

## PROGRAM

Tuesday, November 15th		
Schedule	Session	Participants and Topics
9:00-10:00	Opening	<p><b>Gabriel Contreras Saldívar</b> President Commissioner of the Federal Telecommunications Institute.</p> <p><b>María Elena Estavillo Flores</b> Commissioner of the Federal Telecommunications Institute.</p> <p><b>Alejandra Palacios Prieto</b> President Commissioner of the Economic Competition Federal Commission.</p> <p><b>Roberto Martínez Yllescas</b> Head OECD Mexico Centre for Latin America</p>
10:00-11:00	Keynote Speech	<p><b>SPECTRUM AUCTIONS</b></p> <p>Goals: Analyze the different auction mechanisms, limits on the accumulation of radio spectrum, the introduction of restrictions and special conditions in the auction and its impact on resource allocation and economic competition in telecommunications and broadcasting.</p> <p><b>Moderator: María Elena Estavillo Flores</b> Commissioner of the Federal Telecommunications Institute.</p> <p><b>Paul Milgrom</b> Professor of Economics at Stanford University and President of Auctionomics.</p>
11:00-11:30	Coffee break	
11:30-13:00	Discussion Panel 1	<p><b>COMPETITION AND INVESTMENT IN TELECOM AND BROADCASTING</b></p> <p>Goals: Consider competition as an incentive for the diversification of services and investment in expanding coverage, infrastructure and technological upgrading.</p> <p><b>Moderator: Judith Mariscal</b> Professor and full-time researcher in the Division of Public Administration at <i>CIDE</i> and Director of <i>CIDE</i> Telecommunications Research Program.</p> <p><b>Ernesto M. Flores-Roux</b> Honorary Member of Federal Telecommunications Institute Advisory Board.</p> <p><b>Miguel Calderón Lelo De Larrea</b> Regulation Vice President of "Telefónica México, S.A. de C.V."</p> <p><b>Fernando Sánchez Ugarte</b> Antitrust and Competition Counselor at "Kuri Breña, Sánchez Ugarte y Aznar, S.C. (KSA)"</p> <p><b>Karim Antonio Lesina</b> Vice President of AT&amp;T, covering International External Affairs on EU, Caribbean, Central and Latin America and Trans-Atlantic Relations.</p> <p><b>Alejandro Cantú Jiménez</b> Legal Counselor at "América Móvil, S.A.B. de C.V."</p>
13:00-13:30	Snack break	

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Schedule	Session	Participants and Topics
13:30-15:00	Discussion Panel 2	<p><b>SPECTRUM MANAGEMENT</b></p> <p>Goals: Present economic opportunities aspects and challenges of spectrum allocation mechanisms. For instance flexible use (single concession) and reselling it, highlighting of its impact on the development of services.</p> <p><b>Moderator: Rafael Noel del Villar Alrich</b> Advisor to the Governor of the Bank of Mexico and former Commissioner of the defunct Federal Telecommunications Commission.</p> <p><b>Soren Sorensen</b> Associate Director in NERA's Auction Group.</p> <p><b>Christian Koboldt</b> Co-founder and partner of the Economic Consultancy Group DotEcon Ltd.</p> <p><b>Thomas Hazlett</b> H. H. Macaulay Endowed Professor of Economics in the John E. Walker Department of Economics at Clemson University.</p> <p><b>Abel Mauro Hibert Sánchez</b> Graduate Studies Director of the Metropolitan University of Monterrey.</p> <p><b>Alejandro Ildelfonso Castañeda Sabido</b> Commissioner of the Economic Competition Federal Commission.</p>
15:30		Lunch for participants and special guests.

Wednesday, November 16th		
Schedule	Session	Participants and Topics
9:00 -10:00	Keynote Speech	<p><b>NET NEUTRALITY</b></p> <p>Goals: Describe the scope, importance and impact of the establishment of rights and obligations of providers of broadband services.</p> <p><b>Moderator: Adriana Sofía Labardini Inzunza</b> Commissioner of the Federal Telecommunications Institute.</p> <p><b>Martin Cave</b> Deputy Chair of the Competition Commission, Professor at Imperial College Business School.</p>
10:00-11:00	Discussion Panel 3	<p><b>COMPETITION IN AUDIO AND VIDEO MARKETS: DISRUPTIVE EFFECTS OF OTT SERVICES IN TRADITIONAL MARKETS</b></p> <p>Goals: Establish the economic, regulatory and competition impact in the emergence and development of new services Over the Top (OTT), markets and traditional video audio impact.</p> <p><b>Moderator: Pascual García Alba Iduñate</b> Head of Center of Studies of the Federal Telecommunications Institute.</p>

