Acorn-Redecom Conference 2010 Program
Friday, May 14th and Saturday, May 15th
Brasilia, Brazil

Friday (8:30 – 9:00 am): breakfast and registration

Friday 9:00 – 10:00 am	**Welcome by Márcio Iorio Aranha (Conference Chair) and Murilo César Ramos (Director of CCOM) Opening Ceremony with Ronaldo Sardenberg (President of ANATEL) [presentation]**
Friday 10:00 – 11:00 am	**Keynote speaker: Mario Ripper [presentation]**

Break (11:00 – 11:15 am)

Simultaneous Sessions	ICT Policy and Regulation (Auditorium)	ICT for Development and Citizenship: Access and Applications (Room 1)	The New Frontiers in Markets and Services (Room 2)
Friday 11:15 am 12:45 pm	**ICT Regulatory Models** Moderator: *Simone Scholze* - Estimating the impact of the regulatory and policy variable on ICT sector performance – *Raúl Katz* [presentation] - ICT and telecommunications: sectoral transformation and public policy agenda – *Rodrigo Leal, Claudio Loural* - A regulação em camadas e a Lei Geral de Telecomunicações: desafios da convergência – *Renata Quelho* [presentation]	**Access Issues in Latin America** Moderator: *Roxana Barrantes* - Telecommunications in the small island states and territories of the Caribbean – *Ewan Sutherland* [presentation] - Difusión de las TIC en los territorios de México: un análisis de las relaciones causales – *Guillermo J. Larios* [presentation] - O uso do radiofrequência para a inclusão social: alternativas para o regime jurídico da radiofrequência no Brasil – *Gabriel Laender, Márcio Iorio Aranha, Laura Lira, André Gomes* [presentation]	**New Media Issues** Moderator: *Murilo César Ramos* - Regulación de mercados por médio de herramientas Web 2.0 – *Carlos Andrés Osorio Toro* [presentation] - The relationship between broadcasting and cable TV in Chile: in need of regulation? – *Lucas Sierra* [presentation] - Consideraciones iniciales sobre el surgimiento y la implementación de la TDT en Argentina. El rol del Estado a partir de la TV publica – *Ornela Carboni, Jorge Luis Nuñez, Norberto Leonardo* [presentation]

Lunch (12:45 – 2:00 pm)

Friday 2:00 – 3:30 pm	**Industry Panel** Moderator: *Sebastian Cabello* - Telefónica de España – *Benedito Luis Fayan* [presentation] - Cisco – *Andres Maz* [presentation] - Skype – *Christopher Libertelli* [presentation] - Oi – *Paulo Mattos* [presentation]	**e-Government and e-Democracy** Moderator: *Lucas Sierra* - El e-presupuesto participativo y la ampliación de la participación ciudadana: un estudio de caso en el distrito de Miraflores en Lima – *Laura León* [presentation] - Las redes sociales como espacios para e-democracia – *Luis Martínez, Pia Salcedo, Manuel Guerrero* - O papel das novas tecnologias na construção da sustentabilidade participativa – *Geovana Freire, Tainah Sales* [presentation]	**Innovation on Telecommunications** Moderator: *André Rossi* - Mobile-money: combining cellular phone service and microfinance – *James Alleman, Paul Rappoport* [presentation] - The development of mobile money systems – *Judith Mariscal, Ernesto Flores* [presentation] - Understanding innovation in the Developing World: Argentinean telecom sector – *Martha Garcia-Murillo, Fatima Espinoza* [presentation] - Innovation in mobile networks – *Jean Paul Simon* [presentation]
Friday 3:30 – 5:00 pm	**Broadband** Moderator: *Gabriel Laender* - Broadband expansion in Brazil: An empirical study – *André Rossi, Paulo Coutinho* [presentation] - Crítica a um Plano Nacional de Banda Larga: uma perspectiva da economia política das políticas públicas – *Murilo César Ramos* - A disciplina jurídica da banda larga no Brasil: constatações e tendências – *Victor Teixeira* [presentation] - The role of internet exchange points in broadband policy and regulation – *Daniel Cavalcanti* [presentation]	**Rural Development** Moderator: *Judith Mariscal* - Does the use in ICT-based market information services (MIS) improve the wellbeing of developing-country smallholder farmers? Evidence from Kenya – *Julius J. Okello* - TICs para o desenvolvimento da zona rural: uma política necessária – *Mauro Câmara, Marco Figueiredo* [presentation] - The impact of mobile phones on profits from livestock: evidence from Puno, Peru – *Roxana Barrantes* [presentation]	**Pricing and Infrastructure for the Telecommunication Sector** Moderator: *Andres Maz* - Tarifas y asequibilidad de los servicios de telefonía móvil en América Latina y el Caribe – *Hernán Galperin* [presentation] - Measuring competitive pressure in mobile telecommunication sectors using OECD price benchmarking baskets – *Christoph Stork* [presentation] - Can vertical separation reduce non-price discrimination and increase welfare? – *Pedro Pereira, Duarte Brito, João Vareda* [presentation]

