

**INSTITUTO FEDERAL DE TELECOMUNICACIONES  
OFICINA DEL COMISIONADO MARIO GERMÁN FROMOW RANGEL  
IFT/100/Pleno/OC-MGFR/009/2015**

México, Distrito Federal a 17 de marzo de 2015

**PLENO DEL INSTITUTO FEDERAL DE TELECOMUNICACIONES  
P R E S E N T E**

Me permito presentar el Informe de mi participación en calidad de ponente en representación del Instituto en el IV Foro Anual Latinoamericano de Políticas Públicas de Telecomunicaciones, Tecnología e Internet los días 9 y 10 de marzo de 2015 en Miami, Florida, Estados Unidos de América, organizado por la Federación de Latinoamérica y el Caribe para Internet y el Comercio Electrónico (eCOM-L@C).

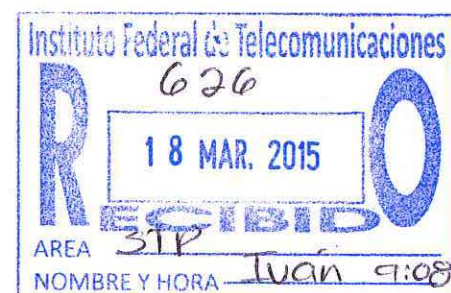
La mencionada Federación organiza este evento anualmente desde 2010, el cual convoca a legisladores, funcionarios de alto nivel de gobierno y directivos de Industria de diversos países de América Latina y el Caribe con el objetivo principal de debatir las implicaciones de la legislación y regulación en el ámbito de las Tecnologías de la Información y la Comunicación (TIC) y realizar presentaciones de actualización de los servicios y productos de vanguardia que surgen en el espacio de las TIC.

La delegación del Instituto asistió a diferentes paneles en los que se abordaron los temas de Innovación en el ecosistema de Internet, Beneficios para pequeñas y medianas empresas por la adopción de servicios en la nube, Importancia del consentimiento y la nueva norma internacional de privacidad en la nube, Derecho al olvido y libertad de expresión, Fomento de nuevos emprendimientos en una economía de aplicaciones, Marco Civil de Internet de Brasil, Confianza en la nube y Gobernanza de Internet.

Asimismo, participé en el panel intitolado "Telecom Reforms in Latam and its impact for the Internet business", con la ponencia denominada "Constitutional Reform in Mexico - Telecommunications, Broadcasting and Competition", en la cual se destacaron los beneficios de la implementación de la Reforma Constitucional en materia de Telecomunicaciones de 2013 y la Ley Federal de Telecomunicaciones y Radiodifusión.

En este panel participaron también Xavier Quintanilla, Viceministro de Comunicaciones de Ecuador, Otavio Caixeta, Jefe de Gabinete de la Secretaría de Telecomunicaciones de Brasil y Alfredo Rafael De Luque Zuleta, Congresista de Colombia.

  
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La temática del citado panel fue definida en la Agenda del Foro de la siguiente forma:

*Telecom Reforms in Latam and its impact for the Internet business*

*Across different countries in Latin America región we are learning of new bills to reform the existing telecommunications laws or even in different legal frameworks but addressing similar issues. Usually those bills are currently under discussion in revelant committees in the National Assembly of countries such as Argentina, Brazil, Ecuador, Mexico and Peru and includes provisions on: Tech & Net Neutrality, Telco as a public service, obligations on privacy data protection, spectrum use and allocation, security of the network, device testing and certification and even on waste/e-recycling programs. This panel aims to discuss those proposed legislations, reasons and expectations and how they interconnect among our different countries in the region.*

Se anexa la Agenda del evento para pronta referencia.

Con la participación en este evento, se cumplió con el propósito de generar vías de cooperación o áreas de influencia conjunta en asuntos de competencia del Instituto con distintos países de la región.

**ATENTAMENTE  
EL COMISIONADO**

A handwritten signature in blue ink, appearing to read 'M. Germán Fromow Rangel', is written over a faint circular stamp.

