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BUENOS AIRES – LAC Strategy Update Project Presentation
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ICANN – Buenos Aires, Argentina

UNIDENTIFIED: …are free to join us, please take a seat here with us at the table. Please feel welcome to join us.

UNIDENTIFIED: Hello. This is the LAC Strategy [Spanish]…

RODRIGO DE LA PARRA: This is Rodrigo de la Parra speaking. Thank you. Good morning. We are ready to start. If you could please take your seats, we will be starting shortly. Thank you.

Rodrigo de la Parra speaking. And again, I invite people sitting at the back to join us here, please feel free to take a seat at the table. Thank you.

This is Rodrigo de la Parra speaking. Welcome everyone. We will be holding a couple of joint sessions in the first 45 minutes, we will be addressing or speaking about the progress in the five panel projects that we have launched as part of the Latin American and Caribbean regional strategy. In the other 45 minutes in this session, we will focus on the following.

First, a session that has to do with the implementation of one of these five projects. It's the project on the Latin American and Caribbean space in ICANN meetings, with a focus on the business community. We

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will be holding registrars, new gTLDs applicants, and CCs from the region and from Argentina, the private sector in Argentina.

I hope you'll have the brochure that we have designed. The brochure is part of our strategy for the region. So without further ado, I would like to thank Fadi Chehade, president and CEO of ICANN, because he's honoring with his presence today. We feel honored to have him here. So Fadi, you have the floor. Go ahead please.

FADI CHEHADE: Thank you Rodrigo. This is Fadi speaking. …feel, I don't have the languages I need, but one day maybe. My children speak Spanish fluently. Both of them lived in Guatemala and in Grenada so they, this is a second language for them. But one day, I will, so my apologies to you for the lack of Spanish and Portuguese.

So. I first want to make an apology because I know I made a mistake in my speech this morning. When I mentioned Latin America I did not also bring up the Caribbean. So this is a learning for me that I admit, and I apologize to our friends from the Caribbean. This is not because I don't know that you are there, but it's part of my learning.

I had the same difficulty, initially, with Asia, I would say, Asia and forget the Pacific. But now I'm learning, and now that we have Albert here in the Caribbean, we certainly have [?] in the Pacific Islands, I will be more careful. So my apologies to you, I hope you accept my apologies.

Some of you heard me say this before, but I say it again because we are in family here, in Latin America and the Caribbean. When I… When we

started this journey recently, to think about Internet governance in the last three months, one of the people on my journey was Kofi Annan.

I spoke to Mr. Annan about the UN speech of [?] and about Internet governance, and I told him, "Can you help me? Can you help us with the multi-stakeholder model?"   Remember, Kofi Annan was the Secretary General when the 2005 voices process was kind of launched. And he told me, "No, I'm not going to help you because the help and the initiative on the Internet governance is not with me in Africa, it is in Latin America. Go there."

And I said, "What do you mean? Why are you sending me to Latin America?"   He says, "Because right now, if you look at how the countries in that region are grappling and understanding how to govern the Internet, they're the most active. They're the countries that are taking this job extremely seriously right now."

Notwithstanding [?] speech, at the UN, aside from that, he was quite well briefed by [?], who used to be his right hand person from India, and also the chair of the IDF for many years. And he told me, "[?] and I believe that. Believe that Latin America has the initiative." So I said, "What do you want me to do?"

He says, "Go there. Go there and meet the people there." And I have been. Immediately, he told me this, I went to Uruguay and I visited your casa de Internet. What a beautiful case de Internet. Nowhere in the world is this happening, other than in your region.

It's remarkable. It's remarkable. I think it should be a model for the world, that all of the organizations that are clearly interested in the

advancement of your people, are in one house. I mean, just the fact that the telecommunications association of the region is in the house, you could not get the telecommunication association of Europe next to one of us, six box a part much less in the same office.

It's very impressive, very impressive. ISOC, ICANN, the research organizations, LACNIC, LACTLD, all in one house, working for the people of Latin America. I must tell you, I left very impressed, and I asked my team to work with Raul and many of the founders of that house, to figure out how to make casa de Internet with the same name, casa de Internet, a reference model for the world.

Bravo, well done. And it's not about saving money and being in the same house, it's about working together, about breaking silos, breaking bridges and doing it together. Really, kudos to you. And then you go to Brazil, and now increasingly I'm seeing in Mexico last week, tremendous progress, Costa Rica and now Argentina.

