

“ConnectED: Millicom's Telegraph”



Dear friends, once again, we gather in our newsletter. This time, I would like to share with you the takeaways of the Mobile World Congress 2024.

Undoubtedly, Artificial Intelligence (AI) was once again a protagonist. The reasons? There are several, but its exponential growth, its impact on the labor and daily world, and the need to begin outlining regulatory measures are some of the causes. A McKinsey & Company study found that artificial intelligence could potentially contribute \$13 trillion to the global economy by 2030. Indeed, AI has long been in the race and is changing the world as we know it today.

A second, no less important, topic was cybersecurity. The global cost of cybercrime is forecasted to increase to \$23.84 trillion by 2027, according to estimates from Statista, the IMF, and the FBI, compared to \$8.44 trillion in 2022. The growth of cybercrime was a comment that resonated strongly in the halls of #MWC2024 and only serves to highlight the need to build a digital ecosystem of collaboration among organizations, providers, governments, and regulatory entities. We are making progress in that direction. Here I would like to pause to make a special mention of Professor David Hoffman, an expert in cybersecurity public policies at the Duke Law School, with whom we agree on how to address the challenge of establishing a regulatory framework for cyber attacks. In fact, next week, he will be part of the **Cybersecurity Leadership Program in Costa Rica**, which will bring together leaders from the private sector and government officials from Latin America.

5G technology was also on the lips of several speakers at the most important fair in the telecommunications industry. Its impact on users, its deployment, and the need to work in parallel to bridge the usage gap (people who still have the ability to connect but do not) are agenda items related to infrastructure.

The event also meant a personal opportunity to have very interesting conversations about our beloved Latin American region. Among them, I highlight **the meeting with the President of Paraguay, Santiago Peña**, and with Jorge Negrete, President and Founder of DPLnews.

President Peña became the first head of state from Latin America to attend an MWC and used the opportunity to promote Paraguay as a potential technological center for the region. He highlighted Paraguay's public policies open to innovation, investment, and fiscal stability, presenting compelling reasons for companies and investors to consider the country.

All of us in Latin America should feel motivated by President Peña's actions and focus on harnessing the exceptional talent within the region. By creating environments that foster innovation and actively participating in events like MWC24, Latin America can position itself as a key player in the international technological scene.

Before saying goodbye, I would like to talk about the challenges facing the telecommunications industry today. The digital future is not a guaranteed destination; it is a future that is built. For that reason, the fair contribution of all the actors in this increasingly diverse ecosystem is essential to achieve a connectivity policy consistent with the principles of efficiency and equity, which meets the challenges of the new digital era. In this sense, the main telco companies have supported and signed this letter. Because a shared vision is what will make digitization a daily opportunity.

I'll see you in the next newsletter, but not before thanking GSMA for organizing another edition of the Mobile World Congress 2024. It's always an opportunity to meet with regulators from around the world, talk about trends, and think together about the public policies and private efforts needed for Latin America and its citizens to have more opportunities thanks to digitization.

Karim Lesina, EVP Chief External Affairs Officer, Millicom/Tigo

The digital highways require breaking down 4 paradigms: Millicom

"Processes are needed to put the spectrum at the service of the citizen. The objective should not be an auction, but the expansion of coverage. We have to give the new generations the tools so that they can become digital users," stated Mauricio Ramos, CEO and President of the board of directors of Millicom, in the article published by DPLNews.

Millicom en X:

In Colombia, Telefonica and Millicom / Tigo created a NetCo to make their investments more efficient, and deploy more infrastructure. @guayaquilnews

Karim Lesina, Executive VP of Corporate Affairs and Institutional Relations at Millicom / Tigo highlights the need for regulatory neutrality (same services, same rules) and integrated/global data frameworks, especially for smaller and less wealthy countries. And the need to do it soon given the rise of Artificial Intelligence. @angelmelguizo

The CERTAL Madrid 2024 Summit concludes with discussions on regulation, Artificial Intelligence, infrastructure, 5G, and IoT, as well as standout talks with @rdnobile and @AdinaValean @certalatam

@karimlesina "We have a dilemma between large and small countries, between rich and poor countries. Unfortunately, developing countries always follow us. But sometimes we need to create our approach to take a leap and go faster." @GSMAPolicy

Did you know?






The Mobile World Congress is known as the most prominent event worldwide in the connectivity and digital technology industry.

Here are some curious facts that highlight the importance and impact of the Mobile World Congress in the field of technology and communications.

The MWC wasn't always called that... In its beginnings, in 1990, it was known as the GSM Mobile Congress. It wasn't until 2008 that it adopted the name we know today: Mobile World Congress. In 1990, the event took place in Rome. Over the following years, it moved to a new city each time, going through Nice, Berlin, Lisbon, Athens, and Madrid, before settling in Cannes in 1996. The first edition of the MWC had around 50,000 attendees.

The MWC is the perfect stage for major technological launches! Iconic devices such as the Nokia 8800 and the Motorola RAZR V3x with 3G technology were unveiled at this event in 2007. Furthermore, it witnessed the unveiling of the first smartphone with the Android system in 2008, marking the beginning of direct competition with Apple's iPhones. Generative AI was the highlight of this year's edition.

Barcelona, the venue. Since 2006, Barcelona has been the home of the MWC, becoming the global epicenter of technological innovation and telecommunications. [MWC Barcelona 2024 in numbers:](#)

-  More than 400,000 unique attendees at keynote speeches and live sessions at MWC Barcelona.
-  A total of €5.8 billion contributed to the economy of Barcelona since 2006.
-  Over 1,100 speakers and thought leaders, of which 40% are women.
-  More than 101,000 attendees from 205 countries and territories.
-  Over 2,700 exhibitors, sponsors, and partners.

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