**M. en C. MARIO GERMÁN FROMOW RANGEL**



## **IV Annual Latin American Telecommunications, Technology, and Internet Public Policy Forum**

Intercontinental Hotel – Miami – Chopin Room  
March 9-11, 2015

### **AGENDA**

#### **Day 1 - Monday, March 9th**

**12:30 PM to 1:20 PM** **BUFFET LUNCH - SANDRINGHAM ROOM**

**1:20 PM to 1:30 PM** **WELCOME AND OPENING REMARKS**

***Speaker:***

- Oscar Messano, President of the Latin America and Caribbean Federation for Internet and Electronic Commerce, eCOMLAC.

**1:30 PM to 2:00 PM** **INTERNET ECOSYSTEM - INNOVATION**

***Keynote Speaker:***

- Silvina Moschini, CEO and Cofounder of Transparentbusiness.com

**2:00 PM to 3:00 PM** **INTERNET FOR SMALL & MEDIUM BUSINESS, AND CLOUD COMPUTING ADOPTION BENEFITS - PANEL 1: WHAT ARE THE BENEFITS?**

SMBs are the primary drivers of jobs and economic growth in Latin America. This session will provide an overview on the benefits that internet and cloud computing bring to SMBs. The first half of the session will outline the key benefits and highlight the elements that public policy frameworks need to have in order to allow for the maximization of such opportunities. The second half of the session will discuss how countries in Latin America are promoting these benefits to SMBs to promote job creation, raise living standards, and increase social inclusion.

***Speakers:***

- Ruba Borno, Boston Consulting Group "Ahead of the Curve" -- Lessons on Technology and Growth from Small-Business Leaders
- Carolina Solanilla, Millward Brown - Internet Impact SMBs Colombia, Mexico, Argentina, Peru and Chile

***Moderator:***



- Daniel Korn, Microsoft Latin America, Director of Corporate Affairs

**3:00 PM to 4:00 PM**    **INTERNET FOR SMALL & MEDIUM BUSINESS, AND CLOUD COMPUTING ADOPTION BENEFITS - PANEL 2: HOW ARE OUR COUNTRIES LEVERAGING THOSE BENEFITS?**

**Speakers:**

- Julian J. Robinson, Minister of State, Jamaica, Ministry of Science, Technology, Energy and Mining

**Moderator:**

- Ady Beitler, Inter-American Development Bank

**4:00 PM to 4:15 PM**    **COFFEE BREAK**

**4:15 PM to 5:45 PM**    **PRIVACY AND DATA PROTECTION: THE IMPORTANCE OF CONSENT; AND THE NEW INTERNATIONAL STANDARD FOR PRIVACY IN THE CLOUD**

Individuals have the basic right to provide consent for the collection, storage and treatment of their personal data. But shouldn't this consent be results-driven? This panel will discuss how varying levels of consent can facilitate the user experience online without adversely affecting expectations of privacy – e.g. levels which assess the regular or unusual aspect of proposed data use, or how high is the anticipated risk to personal privacy. In this regard the panel will also address ISO/IEC 27018, the first international standard for privacy in the Cloud. This new standard incorporates controls around personally identifiable information (PII) specifically for cloud services, and will help a Cloud Service Providers demonstrate that its cloud privacy policies and practices are robust, and in line with best industry practices.

**Roundtable:**

- Jean Gonie, Microsoft, Privacy Director - Worldwide Public Sector
- Senator Walter Pinheiro, Government of Brazil
- José Luis Piñar Mañas - Universidad CEU San Pablo, Spain

**Moderator:**

- Laura Juanes, Senior Director, International Privacy, Yahoo!

**5:45 PM to 6:45 PM**    **PRIVACY & DATA PROTECTION: RIGHT TO BE FORGOTTEN / FREEDOM OF EXPRESSION**

In May 2014, the European Court Of Justice ruled that EU citizens have a "Right To Be Forgotten," meaning that they could request that search engines remove links to pages deemed private, even if the pages themselves remain on the internet. This has brought controversy about the practicality of establishing this "right" to the status of an international human right in respect to access to information and freedom of expression, its interaction with the right to privacy, and whether creating a right to be forgotten would decrease the quality of the Internet through censorship.