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		<p><b>Rob Gallagher</b> Research Director, Consumer Services at the consulting group Ovum.</p> <p><b>Luis Fernando De la Calle Pardo</b> General Director and co-founder of the consulting group “De la Calle, Madrazo, Mancera, S. C.”</p> <p><b>Evan Gee</b> Economists from the Antitrust Division’s Economic Analysis Group of the United States Department of Justice.</p> <p><b>Alberto Alexander Elbittar Hein</b> Associate Professor at Center for Economic Research and Teaching (<i>CIDE</i>, acronym in Spanish). Director of the Interdisciplinary Program of Regulation and Economic Competition (<i>PIRCE</i>, acronym in Spanish).</p> <p><b>John Strand</b> CEO of Strand Consult</p>
11:00-11:30		Coffee break
11:30-13:00	Discussion Panel 4	<p><b>MERGER ANALYSIS IN TELECOMMUNICATIONS AND BROADCASTING IN A CONVERGENT ENVIRONMENT</b></p> <p>Goals: Discuss the relevant considerations and the impact of mergers and integrations (vertical and horizontal) within converging markets in a constant process of technological change.</p> <p><b>Moderator: Adolfo Cuevas Teja</b> Commissioner of the Federal Telecommunications Institute.</p> <p><b>Hillary Burchuk</b> Attorney at the Telecommunications &amp; Media Enforcement Section Antitrust Division, U.S. Department of Justice</p> <p><b>Juan Jung</b> Coordinator of Regulatory Affairs Studies at The Inter-American Association of Telecommunication Companies (<i>ASIET</i>, acronym in Spanish). Coordinator of the Center for Latin American Telecommunications Studies (<i>cet.la</i> in Spanish)</p> <p><b>Jorge Eduardo Arreola Cavazos</b> Expert Consultant in Competition Economics</p> <p><b>Lucía Ojeda Cárdenas</b> Partner in “SAI Derecho &amp; Economía” consulting group.</p> <p><b>Rafael Valdés Abascal</b> Coordinator of the Economic Competition Law Committee at the National Association of Enterprise Lawyers (<i>ANADE</i>, acronym in Spanish).</p>



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		<p><b>Roslyn Layton</b> Ph.D. Fellow. Aalborg University, Center for Communication, Media and Information Technologies.</p>
<b>Snack break</b>		
13:30-14:30	Discussion Panel5	<p><b>COMPETITION PROMOTION AND CONSUMER ADVOCACY (COLLECTIVE ACTION)</b></p> <p>Goal: Discuss consumer defense mechanisms, particularly class action lawsuits, highlighting the social benefits. Also, competition from technologies and their benefit to the consumer.</p> <p><b>Moderator: Jesús Ignacio Navarro Zermeño</b> Commissioned at Economic Competition Federal Commission.</p> <p><b>Francisco Javier Núñez Melgoza</b> Ex - Comisioner of the Economic Competition Federal Commission.</p> <p><b>Carlos de Jesús Ponce Beltrán</b> Telecommunications Deputy Attorney from the Federal Consumer Attorney (<i>PROFECO</i>, acronym in Spanish).</p> <p><b>Miguel Flores Bernés</b> Partner at the "Greenberg Traurig" consulting group.</p> <p><b>Christian Warren</b> Senior Competition Law Officer for Innovation, Science and Economic Development Canada at the Deceptive Marketing Practices Directorate-Division A.</p> <p><b>Luis Fernando Borjón Figueroa</b> General Director of the Telecommunications Investment Promoter Agency (<i>Promtel</i>, in Spanish).</p>
14:30-15:00	Closing Remarks	<p><b>CLOSING REMARKS</b></p> <p><b>María del Rocío Ruiz Chávez</b> Assistant Secretary of the Department of Competition and Regulation of the Ministry of Economy.</p> <p><b>Adolfo Cuevas Teja</b></p> <p><b>Adriana Sofía Labardini Inzunza</b></p> <p><b>María Elena Estavillo Flores</b> Commissioners from the Federal Institute of Telecommunications</p>
15:30	Lunch for participants, special guests and Commissioners from the Federal Institute of Telecommunications.	