

2004 CDMA Latin America Regional Conference Agenda

Wednesday, 26 May – CDMA Americas Roaming Forum and Operators Meeting

- 8:30 Registration and coffee
- 9:00 Welcome
Celedonio von Wuthenau, Director, Latin America Programs, CDG
- 9:15 Roaming update
- Business and technology view
Andrew Hunter, Member, CDG International Roaming Team
- 9:45 Operator experiences/challenges with roaming
Gustavo Nobrega, Roaming Manager, VIVO
- 10:15 Roamer billing
Joe Kammerer, Director, Operations, CIBERNET
- 10:45 Break
- 11:00 Mobile data roaming
Lou Grilli, Business Development, Syniverse Technologies
- 11:30 Voice and data roaming
Mark D. Fruehan, Chief Business Officer, Incubator, Verisign
- 12:00 Wireless data roaming
Ken Hansen, Director, Wireless Data Services, NeuStar
- 12:30 R-UIM
Caroline Doussot, Marketing Director, Gemplus
- 13:00 Inter-standard roaming
Gustaaf van Ditzhuijzen, International Marketing Manager, Vodafone
- 13:30 Wrap-up
Celedonio von Wuthenau, Director, Latin America Programs, CDG
- 13:45 Lunch

Thursday, 27 May – Plenary Sessions

- 8:30 Registration and coffee
- 9:00 Welcome
Perry LaForge, CDMA Development Group (CDG)
- 9:15 Keynotes
- *Antonio Carlos Valente da Silva, Vice President, ANATEL*
 - *Steve Searles, Vice President, CDMA/TDMA Marketing, Nortel Networks - CDMA2000 evolution to high-speed data*
 - *Jesper Rhode-Andersen, Senior Vice President, Business Development, Ericsson - Converging future of 3G*
 - *Victor Agnellini, President, CALA, Lucent Technologies - Requirements for succeeding with CDMA2000 in Latin America*
 - *Adam Gould, CTO, CDMA, Vice President, Technology Management and Strategy, Nokia - Leading the way with CDMA*

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- *Carlos Rivera, Vice President, Business Development for Latin America and the Caribbean, QUALCOMM* - Market opportunities for high-speed data

11:30 Break

12:00 Analyst panel - Outlook for wireless in Latin America

- Market growth
- 3G
- Demand for data
- Consolidation
- Universal services

Moderator: *Celedonio von Wuthenau, Director, Latin America Programs, CDG*

Panelists:

Juan Fernandez, Principal Analyst, Public and Mobile Infrastructure, Latin America, Gartner - Dataquest

Jose Otero, Telecom and IT Director, InfoAmericas

Wally Swain, Principal Analyst, Yankee Group

12:45 Lunch

14:15 CDMA2000: A platform for advanced services in Latin America

- How CDMA2000 meets the growing demand and increases capacity for affordable, high-quality voice services
- How CDMA2000 meets the data needs of Latin America
- Advantages of CDMA2000 (security, flexibility, high-speed data)

Moderator: *Luis Avelar, Vice President, Marketing and Innovation, VIVO*

Panelists:

Celine Bak, Vice President, Products, Bridgewater Systems

Esteban Diazgranados, Director, Technology and Product Marketing, Lucent Technologies

Felix Guanche, Director, Wireless Networks, Nortel Networks

Rene Tio, Senior Product Manager, Starent Networks

Luis Antonio Baptista, Vice President, Tmais

15:15 Providing voice and data services globally and in the Latin America market

- Broadband (data services)
- Public services
- Designing the network to optimize resources

Moderator: *Wally Swain, Principal Analyst, Yankee Group*

Panelists:

Randy Battat, President and CEO, Airvana

Nissim Attias, General Manager and CTO, Celerica

B.B. Anand, President, Regulatory Affairs, Reliance Infocomm

Gerry Flynn, Director, Advanced Technology Strategy/Standards, Verizon Wireless

16:15 Break

16:45 CDMA450 for the Latin America market

- Universal services and other services

Moderator: *Carlos Killian, Senior Telecommunications Advisor, TMG*

Panelists:

