International Institute of Communications

# Annual Conference 2025

**Date:** 22nd - 23rd October 2025

**Location:** Bogotá, Colombia

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## Agenda: Tuesday 21 October 2025

### 18:00 - 19:30: Welcome Reception

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## Agenda: Wednesday 22 October 2025

### 07:30 - 09:00: Invitation only breakfast roundtable: Exploring policy levers to enable growth of sustainable and culturally relevant audiovisual industries

Around the world, policymakers are grappling with how best to support the growth of their local screen production industries, industries that both reflect national cultures and compete in global markets. While some jurisdictions have leaned into regulatory obligations to compel investment, this round table will pose a different question: What are the foundational ingredients that naturally enable sustainable growth in the screen sector?
This roundtable will convene government officials, industry experts, and institutional leaders for a dialogue. The aim is to explore the policy building blocks, such as targeted incentives, skills development, access to infrastructure, and technology enablement, that together form the basis of resilient and culturally relevant audiovisual industries, capable of attracting inward investment. Drawing from real-world examples, the views of industry leaders, and research, the discussion will focus on enabling rather than compelling investment and aligning cultural goals with economic opportunity.

Moderator

**Juanjo Mendez**, Public Policy Lead, Spanish Speaking South America Global Affairs, Netflix

Speakers

**Claudia Triana,** Director General, PROIMAGENES Colombia

**Alejandra Luzardo,** CEO, Boomful

**Leon Forde,** CEO, Olsberg.SPI

**Camilla Bustani,** Director International, Ofcom, UK

### 08:15 - 09:15: Registration & Networking

## 09:15 - 09:30: Welcome

**Isolde Goggin**, President, International Institute of Communications; Former Chairperson, Competition and Consumer Protection Commission of Ireland (CCPC)
**Claudia Ximena Bustamante**, Executive Director, Communications Commissioner, Commission for Communications Regulation of Colombia (CRC)

## 09:30 - 11:00: Closing the digital divide; striving for digital equity

- Push and pull factors; closing the usage gap
- Policy levers, economic incentives, infrastructure alternatives

Moderator
**Carolina Valencia Márquez**, Senior Policy Consultant
Speakers
**Dr. Raul Katz**, President, Telecom Advisory Services
**Julián Casasbuenas G**, Director, Colnodo
**Esteban Greco**, Director, GAMES Economics
**Sandra Milena Urrutia Pérez**, ICT Secretary, Government of Boyacá, Colombia
**Aldo Natalizia**, Director of Regulatory and Sustainability Affairs, Millicom

## 11:00 - 11:30: Networking break

## 11:30 - 13:00: From telecom and broadcasting to internet access to media: developing a regulatory framework fit for purpose in the digital age

Moderator
**Isolde Goggin**, President, International Institute of Communications; Former Chairperson, Competition and Consumer Protection Commission of Ireland (CCPC)
Speakers
**Mercedes Aramendía**, Executive Director, Alianza por una Internet Abierta (AIA)
**Johnny Analberto Marchán Peña**, Director General, Supervisory Agency for Private Investment in Telecommunications (OSIPTEL), Peru
**Thomas Volmer**, Director, Global Head of Content Delivery Policy, Netflix
**Santiago Pardo Fajardo**, Corporate Legal and Sustainability Director, Claro Colombia
**Dr. Héctor Huici**, Undersecretary of Simplification and De-Regulation, Ministry of Deregulation and State Transformation, Argentina

## 13:00 - 14:00: Networking lunch followed by breakout sessions

## 14:00 - 15:30: Break out session 1: Open Internet and digital infrastructure

This panel will discuss the importance of the open, decentralised architecture of the internet as the foundation of innovation and global connectivity.

- Complementary roles of telecom operators and technology companies, each investing in different layers of infrastructure
- Assessing the need for state intervention in complementary private network infrastructures (such as CDNs, data centers, and submarine cables)
- Preserving open peering arrangements that sustain efficient data flows worldwide
- The role of civil society, academia, and regulators in multistakeholder governance, focusing on concrete case studies
- Ensuring the future of digital infrastructure remains aligned with the values of openness, resilience, and accessibility

Moderator
**Prof. Konstantinos Masselos**, President, Hellenic Telecommunications & Post Commission (EETT); Board Director, International Institute of Communications
Speakers
**Ana Luiza Valadares**, Public Policy Director, Connectivity, Infra & Devices, Latam – Meta
**Cristiane Sanches**, Leader of the Board of Directors, Brazilian Association of Internet and Telecom Providers (Abrint)
**Raquel Rennó Nunes**, PhD, Senior Programme Officer, Article 19
**Kyung-Sin Park, Professor**, Korea University Law School; Director, Open Net Korea
**Lina María Duque del Vecchio**, Communications Commissioner, Commission for Communications Regulation of Colombia (CRC)