All of these countries embracing a national multi-stakeholder model. It's remarkable. There isn't a part of the world that's doing this. You are right now leading. And I just went to Turkey and I told the government, "You need to copy Latin American models." So the government of Turkey just sent a delegation to Latin America to learn how you're managing Internet.

The government of Lebanon is sending a delegation. I go around the world telling them, "Come to Latin America and watch how the governments, the communities, the stakeholders, are rising to nationally build multi-stakeholder agreement on how the Internet

should be managed for the benefit of your people." I'm very impressed. I hope I'm making this clear to you.

I'm not just telling you this, I'm doing what is needed to show the world that you're leading, so thank you for that. The importance of a national approach is because, for too long, some of us have been simply focusing on the international, transnational nature of the Internet. And the Internet is borderless and transnational, but our people are national.

They live in a country that has laws and these laws have to be understood. And the Internet governance model has to be aligned with these laws in these countries. We have to partner with governments, with academic institutions, with technical organizations, with all the good people who made the Internet be what it is today.

Partner, partner, partner on a local level. And fight, and argue. My first trip after my first ICANN meeting, was to visit, in Sao Paulo, the CGI of Brazil. That was my first trip. I was exhausted, but I got on a plane, went to Sao Paulo, and I didn't need to talk. I just had to watch CGI for Brazil for a day, and I learned a lot. I watched how government, and institutions, and different groups come together once a month to agree on how to manage the Internet in their country.

But the CGI model is not perfect, and it shouldn't be anybody's model, it's just another reference point for the world, and I know Mexico will soon be referencing Costa Rica and others. All of you, I know, with the energy I feel in this region, you will be referenced just as Kofi Annan told me. This region has the initiative. And President Rousseff, when she spoke at the UN, frustrated, she was frustrated, she spoke for many of us.

Not just around this table but around the world. She is right. We need some agreement on principles. The Internet is not the Wild West. Yes, it must remain free and open. I think we all subscribe to that, but there is also a need to ensure that there are national and global rules and principles that allow us to function. Still with a frictionless, open Internet, keyword here, frictionless Internet.

We don't want an Internet with frictions, when you go from one country to one country, or – we don't want friction. Like ISOC's CEO, Lynn, always says, we want really permission-less innovation. We don't need to take permission to innovate on the Internet.

I think we're all committed to these goals, but we also need to understand that the Internet is no longer a sideshow, it is the show. When it was closed in Korea earlier this year, the Vice Minister of Korea, Minister [Yui] told me, 43% of the GDP of Korea was frozen. He calculated that.

He told me this was bigger than a war. This is serious business now, with the economy, for the politics, for the society, for life. Life, many of our new tools with the Internet of things growing, will become dependent on the Internet. Secondly and lastly I want to talk to you about the Latin American and Caribbean strategy that you develop together.

As you heard me say this morning, we had six regions do this. You're one of the six regions. But I must tell you, the energy in which you're implementing your strategy, is quite impressive. Once again, you're setting the pace. It's one thing to come up with a strategy. I know that's not easy, multi-stakeholder we all have to come together.

You did it. We all saw the strategy. I think it was in Beijing, you should us the strategy. I remember that. And I said, "That's very aggressive." Your strategy was significant. There were a lot of activities and ideas on it. But you're implementing, you're moving, and watching the results from Rodrigo, very impressive.

And again, the world can learn from Latin American energy, enthusiasm, and heart, because you put a lot of heart and passion in what you do. I come from a region where heart and passion are also very central to what moves me, to what makes me do things. Not always the case, sometimes I have my Anglo-Saxon friends don't understand that, a little bit.

I think you would understand that in my behavior, but it's important because we are people at the end of the day. We have to believe in what we do. You believe in what you do obviously because you're doing it. I'm very proud of this region, very proud of Rodrigo. And he will tell you, the first time I met him I said, "What do you do for ICANN?"

He says, "Oh, I'm the vice president of partnerships in Latin American and the Caribbean." I said, "Great. Where do you live?" He says, "Washington, D.C." I said, "What? What the hell are you doing in Washington, D.C.? Pack your bags." He says, "I have family, kids." I said, "I don't care. Pack your bags. Head back home."

So he's back in Mexico, where he should be. He shouldn't be in Washington, D.C., managing this great, great effort in this region. And we need to put more people here, on the ground, from the ground, not from anywhere else. You need to lead this. I'm committed to you. I'm committed to Rodrigo and growing the team.