Gordon Davidson, Senior Director Business Development, Ericsson

Jussi Samuli Koria, Director, Mobile Networks, Huawei

Luiz Claudio Rosa, Vice President, Business Development, Lucent Technologies

17:45 Developments in CDMA2000 devices

- Latest devices, features
- Pricing, availability

Moderator: *Hilton Mendes, VIVO*

Panelists:

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Lixin Cheng, President, Axessstel
Louis Antoniou, Audiovox
Natasha Marvin, Marketing Director, Latin America, Kyocera Wireless

18:45 End of Plenary

Friday, 28 May – Plenary (continued) and Interactive Workshops

8:30 Registration and coffee

9:00 Keynotes (continued)
B.B. Anand, President, Regulatory Affairs, Reliance
Gustavo Guzman, CEO, Iusacell

10:00 Break

10:30 CDMA2000: Enabling operators to deliver the advanced services consumers want
- Push-to-talk, location-based services, MMS
- CDMA2000 roadmap to open standard solutions
Moderator: *Carlos Killian, Senior Telecommunications Advisor, TMG*
Panelists:
John Dubois, Senior Director, Global Development, Americas, Sprint
Romeu Vanuci, Regional Manager QIS, Qualcomm
Mark D. Fruehan, Chief Business Officer, Incubator, Verisign
Cyro Hemsli, CDMA Product Manager, ZTE
Content providers:
Didier Ghez, Senior Producer, Disney Internet Group Latin America
Marcelo Costa de Oliveira, Co-founder and CTO, TakeNET

11:45 Lunch

13:00 Application developers workshop
Workshop chair: *Sofia Medina, New Services Manager, Telefonica del Peru*
Application developers panel
Sergio Carpenter, WIZ
Alexandre Fernandes, Executive Director, Link
Global perspective on deploying download services
Ilari Nurmi, Director, CDMA Mobile Applications and Services, Nokia
Operator case studies – how to be profitable with services and applications
Bridget Hines, Senior Marketing Manager, Global Development, Sprint
Sofia Medina, New Services Manager, Telefonica del Peru

13:00 MMS workshop
Capabilities of picture messaging and beyond
Workshop chair: *Gerry Flynn, Director, Advanced Technology Strategy/Standards, Verizon Wireless*
Update on inter-carrier and inter-standard MMS
Ruchi Prasad, Director CDMA/TDMA Product Marketing, Nortel Networks
Francisco Kattan, Director, Product Marketing, Mobile Messaging, Openwave
Operator panel or case studies
Gerry Flynn, Director, Advanced Technology Strategy/Standards, Verizon Wireless
Gilberto Dellaroza, Messaging Division, VIVO

14:30 Break

15:00 1xEV: Opportunities in broadband workshop
Workshop chair: *Celedonio von Wuthenau, Director, Latin America Programs, CDG*
Overview of 1xEV-DO
Hugo Swart, Technical Marketing Manager, Qualcomm

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1xEV-DO operator case studies

Alexandre Alvim, Executive Director, Giro - Broadband Internet Business Unit, Vesper-Embratel

Gerry Flynn, Director, Advanced Technology Strategy/Standards, Verizon Wireless

1xEV-DV developments

Sami Puukari, Director, Technology Strategy, Nokia

15:00 Push-to-talk workshop

Workshop chair: *Jose Otero, Telecom and IT director, InfoAmericas*

Unlimited push-to-talk

Jesper Rhode-Andersen, Senior Vice President, Business Development, Ericsson

Inter-standard push-to-talk

Craig Farrill, President and CEO, Kodiak Networks

Operator panel or case studies

Bridget Hines, Senior Marketing Manager, Global Development, Sprint

Roger Sole, Director, VIVO

16:30 Close of Conference