



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: <i>Simone Scholze</i> <ul style="list-style-type: none"> 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 Queiroz [presentation] 	Access Issues in Latin America Moderator: <i>Roxana Barrantes</i> <ul style="list-style-type: none"> 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 da 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: <i>Murilo César Ramos</i> <ul style="list-style-type: none"> Regulación de mercados por medio 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 suramiento y la implementación de la TDT en Argentina. El rol del Estado a partir de la TV pública – Ornela Carboni, Jorge Luis Nuñez, Norberto Leonardo [presentation]
Lunch (12:45 – 2:00 pm)			
Friday 2:00 – 3:30 pm	Industry Panel Moderator: <i>Sebastian Cabello</i> <ul style="list-style-type: none"> 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: <i>Lucas Sierra</i> <ul style="list-style-type: none"> 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: <i>André Rossi</i> <ul style="list-style-type: none"> Mobile-money: combining cellular phone service and microfinance – James Allemen, 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: <i>Gabriel Laender</i> <ul style="list-style-type: none"> 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: <i>Judith Mariscal</i> <ul style="list-style-type: none"> 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: <i>Andres Maz</i> <ul style="list-style-type: none"> 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: <i>Acorn-Redecom</i> ; <i>Raúl Katz</i> <ul style="list-style-type: none"> Euro-CPR – Jean Paul Simon [presentation] CPRsouth – Rohan Samarajiva RIA – Christoph Stork [presentation] TPRC – Martha Garcia-Murillo 	ICT Applications and e-Learning Moderator: <i>Jorge Bossio</i> <ul style="list-style-type: none"> La inclusión de las TIC desde el empleo y el desarrollo de contenidos especializados en los escenarios de enseñanza formales – Elias Said Hung, Evaristo González Prieto [presentation] Semilleros TIC en educación: abordando a los monstruos fríos en un aprendizaje caliente – Jose Cabrera Paz [presentation] Implementando "Learning Management System (LMS)" em 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: <i>Luis Hernando Gutiérrez</i> <ul style="list-style-type: none"> Como mejorar el modelo de negocios para Mipymes mediante el uso de TICs – Rodolfo Torregrasa [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: <i>Márcio Iorio Aranha</i> <ul style="list-style-type: none"> Peru case – Jorge Bossio Cross-country evaluation – Roxana Barrantes [presentation] Measuring effectiveness of telecom regulation using perception surveys – Rohan Samarajiva 	Regulating New Technologies Moderator: <i>Hernán Galperin</i> <ul style="list-style-type: none"> El reciclaje digital – Luis Alberto Lesmes Sáenz [presentation] Portabilidad numérica: situación y perspectivas en América Latina – Santiago Javier Armaudín [presentation] VolP: trajetória tecnológica e perspectivas para o Brasil no cenário de convergência tecnológica – Michele Cristina Silva Melo [presentation] 	ICT diffusion: cases in the South Moderator: <i>Elias Said Hung</i> <ul style="list-style-type: none"> Promoción y desarrollo de las TIC em América Latina – Fátima Ponce, Wilson Rojas [presentation] Políticas públicas para masificar las TIC – Liliana Ruiz 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: <i>Liliana Ruiz de Alonso</i> <ul style="list-style-type: none"> Sobre inclusión digital no Brasil: impactos e perspectivas – Lucilene Cury, Ligia Capobianco [presentation] Relaciones entre las políticas de acceso universal en pos del desarrollo social y el fomento de la competitividad, en el ámbito de las TICs: el caso chileno – Paula Hollstein Barria, Consuelo Labra Videla, Margarita Portuquez [presentation] 	Digital Poverty Panel Moderator: <i>Ernesto Flores</i> <ul style="list-style-type: none"> 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: <i>Miriam Wimmer</i> <ul style="list-style-type: none"> 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] Derechos de propiedad 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 inclusión colombiana – Diana Cubillos Vargas [presentation]
Lunch			