

**Innovation and Knowledge Society in Latin America**  
**TUESDAY, 5th JULY**

7:30			<b>TRANSPORTATION TO CAMPUS SANTA FE</b>			
8:30-9:00	Registration (AUDITORIO)					
9:00-9:30	Welcome Remarks  (AUDITORIO 1)	<ul style="list-style-type: none"> <li>• Arturo Molina, <i>Rector of ITESM RZMCM</i></li> <li>• Federal Government, Representative</li> <li>• Marie-Paule Neuville, <i>European Commission</i></li> <li>• Jeffrey Cole, <i>World Internet Project Director</i></li> </ul>				
9:30-9:45	7th Framework Programme for Research and Technological Development of the European Union (AUDITORIO 1)		<ul style="list-style-type: none"> <li>• Mauro Bianchi. TESEO Director</li> </ul>			
9:45-10:30	Internet in Mexico. 2011 Report (AUDITORIO 1)		<ul style="list-style-type: none"> <li>• Mariate Arnal. WIP Advisory Board. <i>President.</i></li> <li>• Fernando Gutiérrez. WIP Mexico. <i>Coordinator</i></li> </ul>			
10:30-10:45			<b>COFFEE BREAK</b> <b>WIP Press Conference (SALA DE CONSEJO)</b>			
10:45-11:30	European Initiatives in R&D+I and future prospects on ICT (AUDITORIO 1)		<ul style="list-style-type: none"> <li>• Leonardo Piccinetti. <i>Europe for Business.</i> Director.</li> <li>• Héctor Sámano. <i>UEMEXCYT</i> Director</li> </ul>			
11:30-12:15	Mexico Digital Agenda. Challenges and opportunities (AUDITORIO 1)		<ul style="list-style-type: none"> <li>• Mauricio Braverman. <i>AMIPCI</i></li> <li>• Javier Allard. <i>AMITI</i></li> <li>• Santiago Fernández. <i>CANIETI</i></li> <li>• Rodrigo Alonso Pérez-González. <i>CDDHCU</i></li> </ul>			
12:15-13:15	ICT Challenges. Moderator: Raúl Monroy. <i>ITESM CEM</i> (AUDITORIO 1)		<ul style="list-style-type: none"> <li>• <i>European Commission</i></li> <li>• Chiara Rosetti. <i>Fondazione Ugo Bordoni</i></li> <li>• Santiago Fernández. <i>CANIETI</i></li> <li>• Jeffrey Cole. <i>World Internet Project.</i></li> <li>• Héctor Sámano. <i>UEMEXCYT</i> Director</li> </ul>			
13:15-14:15			<b>LUNCH (EGADE BUSINESS SCHOOL)</b>			
14:15-14:35	FORESTA Results on Policy Dialogue Council (AUDITORIO 1)		<ul style="list-style-type: none"> <li>• Julian Seseña. <i>FORESTA Council Leader</i></li> </ul>			
14:35-14:45	Work sessions: Instructions about methodology. (AUDITORIO 1)					
14:45-16:15	Work Session 1. Facing Future Internet (5302 ROOM)	<ul style="list-style-type: none"> <li>• Moderator. Jeffrey Cole. <i>World Internet Project</i></li> </ul>	<ul style="list-style-type: none"> <li>• Isabel Kreiner. <i>ITESM</i></li> <li>• Miguel Ramírez. <i>FIRST Mexico project leader.</i></li> </ul>			
	Work Session 2. E-health an e-inclusion (AULA MAGNA 1)	Moderator. Julián Seseña. <i>FORESTA Council Leader</i>	<ul style="list-style-type: none"> <li>• Ellen Helsper. <i>World Internet Project</i></li> <li>• Miguel González. <i>OASIS</i></li> </ul>			
	Work Session 3. Infrastructure and challenges (AUDITORIO 1)	<ul style="list-style-type: none"> <li>• Moderator. Leonardo Piccinetti. <i>Europe for Business.</i> Director</li> </ul>	<ul style="list-style-type: none"> <li>• Chiara Rossetti. <i>Fondazione Ugo Bordoni</i></li> <li>• Luis Trejo. Project leader of LA-GRID.</li> </ul>			
16:15-16:30			<b>COFFEE BREAK</b>			
16:30-17:15	Presentation of results from working sessions 1,2 and 3. Recommendations and Lessons Learned. Final Conclusions.		<ul style="list-style-type: none"> <li>• Moderator: Neil Hernández. <i>NCP ICT MEXICO</i></li> </ul>			
17:15-18:00	<b>CLOSING COCKTAIL (EGADE BUSINESS SCHOOL)</b>					
18:30			<b>TRANSPORTATION TO HOTEL CAMINO REAL PERINORTE</b>			

