

**B u s i n e s s   E x c e l l e n c e**

# **DIGITAL AMERICAS**

**S u m m i t**

**e n g a g i n g   p o s i t i v e   c h a n g e**

## **Conference Programme**

**"Next Generation Convergence Driving Positive Change"**

10-12 November 2008 • Sheraton Hacienda Del Mar Resort & Spa • Los Cabos Mexico

*Associate Partner* **Mexican Internet Association** [www.amipci.org.mx](http://www.amipci.org.mx)

The Digital **Americas** Summit is an opportunity for CEO's CIO's and CTO's of Telecoms Operators, ISP's, and Cable Operators, Policymakers, Practitioners, Industry Leaders and Solution Providers of the Latin American and Caribbean communications industry to carry forward their ICT vision of the region and consolidate them into an actionable programme through collaborative learning and partnerships.

This invitation only summit combines an illuminating world-class conference with networking opportunities, pre-arranged power business meetings with a thought leadership team of industry experts, governments and solution providers, creating the perfect setting for delegates and vendors to exchange knowledge and conduct business.

**"Next Generation Convergence Driving Positive Change"**

In the digital era, access to information and the sharing of knowledge have created a new global currency that is transforming the fundamental economic, educational and social constructs of society, creating unprecedented opportunities for positive change.

The summit helps senior executives prepare and engage positive change by provoking a rethink of business procedures while discussing how innovations, a harmonisation of standards, processes and infrastructures, will build a stronger backbone for the Next Generation of Communications.

World-class experts and organisations, including Chief Executives, Regulators, Governments and Industry Associations, will present a range of case studies and material through a world-class conference, equipping the region's senior executives with the insight they need to stay competitive and respond to their customers needs.

*Chaired by Dr Madan Mohan Rao, Research Director at AMIC and editor of "Wireless World Magazine", "The Knowledge Management Chronicles" and "AfricaDotEdu" the summit will help delegates engage positive change in their goal to **be excellent**.*

**Business  
Excellence**

**G l o b a l   M e d i a**

**www.be-excellent.com**

**B u s i n e s s   E x c e l l e n c e**

# DIGITAL AMERICAS

S u m m i t

**e n g a g i n g   p o s i t i v e   c h a n g e**

10-12 November 2008 • Sheraton Hacienda Del Mar Resort & Spa • Los Cabos • Mexico  
Associate Partner **Mexican Internet Association** [www.amipci.org.mx](http://www.amipci.org.mx)

**Digital Americas Summit "Next Generation Convergence Driving Positive Change" DAY ONE**

DAY ONE			
Time	Panel theme	Session Title	Speaker & Organisation
1:00 – 1:15		Welcome & Summit Overview	Chairman: Dr Madan Rao
SESSION 1: Next Generation Communications			
1:15 – 1:30		Official Opening of the 4th Annual Digital Americas Summit	Federal Government of Mexico (TBC)
1:30 – 2:00	Keynote Address	“Next Generation Communications Driving Positive Change”	(TBC) (Conference Sponsor)
2:00 – 2:30	The Internet For Everyone and Everything	Digital Communications: Delivering Tomorrow Today	President AMIPCI (TBC)
2:30 – 3:00		Models of NGN Evolution: The Road to Excellence	(TBC)
3:30 to 3:45 - COFFEE/TEA/SMS			
SESSION 2: Next Generation Infrastructure			
3:45 – 4:15		Digital Penetration and Emerging Markets	(TBC)
4:15 – 4:45		Next Generation Networks Bridging the Digital Divide	(TBC)
4:45 – 5:00		Wrap-up of Day One <i>Chairman’s Closing Remarks</i>	Chairman: Dr Madan Rao
5:00 to 5:15– COFFEE/TEA/SMS			
Business Excellence - Snap Power Meetings & Networking (Session 1)			
5:15 – 5:30	Snap Power Meetings 1		
5:30 – 5:45	Snap Power Meetings 2		
5:45 – 6:00	Snap Power Meetings 3		
6:00 – 6:15	Snap Power Meetings 4		
6:15 – 6:30	Snap Power Meetings 5		
END DAY ONE			
Evenings Entertainment and Dinner			
7:30 – 8:30 Digital Americas Summit Welcome Cocktail Reception			
8:30 – 10:30 Digital Americas Summit Gala Dinner After Dinner Speaker - (TBC)			