I'm committed to all of the resources that are needed to make Latin America and the Caribbean a beacon, a beacon for the world. A shining star on the hill and you are today. On Internet governance, you are. On the focus to build the harmonization of national and international, you are the beacon.

Make sure, when you build national strategies, that you don't make them out of synch with the global strategy. This is very important because I know many of you are starting to think, "How are we going to manage the Internet in our country?" I support that. I think this is a great progress, but make sure it is also linked into the global picture.

Because if it goes out of synch, you will not serve your people. Suddenly the Internet will be more Balkanized, the policies will be Balkanized. The frictionless Internet will go away. ICANN just commissioned a major study by the Boston Consulting Group, on how a frictionless Internet will affect the economies of countries. So we can show that a really frictionless Internet, serves your country's interests, builds jobs, builds the economy.

And that study will be out early next year, and it will be by country, so I don't know which countries in Latin America and the Caribbean are in it, but Rodrigo can inform me of that. But we selected a series of countries from all the regions to actually start showing the real impact of a frictionless, open Internet.

I want to close by saying something about the surveillance and the Snowden revelations. I think the trust in the Internet has been challenged. Your people, my people, everybody, your mother, my

mother who uses the Internet, who believed this thing was safe and trustworthy, we have now lost some of that trust.

Simple people who use the Internet, who trust. When I do something here, it's between me and, I'm writing a letter to my wife, it's between me and her. That trust must be safeguarded. If people lose this trust, I think we lose the Internet's value. Unfortunately, these revelations, and more to come unfortunately, not just from Snowden but from many governments who still do it, because many do, is very sad.

And we must safeguard that. How do we safeguard that? I was so impressed by the session at the closing of the ITF. If you haven't watched it, go watch it. Engineers rising and saying, "We need to safeguard the Internet." And we, too, all of us, from a policy standpoint, from a technical standpoint, we are the stewards of the Internet.

Don't look to me, or to look to some president, or unfortunately, where do people run when the Snowden revelations happen? They ran to their governments. And I was telling them, "Hello? Isn't this the same people who are listening to you?" Don't go to governments alone, bring governments into a debate across all stakeholders.

Governments cannot be out of the debate, they must be part of the debate, but bring others too, so we have a balanced discussion that's honest. One Net was created for this. If you open the One Net site, it says "To safeguard trust in the public Internet." So go there. One Net is blank right now, on purpose.

Why is it blank? Because nobody is allowed to, on your behalf, write anything on One Net. You are One Net. Go there and speak, and let the world know that we are one. Like the net, we're one. And we called it One Net for a reason, because so many things divide us.

Our languages divide us, our food divides us, our culture sometimes divides us. Sadly, our religions divide us. Maybe the Internet is one of the last things that can bring us together. Let's not lose it. This is our chance. Let's keep it one, let's keep it strong, and let's work together, and don't let people divide us over the Internet. They will try. They're trying right now.

Even some of the big companies in the world, [?] Telecom announcing that they will create a German Internet, not good. We don't want a German Internet, we want One Net. Thank you.

RODRIGO DE LA PARRA: Thank you very much Fadi for your words, that they are great for our group. Now we will proceed with our session, and I will kindly ask the leaders of the different working groups established for the five pilot tests, to present the advancements of the group.

So I will give the floor to Tony Harris and Andreas.

TONY HARRIS: Good morning everyone. For those that do not know me, I am Tony Harris and I am co-author of this project that we will see in detail before you. [?] and I were instructed to lead the roadshow project, that is the

outsourcing effort of the region to promote the participation of sectors in the outreach that are not presented within the ICANN network.

That means to outreach. So, the first thing that came to my mind was an issue of the basic structure of the roadshow, and you can see that on the screen. There is an organizing committee, then I did not bring my glasses. So we start from the basic structure for the roadshow with these participants.

Then we passed on where we would implement in the first semester of the year 2014. I think that before all – those who are not represented on this list, do not worry about it. This is a draft. We can change all of these cities, and we may replace them by others and the year has six more months.

In the second half of the year, and if Rodrigo agrees, and ICANN wants to continue with this initiative, we can extend that to other cities. Then we can – we have to think… That's okay. Sorry about that. So, my eyes are getting tired because of the Internet. These are scars of my activity.