**WORLD INTERNET PROJECT**  
**WEDNESDAY, 6th JULY**

8:30		<b>TRANSPORTATION TO CAMPUS ESTADO DE MÉXICO</b>
9:00-9:30	Registration (AULA MAGNA)	
9:30-10:00	Welcome Remarks  (AULA MAGNA)	<ul style="list-style-type: none"> <li>• Pedro Grasa. <i>ITESM CEM</i>. General Manager</li> <li>• Jeffrey Cole. <i>World Internet Project</i> Director</li> <li>• Fernando Gutiérrez. <i>World Internet Project Mexico</i>, Director</li> </ul>
10:00-11:00	Plenary Presentation (AULA MAGNA)	<ul style="list-style-type: none"> <li>• Michael Bowling. President of AT&amp;T Mexico. <i>Telecommunications Trends</i></li> </ul>
11:00-11:30		<b>COFFEE BREAK</b>
11:30-13:00	WIP SESSION	<ul style="list-style-type: none"> <li>• Scott Ewing. AUSTRALIA. <i>Bricks vs clicks: Australian retailers against the Internet</i></li> <li>• Tong-yi Huang. TAIWAN. <i>E-governent use and Citizen Empowerment</i>.</li> <li>• Andreína Mandelli. ITALY. <i>WIP Italy findings from the 2011 survey</i></li> <li>• Arkadiusz Kustra. POLAND. <i>World Internet Project Poland 2011</i></li> <li>• Fred Fletcher. CANADA. <i>Key aspects of Internet use in Canada</i></li> </ul>
13:00-14:30		<b>LUNCH (COMEDOR EJECUTIVO)</b>
14:30-16:00	WIP SESSION	<ul style="list-style-type: none"> <li>• Sergio Godoy. CHILE. <i>WIP/BIT: exploring confidence and trust between people and organisations</i></li> <li>• Tiago Lapa. PORTUGAL. <i>Generational differences in Internet use in Portugal</i></li> <li>• Daniel López. ECUADOR. <i>Internet Consumption un Ecuador: differences between students and non-students</i></li> <li>• Bence Ságvári. HUNGARY. <i>Dividing lines among digitl natives-cultural values and attitudes. The Hungarian perspectives</i></li> <li>• Paola Papa. URUGUAY. <i>Key differences between users and non users</i></li> </ul>
16:00-16:30		<b>COFFEE BREAK</b>
16:30-18:00	WIP SESSION	<ul style="list-style-type: none"> <li>• Grant Blank. UNITED KINGDOM. <i>The Internet in Britain: 2011</i></li> <li>• Yahir Amichal-Hamburger. ISRAEL. <i>The Internet in Israel</i></li> <li>• Natascha Just. SWITZERLAND. <i>World Internet Project in Switzerland</i></li> <li>• Ana María Trimmiño. COLOMBIA. <i>Internet in Colombia</i></li> <li>• Fernando Gutiérrez. MEXICO. <i>The Internet in Mexico: 2011</i></li> </ul>
18:30-20:00		<b>RECEPTION (COMEDOR EJECUTIVO)</b>
20:00		<b>TRANSPORTATION TO HOTEL CAMINO REAL PERINORTE</b>

**WORLD INTERNET PROJECT**  
**THURSDAY, 7th JULY**

8:30		<b>TRANSPORTATION TO CAMPUS ESTADO DE MÉXICO</b>
9:00-9:30	Registration (AUDITORIO)	
9:30-10:00	Welcome Remarks  (AULA MAGNA)	<ul style="list-style-type: none"> <li>• Silvia Vega. <i>ITESM CEM</i>. Chair SSHD</li> <li>• Jeffrey Cole. <i>World Internet Project</i> Director</li> <li>• Fernando Gutiérrez. <i>World Internet Project Mexico</i>, Director</li> </ul>
10:00-11:00	Plenary Presentation (AULA MAGNA)	<ul style="list-style-type: none"> <li>• David Byles. <i>Group M</i>. Latinoamerica CEO. <i>Future of advertising</i></li> </ul>
11:00-11:30		<b>COFFEE BREAK</b>
11:30-13:00	WIP SESSION	Discussion about Common Questions WIP MEMBERS
13:00-14:30		<b>LUNCH (COMEDOR EJECUTIVO)</b>
14:30-16:00	WIP SESSION	<ul style="list-style-type: none"> <li>• Jeffrey Cole. <i>About the World Internet Project in Brazil</i></li> <li>• WIP Members. <i>New Members and New Projects</i></li> <li>• WIP Members. <i>About the 2012 WIP Annual Meeting</i></li> </ul>
16:00-16:30		<b>COFFEE BREAK</b>
16:30-18:00	Closing Remarks	<ul style="list-style-type: none"> <li>• Jeffrey Cole. <i>World Internet Project</i>. Director.</li> </ul>
18:30-20:00	<b>RECEPTION (COMEDOR EJECUTIVO)</b>	
20:00		<b>TRANSPORTATION TO HOTEL CAMINO REAL PERINORTE</b>

**WORLD INTERNET PROJECT  
 TOUR Teotihuacan  
 FRIDAY, 8th JULY**

10:00	<b>TRANSPORTATION TO TEOTIHUACAN</b>
11:00-14:00	TOUR TEOTIHUACAN
14:00-16:00	LUNCH. LA GRUTA RESTAURANT
17:00-18:00	TRANSPORTATION TO HOTEL CAMINO REAL PERINORTE



**WORLD INTERNET PROJECT**

**WORLD INTERNET PROJECT  
 TOUR Mexico City  
 SATURDAY, 9th JULY**

10:00	<b>TRANSPORTATION TO MEXICO CITY</b>
11:00-12:00	TOUR from the National Auditorium to Public Square (Zocalo)
12:00-13:00	Zocalo Public Square
13:00-14:30	LUNCH. El Cardenal Restaurant (Mexico City)
14:30-16:00	TOUR from the Zocalo to Papalote Museum
17:00-18:00	TRANSPORTATION TO HOTEL CAMINO REAL PERINORTE

