

**1º FORUM MOBILE +**  
Mobility + Business  
October 21 -23, Amcham, São Paulo, Brazil

**Oct 21, 2008 Tuesday**

**8:30 - 9:00 AM Registration**

**9:00 - 10:30 AM Presentations - "Roadmap to corporate mobility"**

*Carriers and companies are getting ready to integrate resources from cell phones, smartphones and broadband mobile networks to sales needs, customer service, support, and CRM.*

**Speakers**

Wagner Mancini (Galileo)  
Marcelo Condé (Spring Wireless)  
Alexandre D'Aquino (Neoris)  
Fábio Póvoa (Compera nTime)

**10:30 - 11:00 AM Coffee-Break**

**11:00 - 12:30 PM Panel - "Mobile office: tools for a wireless world"**

*The applications and technologies that are speeding up and changing the way of working in small, medium-size and large corporations, taking the office everywhere.*

**Panelists**

Luciano Campos (TIM)  
Julio Ramos (Microsoft)  
João Moretti (MobilePeople)  
Kleber Meira (Abacomm)

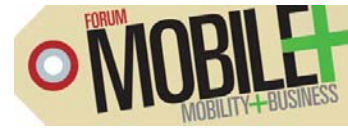
**12:30 - 2:00 PM Lunch**

**2:00 - 3:30 PM Presentations - "M-CRM: time to integrate customer service and cellphone"**

*New ways to serve and relate to the consume, considering mobile connectivity and the new wireless broadband networks.*

**Speakers**

Miguel Cui (Claro)  
Fabrício Cardoso (Oracle)  
Alberto Leite (Supportcomm)  
Gisele Boni (Avaya)



**3:30 - 4:00 PM Coffee-Break**

**4:00 - 5:30 PM Panel - "Machine-to-Machine: cellphones beyond people"**

*Mobile communications are changing fundamentally the control of machines and appliances remotely, and that can lead to new business models.*

**Speakers**

Marcelo Catapani (Motorola)

José Bertoni (Eletropaulo)

Nelson Guimarães Elvira (Vivo Empresas)

**Oct 22, 2008 Wednesday**

**8:30 - 9:00 AM Registration**

**9:00 - 10:30 AM Presentations - "Localization: business opportunities"**

*In a world without boundaries and thoroughly mobile, locating consumers and collaborators becomes crucial for developing business.*

**Speakers**

Thierry Alain Jean (Telenav)

Wlamir Molinari (Vivo)

Célio Rosa (Oracle)

Alexandre Borin (Ericsson)

**10:30 - 11:00 AM Coffee-Break**

**11:00 - 12:30 PM Panel - "New generation of 3G appliances"**

*New resources and apps for smartphones and handsets that will be available with the spreading of 3G technology.*

**Speakers**

Paulo Costa (HTC)

Henrique Monteiro (RIM)

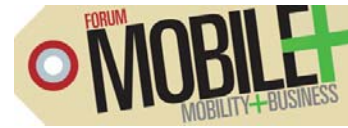
Marcelo Zenga (Palm)

Fabio Rodrigues (Nokia)

**12:30 - 2:00 PM Lunch**

**2:00 - 3:30 PM Presentations - "Mobile Commerce: the new marketplace"**

*With almost 130 million devices and Brazilian's growing buying power, cellphones become a boosted selling channel.*



**Speakers**

Cláudio Nasajon (Tagshop)  
Roberto Rittes (Oi Paggo)  
Mauro Faccioni Filho (Fazion Sistemas)

**3:30 - 4:00 PM**

**Coffee-Break**

**4:00 - 5:30 PM**

**Panel - "M-finance: where banks, users and cellphones converge"**

*Be it as a credit card, e-wallet, or simply a communication means with the banking system, cellphones and mobile networks become essential in the realm of business transactions.*

**Panelists**

Massayuki Fujimoto (Citibank)  
Emerson Duran (Redecard)  
Jansen da Costa (Ativa)  
Raul Pavão (Evermobile)

**Oct 23, 2008 Thursday**

**8:30 - 9:00 AM**

**Registration**

**9:00 - 10:30 AM**

**Presentations - "Mobile marketing: the Brazilian reality"**

*Large companies have already figured the importance of cellphones to speak to their customers. What are the boundaries and challenges of that market and which are the most efficient ways to explore that medium.*

**Speakers**

Renato Virgili (AgênciaClick)  
Cesar S. Cesar (Hands)  
Fátima Pissarra (Nokia)  
Leonardo Xavier (Pontomobi Interactive)

**10:30 - 11:00 AM**

**Coffee-Break**

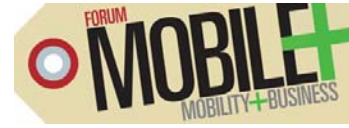
**11:00 - 12:30 PM**

**Panel - "The strategy of brands and agencies"**

*How large advertisers and main ad agencies are using cellphones as media and as a customer relation channel.*

**Speakers**

Paulo Cesar Queiroz (DM9DDB)  
Adilson Batista (Wunderman)  
Carlos Alberto Teixeira (Gol)



**12:30 - 2:00 PM**    **Lunch**

**14:00 - 15:30 PM**    **Presentations - "What does the consumer want, and how to approach it"**

*In which way mobility and connectivity do create new limits in the relationship with the consumer, thus giving him more power of decision.*

**Speakers**

Igor Puga (ID/TBWA)

Antonio Bicarato (Africa)

Claudia Woods (Predicta)

*\* Converge Comunicações makes all possible efforts to keep the original program grid. However, delays and last-minute cancellations and/or changes may occur. Presentations, as authorized by their owners, will be available for download soon after the end of the event. Lunch and coffee-breaks are included in the registration fee. Parking is available on site, and is not included in the registration fee. Please contact us about group and other special fees: [info@convergecom.com.br](mailto:info@convergecom.com.br). Further information is available on the website [www.convergecom.com.br/eventos](http://www.convergecom.com.br/eventos).*