações SGPS S.A. de Março de 2008 até Março de 2009 | Membro do Conselho de Administração da PT Móveis - Serviços de Telecomunicações SGPS S.A. de Maio de 2006 até Março de 2009 | Membro do Conselho de Administração da PT Ventures SGPS S.A. de Maio de 2006 até Março de 2009 | Membro do Conselho de Administração da Tele Centro Oeste Celular Participações, S.A. de Março de 2004 até Outubro de 2006 | Membro do Conselho de Administração da Tele Sudeste Celular Participações, S.A. de Março de 2004 até Fevereiro de 2006 | Membro do Conselho de Administração da Tele Leste Participações S.A. de Julho de 2005 até Fevereiro de 2006 | Membro do Conselho de Administração da Celular CRT Participações S.A. de Março de 2004 até Fevereiro de 2006 | Membro do Conselho de Administração do Banco1.net S.A. de Abril de 2003 até Julho de 2004 | Membro do Conselho de Administração da PT Multimédia.com Participações Ltda. de Abril de 2005 até Novembro de 2007 | Director de Banco de Investimento e responsável por relacionamento com clientes corporativos Europeus no grupo de Telecomunicações Globais da Merrill Lynch International entre 1998 e 2003 | Director Associado Sênior nos departamentos de América Latina e Grupos de Telecomunicações de Deutsche Morgan Grenfell entre 1993 e 1998 | Trader de cambio interbancário e dealer do Banco Central do Brasil no Banco Icatu entre 1991 e 1993 | Licenciado em Economia pela PUC, Pontifícia Universidade Católica, do Rio de Janeiro.

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