## 14:00 - 15:30: Break out session 2: New paradigms in spectrum management

- Utilising technology and data analytics to enable better decision making
- Licensing approaches to facilitate efficient use of spectrum and drive innovation
- Enhancing planning models and spectrum monitoring capabilities
- Evolution of spectrum regulatory frameworks, domestically and internationally

Moderator
**Chris Woolford,** Director of International Spectrum Policy, Ofcom UK; Board Director, International Institute of Communications
Speakers
**Sergio Sotomayor Rodríguez,** Director General, National Spectrum Agency (ANE), Colombia
**Paola Herrera Hernández**, Senior Analyst Americas, Cullen International
**Maria Teresa Castañeda Guerrero,**Regulation and Operator Relations Manager, Claro Colombia

## 14:00 - 15:30: Break out session 3: Media pluralism, discoverability and findability in the digital age

Moderator:
**Dr. The Hon., Allyson Leacock OR**, Chairman, Barbados Broadcasting Authority; Director, National Transformation Initiative, Government of Barbados; Board Director, International Institute of Communications
Speakers
**Ricardo Ramírez**, Coordinator of Audiovisual Management and Regulatory Outreach, Commission for Communications Regulation of Colombia (CRC)
**Dr. Paolo Lupi**, Head of Unit, Technical-Statistical Analysis, Autorità per le Garanzie nelle Comunicazioni (AGCOM), Italy
**Rodrigo Gutiérrez Riveros**, Digital Lead, Canal Capital
**Javier Machicado**, Consultant, Corporación Colombia Crea Talento, CoCrea

## 15:30 - 16:00: Networking break

## 16:00 - 17:30: Digital security in a hyperconnected world: tackling the rapidly expanding cyberthreat landscape

Frameworks to ensure the resilience and integrity of critical communications infrastructure, including subsea cables
Moderator
**Martha Liliana Sánchez Lozano**, PhD, Cybersecurity and Cyberdefence Expert

Keynote speaker
**Saúl Kattan**, Presidential Advisor for the Digital Transformation of Colombia
Speakers
**Ernesto Majó**, Executive Director/CEO, LACNIC
**Shafi Ndanusa**, Deputy Director, Policy Competition & Economic Analysis Department, Nigerian Communications Commission
**Germán López Ardila**, Vice President, Colombian Chamber of IT and Telecoms (CCIT)
**Freddy Artavia Estrada**, Director of Concessions and Telecommunications Standards, Ministry of Science, Innovation, Technology, and Telecommunications (MICITT), Costa Rica

### 17:30: Close of day one
**Lynn Robinson**, Director General, International Institute of Communications

### 18:00 - 20:00: Gala Reception
Please be in the lobby at 17:45 for transport and prompt departure.

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## Agenda: Thursday 23 October 2025

### 07:30 - 09:00: Invitation only breakfast roundtable: A new narrative for the Global South: building the pillars of a digital powerhouse
• From local players to global leaders: What are the key policies and regulations that can boost the scaling of businesses from the Global South to compete on the world stage?
• Fostering a pro-innovation environment: How can we create a regulatory framework that encourages experimentation, investment, and disruptive innovation?
• Building the pillars of a digital powerhouse: What are the critical elements needed in infrastructure, talent, and capital to support a thriving digital ecosystem?
• The power of regional collaboration: How can countries in the Global South work together to create a more integrated and competitive regional market?
• How can we shift the global conversation from the challenges of regulating the digital economy in the Global South to the opportunities for the Global South to lead the next wave of digital innovation?

Moderator
**Sebastián Cabello,** CEO, SmC+
Speakers
**Ana Belen Ruival,** Antitrust Expert, Mercado Libre
**Esteban Greco,** Director, GAMES Economics
**Maria Fernanda Quiñones,** Executive Director, Colombian Chamber of Electronic Commerce (CCCE)
**Juan Pablo Herrera Saavedra**, Dean of the Faculty of Economics, Externado University of Colombia
**Mauricio Agudelo**, Director of Digital Transformation, CAF – Development Bank of Latin America and the Caribbean

### 09:15 - 09:30: Welcome
**Isolde Goggin**, President, International Institute of Communications; Former Chairperson,

Competition and Consumer Protection Commission of Ireland (CCPC)

## 09:30 - 11:00: AI governance and impact assessments: AI and connectivity; AI and creativity; AI and civil society

• AI's potential to drive and support national digitalisation goals through improvements to the operation of communications networks; examples of the most promising network-facing AI use cases; balancing the drive for AI innovation with the need to ensure secure and resilient digital infrastructures
• Partnerships for equity in an AI-driven creative economy; regulating new creative economy value chains; challenges of democratising access to the stack/tools for creators
• Crafting AI governance models that are innovation-friendly but also grounded in ethical principles: transparency, accountability, and fairness; building these frameworks with regional specificity and in dialogue with civil society, industry, and academia to ensure AI serves the public good

