

*Bienvenidas y bienvenidos to **El CC CCLATAM's newsletter!** Every other week you'll find the main events shaking up Latin America, from Ushuaia in the south to Los Algodones in the north. Sign up [here](#) to stay updated on the region. Get in touch with us, we may feature an excerpt of your response in the next newsletter.*

*March 4, 2024*

*By Ian Garrahan, Editor, CCLATAM*

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## **Latin America Champions at the Mobile World Congress 2024**

The CCLATAM team was present last week at the Mobile World Congress 2024 (MWC24), the most sought-after telecommunications event of the year, witnessed an impressive turnout with [101,000 attendees](#) from 205 countries and territories. In addition to major global corporations, government officials, particularly from European countries, held booths, and regulators and ministerial-level individuals met in closed sessions. A notable presence was Paraguay's [President Peña](#), who became the first head of state of Latin America to attend any MWC and used the opportunity to [pitch Paraguay](#) as a potential technology hub for the region. Paraguay highlighted its public policies that are open to innovation, investment, and fiscal stability, presenting compelling reasons for companies and investors to consider the country.



*President Peña speaking at the MWC24.*

CCLATAM had the opportunity to meet with entrepreneurs from Argentina, Paraguay, Uruguay, Colombia, Peru, Chile, and Mexico, many of whom have successfully transformed their startups into established companies. However, one prevailing observation was the lack of a cohesive Latin American presence at the event.



*Our first panel at Uría Menéndez.*

Amidst the buzz and excitement, two key topics dominated discussions: artificial intelligence (AI) and 5G technology. AI in particular exhibited promising potential within the telecommunications sector. The fair showcased various applications of generative AI through booth displays, speeches, debates, and presentation backgrounds, emphasizing the significance of this cutting-edge technology. However, it is worth noting that practical implementations of AI are still in the early stages of development.

On the other hand, 5G technology remains an area of uncertainty, despite service providers' optimism regarding its potential for business-to-business (B2B) monetization. The fair highlighted significant progress (Huawei announced that 2024 would be the year for the commercialization of [5.5G](#)) in 5G enterprise solutions, specifically tailored to meet the unique needs of various industries.



*Tecno's Dynamic 1 resting between bouts of furious jumping.*

Notably, there was a growing interest in exploring AI for network management automation, driven by the potential to streamline operations and reduce costs, particularly in economically challenging times. Chip manufacturers were particularly enthusiastic participants, recognizing the advancements in AI as an opportunity for future growth.

In addition to advancements on Earth, there was a notable excitement around plans for making space manufacturing operational, suggesting that networks of the future extend beyond our planet.

Latin American elected officials should take inspiration from President Peña's example and prioritize unlocking the exceptional talent present in the region. By fostering innovation-friendly environments and actively participating in events like MWC24, Latin America can position itself as a leading player in the global technology landscape.

CCLATAM Editorial Board



*From left to right: OECD Deputy Secretary-General **Ulrik Vestergaard Knudsen**, President **Santiago Peña** of Paraguay, European Commissioner for Transport **Adina Valean**, DPL Group President **Jorge Negrete**, CCLATAM Co-founder and President **Piero Bonadeo**, at our first private event in Barcelona focusing on **development of a technological hub as a catalyst for ecosystem growth**, during MWC 2024.*

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## Elsewhere en Latam

- 🇲🇽 Amazon Web Services (AWS) has announced that they'll invest up to USD\$5bn in the creation of an AWS [infrastructure region](#) in the state of Queretaro, México, in a bid to expand its cloud service capabilities. *"Our investment in Mexico reflects AWS's long-term commitment to customers so they can take advantage of advanced technologies like artificial intelligence and machine learning..."*, said Prasad Kalyanaraman, VP of Infrastructure Services at AWS.
- 🇸🇻 [ERP AI](#) is set to make life easier for Salvadoran entrepreneurs when it comes out of closed beta next week, with over 100 companies already registered and eagerly waiting. Its acronym stands for Enterprise Resource Planning, and in the words of Co-founder Natalia Mancía, *"We wanted to offer a tool that would comprehensively and centrally address all the needs that a company has in its day-to-day management and enhance it with artificial intelligence."*