**Panel:**

- Raul Arrieta, Asesor Subsecretaría Economía, Protección de Datos Personales (Chile)
- Jose Luis Piñar, Universidad Seu San Pablo (Spain)
- Patricia Blanco, Palavra Aberta (Brazil)
- Michael Samway, Georgetown University

**Moderator:**

- Pedro Less, Google

**Day 2 - Tuesday, March 10th**

**7:00 AM to 8:30 AM BREAKFAST – SANDRINGHAM ROOM**

**8:30 AM to 9:30 AM FOSTERING START-UPS FOR AN APPs - ECONOMY**

Different public/private programs for the promotion of the local Internet ecosystem have been growing fast in our region, aligned with the national plans for the development of the Internet ecosystem. Local startups and developers are able to find good funding opportunities, trainings and at some cases, companionship during the process of the creation of the idea and development of their business plan. We want to explore with leaders from our region how they are seeing this process, and hear from the people who's really doing businesses (applications, software, training) his ideas about the future of this national strategies, their strengths and weakness, in order to continue as a region with a real potential to compete in the international markets.

**Panel:**

- Freddy Vega, Platzzi
- Laura Maydon, Managing Director, Endeavor Miami
- Angeles Undurraga, Mujeres del Pacífico, Chile
- Mariano Mayer, Dirección de Emprendedores Argentina

**Moderator:**

- Tony Celestino - UP Latam

**9:30 AM to 10:00 AM BRAZIL'S MARCO CIVIL DE INTERNET - PART 1**

Brazil's Marco Civil de Internet is the first comprehensive internet framework in Latin America which addresses online issues such as net neutrality, intermediary liability, jurisdiction for law enforcement, data retention, and accessibility, among others. Opening with an overview by the bill's Rapporteur in the Brazilian Congress, a panel of government and industry experts will address key areas of this landmark legislation.

**Opening Speaker:**

- Alessandro Molon, Deputado, Rapporteur, Marco Civil de Internet (Brazil)



**10:00 AM to 11:30 AM BRAZIL'S MARCO CIVIL DE INTERNET, PART 2**

**Panel:**

- Dave Green, Microsoft, Assistant General Counsel, Intellectual Property Group
- Kathleen McInerney, Director, Public Policy, LatAm, Yahoo
- Carlos Affonso Souza, ITS Rio
- Omar Kaminski, Observatory of the Brazilian Civil Framework for the Internet, Brazil

**Moderator:**

- Jacobo Cohen Imach, MercadoLibre

**11:30 AM to 12:00 PM COFFEE BREAK**

**12:00 PM to 1:30 PM TRUST IN THE CLOUD**

Cloud computing can uplift economies by creating jobs and driving innovation, foster greater social inclusion, and create higher living standards. In the past year, however, media coverage about government access to data has caused people to question their trust in cloud computing. People will not use technology they don't trust. In order to deliver on the trust customers expect, it is essential that governments and the industry work together on issues of cybercrime, data privacy and transparency in the cloud. This session will discuss the specific roles that the government and industry can play in establishing customer trust in the cloud so that the benefits of the cloud can become broadly available to our communities.

**Panel:**

- Harold Castro, Director del Departamento de Sistemas y Computación y Director del Grupo de Investigación en Temas de Cloud de la Universidad de los Andes
- James Snow, Google Mexico
- Ramses Martinez, Senior Director, Sr. Director of Intelligence, Investigations and Response, Yahoo

**Moderator:**

- Daniel Korn, Microsoft Latin America, Director of Corporate Affairs

**1:30 PM to 2:30 PM BUFFET LUNCH – SANDRINGHAM ROOM**

**2:30 PM to 4:00 PM TELECOM REFORMS IN LATAM AND ITS IMPACT FOR THE INTERNET BUSINESS**

Across different countries in Latin America region we are learning of new bills to reform the existing telecommunications laws or even in different legal frameworks but addressing similar issues. Usually those bills are currently under discussion in relevant committees in the National Assembly of countries such as Argentina, Brazil, Ecuador, México and Perú and includes provisions on: Tech & Net Neutrality, Telco as a public service, obligations on privacy data protection, spectrum use and allocation, security of the network, device testing and certification and even on waste/e-recycling programs. This panel aims to



discuss those proposed legislations, reasons and expectations and how they interconnect among our different countries in the region.

