Business Stakeholder’s Day Agenda

9:00 – 9:30  Arrival of conference participants and speakers

9:30 - 9:45  Welcome
1. Mr. Bernhard Welschke, BIAC Secretary General
2. Mr. José Ignacio Mariscal Torroella, Chief Executive Officer, Grupo Marhnos, BIAC Board Member, Coparmex

9:45 - 10:15  Introduction to the Cancun Ministerial
1. Ambassador Dionisio Perez-Jacome Friscione, Mexican Delegation to OECD
2. Mrs. Mónica Aspe, Undersecretary of Communications of Mexico
3. Ambassador Sepulveda, U.S. Coordinator, International Communications Information Policy, United States Department of State
4. Mr. Andy Wyckoff, Director, OECD Directorate for Science, Technology and Innovation

10:15 - 11:20  Session One:

Framework Conditions for Success in the Digital Economy and Information Society: Setting the Right Policy Context

Purpose:

ICT policy needs to be applied in a broad context in order to serve as a basis for a successful ecosystem. The six framework conditions identified by the APEC Digital Prosperity Checklist are crucial cornerstones for this. These 6 "I's" - Infrastructure, Innovation, Information flows, Intellectual capital, Investment and Integration - are necessary for creating this enabling environment – which does not come easily. Different or conflicting policies at the international and national levels [feedback mechanisms] can create barriers to success in the digital economy and Information Society. Economies do not all have the same levels of development, and it is impossible to create policy change without taking into consideration each policy objective as a part of a matrix with clear paths and an analysis of policy feedback and externalities. Speakers will provide practical examples and case studies that highlight the successful implementation of the 6 “I’s” in relation to Big Data/Analytics, Cloud, Internet of Everything and new business models.

Moderator: Mr. Peter Robinson, CEO United States Council for International Business

Speakers:
1. The Hon. Diego Molano, Former Minister for ICT, Colombia
2. Mr. Eric Loeb, Senior Vice President, International External and Regulatory Affairs, AT&T
3. Mr. David Fares, Senior Vice President, 21st Century Fox
4. Mr. Makoto Yokozawa, Nomura Research Institute
11:20 - 12:30 Session Two:

Enabling the benefits of innovation

Purpose:
In the new digital economy, innovation is already recognized as an essential engine to enable social and economic growth in our societies. Innovation is like a bet for the future, shaping the long-term landscape of our economies and fostering our ability to convert talent and ideas into new product & service differentiation, allowing more competition worldwide for the benefit of consumers. However, there is a need to build the adequate policy conditions to ensure that the innovation capacity, creativity and fruitful ideas can be transformed into useful services & products that bring sustainable solutions to future user’s needs. This session will focus on what should be the adequate policy conditions required to foster innovation worldwide, the existing challenges & opportunities in this evolving world of the digital economy and the role of private sector in this area.

Moderator: Mr. Peter Davidson, Senior Vice President, Federal and International Government Relations, Verizon

Speakers:
1. Mr. Javier Asensio, Head of IFPI Latin America
2. Mr. Juan Carlos Archila Cabal, Director of International Affairs, America Movil
3. Lic. Cesar Amin Anchondo Alvarez, Comision de Empresarios Jovenes, Coparmex
4. Mr. Morgan Reed, Executive Director, The App Association, ACT

12:30 - 14:00 Joint Lunch

14:00 - 15:35 Session Three

The Global Economy and Information Society – Promoting Trade, Inclusion and Trust

Purpose:
This session will examine the extent to which ICTs have served as engines of economic growth, enablers of job creation, and drivers of inclusion and societal benefits in healthcare, logistics, city planning, education, and sustainable consumption. These ICT-enabled opportunities are dependent on private sector opportunities to invest and compete, robust infrastructure, and cross-border data flows. Consumer trust also is essential to make the Information Society a reality and requires policies aimed at optimizing the benefits of data flows while recognizing security and privacy concerns. Speakers will examine these opportunities and challenges.

Moderator: Ms. Dorothy Attwood, Senior Vice President, Global Public Policy, Walt Disney
Speakers:
1. Dr. M-H. Carolyn Nguyen, Director, Technology Policy, Microsoft Corporation
2. Mr. Matthew Schruers, Vice President, Law & Policy, Computer & Communications Industry Association, CCIA
3. Dr. Paul Terry, CEO and President, PHEMI Systems
4. Mr. John Edwards, Privacy Commissioner for New Zealand
5. Mr. Christopher Painter, Coordinator for Cyber Issues, U.S. Department of State

15:35 - 15:50 Break

15:50 - 17:00 Session Four: Workforce Development and Mobility

Purpose:
This session will highlight the importance of skills matching and skills availability for the Digital Economy. Tech firms and technological advancements in the workplace have dramatically changed the types of skills now required for employment. Policies that facilitate structural and social adjustments without slowing innovation pave the way forward for the future of work. Speakers will discuss the opportunities and challenges in the development, acquisition and maintenance of workforce skills in a global digital economy.

Moderator: Ms. Ronnie Goldberg, Chair, BIAC Committee on Employment, Labour and Social Affairs Committee

Speakers:
1. Mr. Charles Fadel, Founder, Center for Curriculum Redesign
2. Mr. Thomas Whitehead, Director, US Government Affairs, BT
3. Mr. Robert Danna, Managing Director, Organization Transformation & Talent, Deloitte Consulting LLP
4. Mr. Graham Henderson, President and CEO, MusicCanada

17:00 - 17:20 Concluding remarks
1. Ms. Anne Carblanc, Head of Division, Digital Economy Policy, OECD Directorate for Science, Technology and Innovation
2. Mr. Bernhard Welschke, BIAC Secretary General

17:30 - 18:30 Stakeholder Press Conference

19:30 Ministerial Opening Cocktail