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Grand Hyatt São Paulo
May 6 - 7, 2010

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Please note that most presentations will be in Portuguese or Spanish while the keynote presentations will be in English
Simultaneous Interpretation in Portuguese and English is available

Thursday, May 6, 2010

8:00AM – 4:30PM	Registration Opens	Grand Ballroom Foyer
9:00AM – 9:30AM	Welcome and Introduction <ul style="list-style-type: none"> • Nelson Saito, FTTH LATAM Chapter Chairman • Joseph Savage, President, FTTH Council North America 	Grand Ballroom 1
9:30AM – 10:15AM	Brazilian Broadband Message – LATAM State of the Union	Grand Ballroom 1
10:15AM – 11:00AM	Keynote Speaker – Mr. Shadman Zafar , Senior Vice President, Rapid Product Development, Verizon Communications	Grand Ballroom 1
11:00AM – 11:30PM	Refreshment Break - Table Top Displays Sponsored by: 	Grand Ballroom 2
11:30AM – 11:45AM	Video Session <ul style="list-style-type: none"> • Are you ready for the Exaflood? • An All World Video 	Grand Ballroom 1
11:45AM - 1:15PM	FTTH Technology Panel Session - What makes an FTTH platform a very attractive one for an end-to-end solution. How to train and certify FTTH technicians in LATAM. Moderator: Gilberto Guitarte, Tyco Electronics Panelists: <ul style="list-style-type: none"> • Lucas Alexandre Krause, Broadband Manager ,COPEL: <i>Planning, Construction and Deployment of an FTTH Network</i> • Paulo Dainese, Corning: <i>Future-TV bandwidth requirements and Advanced Technologies for FTTH Networks</i> • Jose Eduardo Campos, Business Development Director, KEYMILE Brasil: <i>High Density FTTH with Active Ethernet and CATV</i> • Alessandro Pirri, Sales Director FTTX, Prysmian: <i>FTTH Cabling in MDUs</i> 	Grand Ballroom 1
1:15PM – 2:45PM	Lunch on your own - Table Top Displays area is open	
2:45PM – 4:15PM	FTTH Business Financial Panel Session - FTTH Business Model Moderator: Daniel Loza, Alcatel-Lucent Panelists: <ul style="list-style-type: none"> • Valeria Fidelis Dos Santos, Sales Manager Brasil, ADC: <i>FTTH Cabling Models in MDUs</i> • Edmond Ayvazian, Sales Manager CALA, Furukawa: <i>Broadband Network Components Evolution to Meet the Demand</i> • Edmilson Durães, FTTH Construction Manager, CEMIGTelecom: <i>Carrier's Carrier Business Model</i> • Mauricio Massoni, Master Tech Engineer, Ericsson: <i>FTTH Network Deployment Model</i> 	Grand Ballroom 1
4:15PM – 4:30PM	Closing Remarks - Nelson Saito, FTTH LATAM Chapter Chairman	Grand Ballroom 1

Friday, May 7, 2010		
7:30AM – 4:00PM	Registration	
8:00AM – 8:15AM	Day 2 Introduction <ul style="list-style-type: none"> Nelson Saito, FTTH LATAM Chapter Chairman 	Grand Ballroom 1
8:15AM – 8:45AM	FTTH Council Asia Pacific Update - Shoichi Hanatani & Yoshiaki Miyajima – FTTH Council APAC Representative	Grand Ballroom 1
8:45AM – 9:15AM	FTTH Council Europe Update - Martin Hatas – Member Board of Directors, FTTH Council Europe	Grand Ballroom 1
9:15AM – 10:00AM	Refreshment Break - Table Top Displays	Grand Ballroom 2
10:00AM – 11:30AM	FTTH Marketing Panel Session - Advanced Services offered over an FTTH Platform Moderator: Rudney Amirati, Telcon Panelists: <ul style="list-style-type: none"> Eric Doricko, Director of Solutions Marketing, Calix: <i>Successfully Marketing Fiber Access Services and Applications</i> Thiago Haidar, Tech Sales Specialist, Ericsson: <i>The Business of Broadband Network transformation to FTTH</i> Marcelo Sena, GSS Manager, Zhone Technologies: <i>FTTH Solutions, the Stickiness Factor</i> Filipe Marques, Project Manager, Sigma Systems: <i>Lessons Learned from ZON Multimedia's FTTH Deployment</i> 	Grand Ballroom 1
11:30AM – 1:00PM	FTTH Regulatory Panel Session - Regulatory Framework in Brazil Moderator: Reinaldo Jeronymo, Draka Panelists: <ul style="list-style-type: none"> Maximiliano Salvadori Martinhao, General Manager of Certification and Spectrum Engineering, ANATEL Emerson Hioki, OPS Director, AES Eletropaulo Telecom e AES Com Rio: <i>Open Access and FTTH Development</i> Ariel Dascal, Telefonica Brasil: <i>Regulatory Consideration in Brasil</i> 	Grand Ballroom 1
1:00PM – 2:30PM	Lunch on your own - Table Top Displays area is open	
2:30 PM – 4:15PM	FTTH Technology Panel Session - From Present to Future; Next Steps on FTTH Technology Moderator: Gilberto Guitarte, Tyco Electronics Panelists: <ul style="list-style-type: none"> Jorge Pierri, Network Planning Manager, Antel Marcelo Di Mango, Systems, Senior Manager, ADC: <i>PON Architecture Testing</i> Reinaldo Munhoz Gonçalves, Alcatel-Lucent: <i>Next Step Forward: 10GPON</i> Miguel Ibanez, FO Engineering Manager, Telecom Argentina: <i>Training and Certification</i> Helio César Alves Seabra Salles, Telecommunications Market Director, CPqD Telecom & IT Solutions: <i>Sistemas de operação para Fiber-to-the-Home (FTTH)</i> 	Grand Ballroom 1

4:15PM – 4:35PM	FTTH Closing Session - Experts Q&A Armchair Q&A Panelists: <ul style="list-style-type: none"> • Daniel Loza, Alcatel – Lucent • Eric Doricko, Calix • Gilberto Guitarte, Tyco Electronics • Reinaldo Jeronymo, Draka • Rudney Amirati, Telcon 	Grand Ballroom 1
4:35PM – 4:45PM	Closing Remarks <ul style="list-style-type: none"> • Nelson Saito, FTTH LATAM Chapter Chairman • Joseph Savage, President, FTTH Council North America 	Grand Ballroom 1