Break (5:00 – 5:15 pm)

Friday 5:15 – 6:45 pm	**International Panel** Moderator (Acorn-Redecom): *Raúl Katz* - Euro-CPR – *Jean Paul Simon* [presentation] - CPRsouth – *Rohan Samarajiva* - RIA – *Christoph Stork* [presentation] - TPRC – *Martha Garcia-Murillo*	**ICT Applications and e-Learning** Moderator: *Jorge Bossio* - La inclusión de las TIC desde el empleo y el desarrollo de contenidos especializados en los escenarios de enseñanza formales – *Elías Said Hung, Evaristo González Prieto* [presentation] - Semilleros TIC en educación: abordando a los monstrous fríos en un aprendizaje caliente – *Jose Cabrera Paz* [presentation] - Implementación "Learning Management System (LMS)" en Universidades – *Marta de Campos Maia* [presentation] - Sistematización de una experiencia exitosa de uso social de las TICs aplicadas a la prevención del VIH/Sida – *Cecilia Valeriano, Lucia Wang, Mariana Vazquez, Betiana Cáceres, Lucas Villalba, Marina Rojo* [presentation]	**Entrepreneurship in ICT, Culture and Development** Moderator: *Luis Hernando Gutiérrez* - Como mejorar el modelo de negocios para Mipymes mediante el uso de TICs – *Rodolfo Torregrosa* [presentation] - Impactos jurídicos do conceito de empreendedorismo no grau de concentração regulatória normativa no setor de telecomunicações: o caso Actium – *André Gomes* [presentation] - Comunicação, cultura e desenvolvimento no Brasil em perspectiva histórica – *César Bolaño*

Dinner (8:00 pm) Keynote
 Speaker: Eli Noam

Saturday 9:00 – 10:30 am	**Applying Telecom's Regulatory Environment Methodology Panel** Moderator: *Márcio Iorio Aranha* - Peru case – *Jorge Bossio* - Cross-country evaluation – *Roxana Barrantes* [presentation] - Measuring effectiveness of telecom regulation using perception surveys – *Rohan Samarajiva*	**Regulating New Technologies** Moderator: *Hernán Galperin* - El reciclaje digital – *Luis Alberto Lesmes Sáenz* [presentation] - Portabilidad numérica: situación y perspectivas en América Latina – *Santiago Javier Arnaudin* [presentation] - VoIP: trajetória tecnológica e perspectivas para o Brasil no cenário de convergência tecnológica – *Michele Cristina Silva Melo* [presentation]	**ICT diffusion: cases in the South** Moderator: *Elías Said Hung* - Promoción y desarrollo de las TIC em América Latina – *Fátima Ponce, Wilson Rojas* [presentation] - Políticas públicas para masificar las TIC – *Liliana Ruíz de Alonso* [presentation] - El uso de internet de trabajadores independientes y microempresas en el Perú – *Aileen Agüero, Patricia Pérez* [presentation]

		Break (10:30 – 10:45 am)	
Saturday 10:45 am 12:15 pm	**Digital Inclusion** Moderator: *Liliana Ruiz de Alonso* ▪ Sobre inclusão digital no Brasil: impactos e perspectivas – *Lucilene Cury, Ligia Capobianco* [presentation] ▪ Relaciones entre las políticas de acceso universal en pos del desarollo social y el fomento de la competitividad, en el âmbito de las TICs: el caso chileno – *Paula Hollstein Barría, Consuelo Labra Videla, Margarita Portuguez* [presentation]	**Digital Poverty Panel** Moderator: *Ernesto Flores* ▪ Book presentation and overview – *Judith Mariscal and Hernán Galperin* ▪ What is and how to measure digital poverty? - *Roxana Barrantes* ▪ Mobile market structure in Latin America – *Judith Mariscal* ▪ Microtelcos in Latin America – *Hernán Galperin*	**Freedom in the ICT Environment** Moderator: *Miriam Wimmer* ▪ O PL 29 e as políticas de comunicação no Brasil: a importância da participação da sociedade civil e do Poder Executivo no processo legislativo – *Lara Haje* [presentation] ▪ A fundamentalidade do direito à comunicação: internet e participação no contexto da sociedade em rede. Políticas públicas de acesso à internet no Brasil – *Pedro Felizola* [presentation] ▪ Direitos de propriedade intelectual e novas formas de governança na economia digital: elementos de análise – *Alain Herscovici* [presentation] ▪ Política y sociedad de la información: reconfiguración y fuerza. Estudio de política de inclusion colombiana – *Diana Cubillos Vargas* [presentation]
	Lunch		