Moderator
**Sandra Milena Ortiz Laverde**, Director, Department of Law, Communications, and Information Technology, Externado University of Colombia
Speakers include
**Ricardo Tavares,** Senior Corporate Affairs Manager, Government Affairs & Public Policy, Google
**Diego Bassante**, Regional Leader Government & Regulatory Affairs, Latin America, IBM
**Andrés Mauricio Rengifo**, Assistant General Counsel, Director of Legal, External & Corporate Affairs Spanish South America, Microsoft
**Diego Molano Vega**, President and CEO, ETB, Colombia
**Santiago Orduz**, Public Policy Manager, Amazon Web Services
**Maria Paula Mujica Ramirez**, AI, Digital and Privacy Policy and Regulation, United Nations Development Programme (UNDP)

## 11:00 - 11:30: Networking break followed by breakout sessions

## 11:30 - 13:00: Break out session 1: How can governments fully unlock the benefits of LEO satellites?

This session will look at what actions governments are taking to maximize the benefits of technological innovation in the satellite sector, specifically low-earth orbit (LEO) satellites, to help close the digital divide, improve infrastructure and disaster resilience, and support economic growth. The event will open with a presentation from the host-country, Colombia, on the licensing reforms that Colombia enacted to facilitate service delivery and ongoing technical studies to more efficiently use scare spectrum resources to connect more users at a lower cost. The presentation will be followed by a panel discussion to dive into the actions that other leading governments are taking in this space and recently approved reports on satellite regulatory best practices at APEC and CITEL.
Moderator
**Geusseppe Gonzalez**, Head of LATAM, Global Government Advisory, Access Partnership
Speakers
**Sergio Sotomayor Rodríguez**, Director General, National Spectrum Agency (ANE), Colombia
**Dr. Guido Orlando Gómez Mazara,** President, Instituto Dominicano de las Telecomunicaciones (INDOTEL)
**Zachary Blackburn,** Lead for Licensing and Regulatory Affairs, Americas, Project Kuiper,

Amazon
**Adriana Labardini**, LAC Policy Coordinator- Locnet Initiative, Rhizomatica; Board Director, International Institute of Communications
**Alex Andres Gallardo Duarhtt,** Head of the Analysis and Planning Department, Subsecretariat of Telecommunications (SUTEL), Chile

## 11:30 - 13:00: Break out session 2: 5G monetisation: Viable use cases; Spectrum allocation; Public and private network evolution

- Viable use cases;
- Spectrum allocation;
- Public and private network evolution

Moderator
**Philip Marnick,** General Director, Telecommunications Regulatory Authority (TRA), Bahrain; Board Director, International Institute of Communications
Speakers
**Carlos Jaime**, Customer Lead for Cloud and Network Services, LAT North Region, Nokia
**Fabiola Tellez Fontecha**, Advisor, ANDESCO
**Nicolas Mauricio Silva Cortes**, Deputy Director of Spectrum Management and Planning, National Spectrum Agency (ANE), Colombia
**Gonzalo Balseiro Giglio**, President, Regulatory Unit of Communications Services (URSEC), Uruguay
**Andres Quintero Arango**, Country Manager, Colombia, Ericsson

## 11:30 - 13:00: Break out session 3: Data governance  Directions in data residency, sovereignty, localisation and personal data protection

Moderator
**Jacquelynn Ruff**, Consulting Counsel, Wiley Rein LLP, USA; Board Director, International Institute of Communications
Speakers
**Priscila Lini**, Institutional and International Relations, Brazilian National Data Protection Authority (ANPD)
**Juan Carlos Upegui Mejía**, Deputy Superintendent for the Protection of Personal Data, Superintendency of Industry and Commerce, Colombia
**Heidy Balanta**, Executive Director, Privacy School

## 13:00 - 14:00: Networking lunch

## 14:00 - 15:30: Fostering a safe and trusted online environment for all

Comparing standards and enforcement practices for content moderation, age classification, fact-checking
Moderator
**André Gomes**, Head of Service Global Trends, Cullen International
Speakers
**John Evans,** Digital Services Commissioner, Coimisiún na Meán, Ireland
**Paloma Szerman,** Senior Manager – Global Policy Strategy and Development Lead, Mercado Libre
**Edgar Rodríguez Rudich**, Public Policy Director, Latin America, TikTok
**Pablo Nieto**, Regional Public Policy Manager for the Andean Region, Latin American Internet Association (ALAI)

**Christian O'Flaherty**, Regional Vice-President for Latin America and The Caribbean The Internet Society (ISOC)

## 15:30: Close of Conference

**Lynn Robinson**, Director General, International Institute of Communications