- 🇨🇴 5G lands in Colombia. Last week marked the beginning of a new age in connectivity within the region, when 4 operators (Claro, Wom, a Movistar-Tigo union and the Brazilian Telecall) were officially assigned sections of the spectrum by the Ministry of Information, Technologies and Communications (MINTIC by its Spanish abbreviation), as Minister Mauricio Lizcano [announced on X](#).
- 🇺🇾+🇨🇱 Uruguayan cloud-based SaaS company [2Innovate](#) is allying itself with the Chilean frontend platform [Modyo](#) to provide customers with end-to-end financial and banking solutions. Reaching across borders to bring about a reframing in the way the Latin American financial industry operates, Hugo Sacchi, founder and CEO of 2Innovate said: *“We are confident that our Frame Banking™ platform, combined with Modyo’s proven capabilities, will enable institutions to move towards a more robust and dynamic digital future.”*
- 🌐 Fueled by higher temperatures caused by El Niño, Latin America is in the middle of its biggest dengue outbreak in recent years. Spikes have been reported in [Argentina](#), [Brazil](#), [Colombia](#), [Costa Rica](#), [Guatemala](#), [Mexico](#), [Paraguay](#) and [Peru](#), with cases representing an increase of 157% compared to last year, and a 225% increase over the last 5 years, a new [report](#) by the Pan American Health Organization has revealed. There is hope that an initiative to introduce bacteria-infected mosquitoes can curb the spread of the disease, trials are [already underway](#) in Rio.

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## La cita

*“...what I’ve learned is that digital transformation has nothing to do with technology and has everything to do with the habits that we create, and how we connect with other people and the relation between government and the citizen in general.”*

Santiago Peña, Paraguay’s President

LET’S ADD A PHOTO OF PRESIDENT PENA HERE

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## La invitación

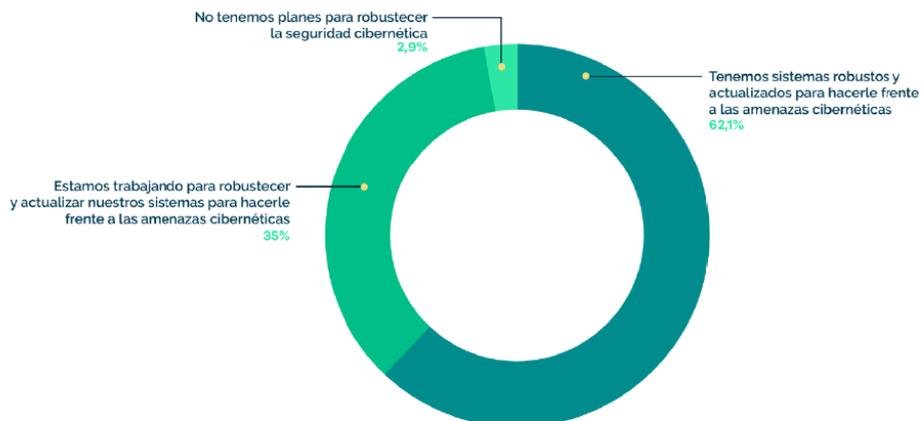
We would like to invite all of you to our next event together with **Duke University: “Cybersecurity Leadership Program - Costa Rica”**, led by our Board Member David Hoffman, taking place on **March 11-13** at the [Universidad Latina](#), in San Pedro de Montes de Oca, San José. Participants will have the chance to learn from **Duke** and **ULatina** scholars in policy, law, engineering, business, and computer science, as well as from leading industry and government experts. You can find out more [here](#) and [here](#).

We hope to see you there!

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## El gráfico

Figura 7. Situación de las Fintech frente a los ciberataques



Fuente. Datos extraídos de la encuesta Finnovista Fintech Radar México

*A new report has shown that only 62.1% of Mexican fintech companies feel that they have robust enough systems capable of withstanding the current cybersecurity threats, while 35% are in the middle of strengthening their networks and 2.9% have no plans for doing so. Source: [Finnovista Fintech Radar Mexico](#)*

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## La lectura

**Puru Trivedi:** Atul Gawande's *'Being Mortal'* resonates deeply with Latin American audiences due to its universal exploration of ageing, healthcare, and mortality. In a region where familial bonds and caregiving traditions hold significant cultural value, Gawande's insights into end-of-life care, autonomy, and dignity are particularly pertinent. Latin America grapples with similar challenges of ageing populations and healthcare access, making the book's discussions on navigating these complexities invaluable. Gawande's (who is currently Deputy Administrator of USAID and formerly Surgeon at Harvard Medical School) emphasis on fostering meaningful connections and prioritizing quality of life aligns with Latin American values of community and interpersonal relationships, making it essential reading across the region and frankly, around the world. It is one of my must-read books for any friend who is going through the pain of losing a loved one.

**Eric Farnsworth:** Moises Naim's *'Revenge of Power'* (2022) is urgent reading as nations around the world engage in elections this year across the spectrum, from free and fair to unfree and unfair. The tools of power, control, and electoral manipulation that Naim describes are more effective and dangerous than ever before and getting more so as we cross the threshold into the Age of AI. Ojo, democracies.

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Thank you for reading, nos vemos en la próxima.