## Digital Americas Summit "Next Generation Convergence Driving Positive Change" DAY TWO

DAY TWO				
Time	Panel Theme	Session Title	Speakers & Organisation	Power Meetings
<b>Business Excellence –Master-class Sessions</b>				
8:00 - 9:00	Master-class	Innovation Excellence (35 Seats)	Dillon Dhanecha	
8:00 - 9:00	Master-class	Knowledge Excellence (35 Seats)	Dr Madan Rao	
8:00 - 9:00	Master-class	Convergence Excellence (25 Seats)	(TBC)	
<b>9:00 to 9:15 - COFFEE/TEA/SMS</b>				
<b>Digital Americas Summit – Day Two Start</b>				
9:15 – 9:30		Opening & Overview of Day Two	Chairman: Dr Madan Rao	
<b>SESSION 3: Next Generation Wireless</b>				
9:30 – 9:50	Americas 2.0	Sustainable Services and Networks	TBC	
9:50– 10:10	Multiple Platforms	Navigating the Wireless Alphabet Soup: WiFi, WiMax, 3G and Beyond	Avantel CEO (TBC)	
10:10 - 10:30		Challenges and opportunities of Next Generation Wireless in the Americas	TBC	
10:30 – 11:30		Broadband in the Americas: Emerging Frontiers Mobile Broadband (Panel)	CDG (TBC) GSMLAA (TBC) UMTS (TBC)	
<b>11:30 to 11:45 - COFFEE/TEA/SMS</b>				
<b>Business Excellence –Snap Power Meetings &amp; Networking (Session 2)</b>				
11:45 – 12:00		<b>Snap Power Meetings 6</b>		
12:00 – 12:15		<b>Snap Power Meetings 7</b>		
12:15 - 12:30		<b>Snap Power Meetings 8</b>		
12:30 – 12:45		<b>Snap Power Meetings 9</b>		
12:45 – 1:00		<b>Snap Power Meetings 10</b>		
1:00 - 1:15		<b>Snap Power Meetings 11</b>		
<b>1:15 to 2:15 – LUNCH</b>				
<b>SESSION 4: Next Generation Services</b>				
2:15 – 2:45	Entertainment Everywhere	International capacity and infrastructure to enable Next Generation Service	(TBC)	<b>Power Meeting 1</b>
2:45 – 3:15	Sustainable Services	Sustainable delivery of Next Generation Services in the Americas	Thomson (TBC)	<b>Power Meeting 2</b>
3:15 - 3:45	The Mobile Consumer	Slicing, Dicing, Retaining and Monetising the Consumer Base	TBC	<b>Power Meeting 3</b>
3:45 – 4:15	Next Gen e-Gov		Secretaría de la Función Pública Mexico Rodolfo Elizondo Torres	<b>Power Meeting 4</b>
<b>4:15 to 4:30 - COFFEE/TEA/SMS</b>				
<b>SESSION 5: Business and Service Excellence</b>				
4:30 – 5:00	The Satisfied Customer	Achieving Excellence through Service-Oriented Architectures	TBC	<b>Power Meeting 5</b>
5:15 – 5:45	Organisational Evolution	Managing Industry Change	TBC	<b>Power Meeting 6</b>
5:45 - 6:15	The Smart Organisation	Knowledge Management: Optimising the Connected Enterprise	TBC	<b>Power Meeting 7</b>
6:00 – 6:30	The Future of Work	Business Process Outsourcing in the Flat World: Strategies for Global Delivery	TBC	<b>Power Meeting 8</b>
6:30 – 6:40		Wrap-up of Day Two <i>Chairman's Closing Remarks</i>	Chairman: Dr Madan Rao	
<b>END DAY TWO</b>				
<b>Charity Evenings Entertainment and Dinner</b> <b>Charity Partner UNETE</b> <a href="http://www.uneteya.org">www.uneteya.org</a>				
<b>8:00 – 10:30 – Charity Evening Entertainment and Dinner (Venue TBA)</b> After Dinner Speaker - Mr Claudio X. González, Chairman of the Board UNETE				

