



AGENDA

October 3, 2024 - BelAir Unique Mexico City WTC Hotel

9:00 AM - **Registration**

9:30 AM - **Opening words**

9:45 AM - **The new satellite offers in Mexico**

Key topics:

- New generation of GEO satellite & the boost of the Ka band
- LEO & MEO new systems
- Opportunities in vertical markets
- Satellite as support of 5G deployment

Speakers:

Héctor Rivero, General Manager, **ViaSat**

Guillermo Santos, Country Manager, **AXESS Networks México**

10:45 AM - **Wholesale fiber & opportunities behind nearshoring and 5G**

Key topics:

- The impact of US investments in nearshoring
- Wholesale connectivity at industrial development centers
- Fiber deployments to support 5G progress
- Connectivities solutions for manufacturing environments

Speakers:

Fernanda Leal Pérez, Operations and Maintenance Managers, **MXTowers**

Ricardo del Río Guerrero, Director Ejecutivo de Relación con Operadores y Servicios de Valor Agregado, **Altán Redes**

11.30 AM - **Coffee Break & Networking**

12.00 PM - **The data centers revolution in Mexico**

Key topics:

- Which sectors will dominate the demand?
- Profile of the new data centers in Mexico: tier III & IV
- Can other cities in the country achieve the success of Queretaro?
- Towards the balance between growth & sustainability
- New cooling techniques and batteries



- Energy panorama. Is there enough power? Is the price competitive?

Speakers:

Arturo Bravo Wheeler, Country Manager México, **Ascenty**

Alejandro Cantú, COO & Co-founder, **Layer 9 Data Centers**

Arturo Cáceres, Gerente Desarrollo de Negocios Megacable Data Center, **MetroCarrier**

Mike Ramos, Director Global de Operaciones, **KIO Data Centers**

12.45 PM - **Next generation access networks**

Key topics:

- New network architectures
- Migration processes towards fiber
- Wireless strategies
- Recent high-speed access options
- Will DOCSIS still be able to compete with FTTH?

Speakers:

Carlos Carranza, VP Operations, **GigaNet**

Raúl Duarte Urita, CEO y Co-Fundador, **Nidix Networks**

Sergio Saidman, Director General, **ABIX Telecom**

Manuel A. Hinojosa Martínez, Gerente de Infraestructura, **Fibranet**

1:25 PM - **Carrier billing and bundling services opportunities**

Key topics:

- The potential of carrier billing commercial alliances
- The bundling of OTT platforms & online services
- Effective value-added services for loyalty
- Interoperability challenges

Speakers:

Francisco A. Lara C., Especialista de Innovación de Tecnología, **izzi**

2:00 PM - **Lunch & Networking**

3:00 PM - **WIFI as a strategy to extend the coverage outside the home**

Key topics:

- Public networks & freemium options
- Loyalty strategies & monetization opportunities
- What models do operators use outside the home?



- Strategies to contain the overflow of mobile traffic

3:45 PM - **MVNO success in Mexico**

Key topics:

- Best approach to enter to mobile business
- Key operational goals for competition
- Surpassing technical and commercial limits

Speakers:

José Luis Maca, Coordinador de Sistemas MVNO/E, **izzi**

Patricio Zorrilla, VP, **Ultra Telecom**

Bernardo Vasquez Colmenares, Vicepresidente Ejecutivo, **Vasanta Comunicaciones**

Yago Amerlinck, Chief Marketing Officer, **Diri**

4:45 PM - **WiFi and the smart home challenges**

Key topics:

- The digital transformation of the home: who is driving it?
- Devices & home appliances that are leading the market
- Strategies to improve internal wireless coverage
- Telesurveillance & home automation

Speakers:

Héctor Olivera, Director de Mercadotecnia y Transformación Digital, **Grupo Construlita**