



December 4 to 8, 2010, Cancun, Mexico

Thank you for confirming your participation at Ericsson's Technology for Good Roundtable and participation at the Green Solutions Fair in Cancun, Mexico.

Please find below some practicalities of the event and please let us know if you require further information.

HOTEL INFORMATION

Hyatt Regency Cancun Hotel

Cancun, Quintana Roo
Blvd. Kukulcan Km 8.5
Zona Hotelera Cancun
Tel. (+52) 998 891 5555
This hotel is aprox. 20 minutes from the airport



TRANSPORTATION

Upon arrival at the airport:

- Transportation to the Resort will be provided upon arrival at airport check-in.



agenda

In order to make the visualization easier, we are identifying each type of activities type with different colors, according to below:

- Green Solution Fair (green) – Interesting topics panels or panels that Ericsson is participating
- Ericsson event at Hyatt hotel – (blue)
- Social event (orange)

Please refer to the agenda for more information on the events. We'd be honored to have your presence at:

SATURDAY, December 4th

- **16:00 – 20:00 hrs.** Registration at Hyatt Regency Cancun Hotel, Main Lobby.



SUNDAY, DECEMBER 5th



- **09:00 – 10:00 hrs.** Opening panel: Rethinking the public-private partnerships for implementing solutions to climate change.

Keynote speaker:

Sergio Quiroga (Head of Ericsson Latin America)

- **10:00 – 11:55 hrs.** Tour around Exhibition Area.

- **11:55 – 13:30 hrs.** Opening Ceremony Green Solutions Technology Fair.

Keynote speakers:

Felipe Calderón Hinojosa (President of Mexico)

- **13:30 – 14:00 hrs.** Official expo opening.
- **17:20 – 18:20 hrs.** Panel Discussion: Making Change: Moving from incremental to transformational change.
Keynote speakers:
Peter Foyo (CEO of Nextel Mexico)



MONDAY, DECEMBER 6TH

- **09:00 – 11:30 hrs.** **ERICSSON Technology for Good Round Table**
Keynote Speaker and Moderator:
John McArthur (CEO of Millennium Promise)
Round Table Agenda:
 - **20 min.** Introduction and welcome to event. Sustainability becoming more and more business critical. **Sergio Quiroga** (Head of Ericsson Latin America)
 - **20 min.** Introduction to roundtable. Global sustainability challenges and opportunities in the ICT sector. **Elaine Weidman** (Ericsson Vice President of Sustainability)
 - **20 min. Keynote: John McArthur** talks about the need for a solutions oriented agenda and the transformative nature of the ICT sector from both climate as well as socio-economic development perspective. Examples of how mobile has impacted in the Millennium Villages, and new initiatives such as Connect to Learn. Reflections from the Broadband Commission on Digital Development.
 - **1hr.** Operators present leading examples of sustainability initiatives in Latin America.
 - **30 min.** Panel discussion
- **11:45 – 13:40 hrs.** **Green Solutions Panel Success Cases**
Ericsson Participation:
From Digital Cities to Smart Cities, the positive environmental impact of the ICT: Success stories

from Brazilian cities.

Keynote speaker:

Carla Belitardo (Head of Market Development and Sustainability for Ericsson Latin America)

Vivo (Invited customer)



■ **15:30 – 17:00 hrs. Energy Efficiency in telecom networks and in society.**

- **Elaine Weidman** - Introduction to Energy efficiency in telecom networks and society
- **Dennis Pamlin** – the transformative role of ICT
- **Gabriel Solomon** – GSMA. New industry initiatives and benchmarks.
- **Jens Malmodin**- The Earth project – Future outlook of energy efficiency.
- **Hosam Sherif** – Ericsson innovation in energy optimization
- **Carla Belitardo** – Opportunities for addressing industry verticals in Latin America
- Government/Greenpeace – leading government policies



TUESDAY, DECEMBER 7TH



■ **09:00 – 11:00 hrs. Business Opportunities from Climate Change: Smart Cities: The integration of low carbon intelligent infrastructure.**



■ **14:30 – 21:00 hrs. Green Solutions Sessions of Choice**



WEDNESDAY, DECEMBER 8TH



■ **09:00 – 11:00 hrs. Green Solutions Sessions of Choice**



■ **12:00 – 13:40 hrs. Panel: TIC sector and its contribution against climate change: Results from Meeting from Guadalajara.**

Keynote Speaker and Moderator:

Hans Vestberg (CEO of Ericsson) – Via telepresence

■ **16:00 – 19:00 hrs. Panel: Transport and Automotive Technology.**

LOGISTICS

- Hotel check-out on December 8th until 12pm.
- Motor coaches will be arranged for your transfer out, and will have a Concierge available at the hotel lobby for last minute changes in your schedule.
- We recommend departing at least 3 hours prior to flight time.

DRESS CODE

- Business Casual on meetings and social activities

mORE INFORMATION WITH:

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We will SECURE TRANSFERS from airport-HOTEL-airport according your flight itineraries. If there's any last minute change, please inform as soon as possible

Looking forward to meeting you in Cancun!

VISIT ERICSSON.COM