## Digital Americas Summit "Next Generation Convergence Driving Positive Change" DAY THREE

DAY THREE				
Time	Panel theme	Session Title	Speakers/Organisation	Power Meetings
<b>Business Excellence – Master-class Sessions</b>				
8:00 – 9:00	Master-class	Innovation Excellence (35 Seats)	Dillon Dhanecha	
8:00 – 9:00	Master-class	Knowledge Excellence (35 Seats)	Dr Madan Rao	
8:00 – 9:00	Master-class	Convergence Excellence (25 Seats)	TBC	
<b>9:00 to 9:15 - COFFEE/TEA/SMS</b>				
<b>Digital Americas Summit - Day Three Start</b>				
9:15 – 9:30		Overview of Day Three	Chairman: Dr Madan Rao	
<b>SESSION 6: Next Generation Convergence</b>				
9:30 – 10:00	Bridging Different Worlds	Fixed-Mobile Convergence: Roadmaps and Challenges	TBC	<b>Power Meeting 9</b>
10:00 – 10:30		Rural Connectivity	(TBC)	<b>Power Meeting 10</b>
10:30 – 11:00		Next Generation Convergence Enabling Positive Change	TBC	<b>Power Meeting 11</b>
11:00 – 11:30			TBC	<b>Power Meeting 12</b>
<b>11:30 to 11:45 - COFFEE/TEA/SMS</b>				
<b>Business Excellence –Snap Power Meetings &amp; Networking (Session 3)</b>				
11:45 – 12:00		<b>Snap Power Meetings 12</b>		
12:00 – 12:15		<b>Snap Power Meetings 13</b>		
12:15 – 12:30		<b>Snap Power Meetings 14</b>		
12:30 – 12:45		<b>Snap Power Meetings 15</b>		
12:45 – 1:00		<b>Snap Power Meetings 16</b>		
1:00 – 1:15		<b>Snap Power Meetings 17</b>		
<b>1:15 to 2:15 – LUNCH</b>				
<b>SESSION 7: Next Generation Standards, Regulations &amp; Policy</b>				
2:15 – 2:45	Harmonisation Processes and Roadmaps	Harmonisation of Standards Regulations & Policy for the Next Generation	Panel (TBC)	<b>Power Meeting 13</b>
2:45 – 3:15		New directions for mobile broadband From 3G to LTE and beyond - Perspectives for the Americas	Panel (TBC)	<b>Power Meeting 14</b>
<b>SESSION 8: ICT and Socio-Economic Development</b>				
3:15 – 4:15	Americas Online	Connect the Americas ICT's the Back Bone for Wealth Creation and Socio-Economic Development (Panel)	e-Mexico CUDI Internet 2 CFE & UWI (TBC)	<b>Power Meeting 15</b> <b>Power Meeting 16</b>
<b>4:15 to 4:30 - COFFEE/TEA/SMS</b>				
<b>CLOSING SESSION: Next Generation Communications Strategies</b>				
4:30– 5:00	Keynote Address	Innovation Strategies	TBC	
5:00 – 5:30	Keynote Address	Digital Americas; The Next Decade	TBC	
5:30 – 5:45		Wrap-up of Summit Chairman's Closing Remarks	Chairman: Dr Madan Rao	
<b>Digital Americas Summit Close</b>				
<b>6:00 – 8:00 Digital Americas Networking Leisure Activity (TBC)</b>				
<b>8:30 – 10:30 Evenings Entertainment (TBC)</b>				