**Panel:**

- Mario Fromow - Comisionado del IFT (México).
- Xavier Quintanilla, Viceministro de Comunicaciones (Ecuador)
- Raúl Pérez Reyes-Espejo, Ex Viceministro de Comunicaciones (Peru) (via video conference)
- Otavio Caixeta, Chefe de Gabinete, Secretaria de Telecomunicações (Brazil)
- Alfredo Rafael De Luque Zuleta - Congresista de Colombia

**Moderator:**

- Fernando Loureiro, Intel

**4:00 PM to 4:30 PM COFFEE BREAK**

**4:30 PM to 4:45 PM INTERNET GOVERNANCE PART 1: PRESENTATION ON IANA TRANSITION**

- Rodrigo de la Parra, ICANN, VP Stakeholder Engagement LAC

**4:45 PM to 6:00 PM INTERNET GOVERNANCE INITIATIVES IN LATAM**

On 2014 Brazil hosted Net Mundial for the first time, and this year Latin America will host the Internet Governance Forum. The local IG initiatives are growing fast and are seeing a good number of local multi stakeholder teams in Mexico, Costa Rica, Argentina, Colombia and other countries. During this panel we want to think about our strengths as a region and the future of the IG debate and the role of LatAm for the next year.

**Panel:**

- Sebastián Bellagamba, Director Regional para América Latina y el Caribe de Internet Society
- Oscar Robles, Executive Director, Latin America and Caribbean Network Information Centre
- Rodrigo de la Parra, ICANN Vice President Stakeholder Engagement LAC

**Moderator:**

- Ana Lucía Lenis, Google

**Day 3 - Wednesday, March 11th**

**7:00 AM to 8:30 AM BREAKFAST – SANDRINGHAM ROOM**

**8:30 AM to 10:00 AM ENABLING AND PROTECTING CROSS-BORDER DATA FLOWS**

Being able to move data among multiple geographic areas allows cloud computing providers to pool IT resources and consolidate overheads and purchasing power. In turn, this results in significant cost and



efficiency benefits for consumers, as well as the environmental benefits that flow from using fewer data centers. The desire for local data centers is in conflict with the efficiencies associated with the scale economics of cloud computing. This panel will discuss the importance of enabling the free but secure flow of data across borders, including the "Safe Harbor" exception for the United States adopted by the European Union.

**Panel:**

- Anupam Chander, University of California, Law Professor and Author of "The Electronic Silk Road: How the Web Binds the World Together in Commerce"
- Markus Heyder - Centre for Policy and Leadership
- Sharmie Farrington Austin, Data Protection Commissioner, Bahamas

**Moderator:**

- Miguel Recio Gallo, Universidad San Pablo, España

**10:00 AM to 11:00 AM FOSTERING BROADBAND ACCESS IN THE REGION**

Broadband in LAR has recently growing at significant speed, mainly due to the 3G/4G deployments in the region. Also this results show the benefits of a sound policy framework in which mobile and fixed broadband deployments flourish using the market forces together with public-private partnership to connect more and more citizens. Connecting the remaining millions of people with broadband will require public assistance because the market will not be sufficient to act in the near time. The purpose of this panel is to discuss best practices and mechanisms in public – private partnership to stimulate the market for connecting citizens to broadband.

**Panel:**

- Guillermo Cruz, Consultor de Plan Vive Digital (Colombia)
- Oscar Messano, President of LACNIC
- Walter Pinheiro, Senator (Brazil)
- Nigel Cassimire, Caribbean Telecommunications Union

**Moderator:**

- Carlos A. Rebellón, Global Public Policy Manager Andean Central America and Caribbean, Intel

**11:00 AM to 12:15 PM ACCESSIBILITY - TOOLS FOR A BETTER WORLD**

As technology becomes increasingly important in day-to-day living, it is vital that everyone, regardless of ability or age, be able to enjoy the benefits of the digital world. Accessible technology enables people to personalize the settings on their computers and other devices to make them easier to use. This session will provide an overview on the importance of accessibility as a tool for a better world and the role of governments and policymakers to encourage the development of accessibility policies and programs that broaden digital inclusion.

**Panel:**

- Carlos Lauria, Regulatory Affairs Manager, Microsoft Brasil





- Aderbal Pereira, MMF LATAM

***Moderator:***

- Heather Dowdy, Motorola Mobility USA

**12:15 PM to 12:30 PM COFFEE BREAK**

**12:30 PM to 12:45 PM CLOSING**

***Speaker:***

- Oscar Messano, President of the Latin America and Caribbean Federation for Internet and Electronic Commerce, eCOMLAC