So the activities of the roadshow. We need a presence of a sponsor speaker in TIC event. That means when I speak about sponsor speaker, we need to go to an event that is important, and being a sponsor and having a speaker slot. This is geared to an event, not the insiders event for ICANN or Internet, but when I speak about that, these are the events that we always go and where everyone knows what ICANN is.

That would not be the case. We would not be adding new players. An example will be in Peru, I see an event that is called [?] that is centered on technology in Lima, and this would be a good event where we could

try to participate. To make most of our presence in these cities I would add a presentation for the academia and to do that in an university preferably.

It is an idea made by [?], it was mentioned in our meetings, and I think this is a good support and I would like to include in that effort. And finally, I would repeat an experience of something that we did in Buenos Aries once. That is, working breakfast for NGOs. In all countries, and I've said that, in all countries of the regions we have a good amount – a good number of NGOs that are not centered on technology, but that are points of outreach because of all the people that they have as members or participants in each one of them.

So the structure number four, the target group, or the target audience, are thinking about companies and bodies related with ICTs, chambers of commerce, and technology, bodies of ICTs and NGOs in general. That through the NGOs we will come to the outreach to the civil society. I stress this issue.

There may be some other players, let them be welcome. And you are in charge of proposing new actors and new players. Then proceeding with this, we have to think about the contents of each roadshow.

ANDREAS: This is Andreas. Some clarification. When you open the possibility of clarifying something, I think this is important to do that, especially because my colleagues at CNC in Argentina, and the public sector is not expressly excluded from this list. It has not been determined as one of the groups where we could, which we could target.

That this group does not appear on the list, does not represent any special feature, any special case.

TONY HARRIS: Thank you Andreas. This is Tony speaking. The objective is for no one to be excluded, and if a player does not appear on these slides, I apologize. This is a work in progress, a draft, so we will be including new information. And I think that for the contents of roadshow, thinking about the objective of creating a good outreach and including new players, new stakeholders, in the environment of ICANN, one thing is the expansion of the new gTLDs, the generic top level domains, that are important for commercial reasons, or to protect their brand names.

They have special features for costing for web size, etc. And this is hotspot that I think does not reach all the people that should be reached because of issues of [?]. So part of this effort would be to solve that problem. The IPv6 and the exhaustion of IPv4, is… The efforts of LACNIC have been great, along many years. We have…

We cannot say too much about the success they had. Now we should try to have more force and more speed, and to get more interest without in the connectivity providers, and also the CIOs of many companies that have private networks. That is to expand the spectrum of interest and commitment to implement IPv6.

Safety, security, and resiliency of Internet is an issue that is dear to us. And there are many experts that can come here, there are some of them here in this meeting that could come and help us with these issues regarding safety. Then we have registries and registrar issues that are

focused on the end user or – so that the end user may have knowledge of this two options to actively participate and to commercially participate in issues regarding the sale of domain names, generic domain names.

We have very little participation in the region and fortunately both from registries and registrars, and this is an issue that we are making proposals and thinking and speaking with Rodrigo, to see if there may be some corrections that adapt these options for the possibilities of our region stakeholders.

Sometimes the barrier is a barrier to access, it's an economic barrier. And finally, in terms of contents, I think we should strengthen of message of why it is important for them to participate in ICANN. This is a central issue that we need to focus on. So, this is a budget. I was going to write two million dollars, and I thought about Rodrigo's face, so I reduced it somewhat, and we are considering six events, in terms of trade fairs. 20,000 travelling and stay and hotel stays for the participants in the group, work breakfast for NGOs, marketing materials and outreach materials.

We should have some brochures to give out, and with a total budget that was $167,000. But I don't know whether it's too much or too little, but this is a starting point. Regarding the structure, we think… And here, I have names. Many people are missing, please join. This is a draft.

These are some key participants to help roadshows in Sao Paulo [Spanish]. And there are many more that will be welcome in Santiago. I

thought about [?] in Lima, Peru. The Mr. Eric, that is here at the table, some members of the GAC that I don't remember from Peru that I met.

I thought that they were very interesting persons to have them onboard. And then [?]. In Mexico, Oscar [?]… In Buenos Aries, [?]… etcetera, etcetera. All of them are friends, and because of the lack of space in our slide, I could not include all of them. In [?] we thought about Tracey [?]… And, in general, issues. Luckily we have [?] and [?].

Obviously Raul and LACNIC, and [?] and all of the activities that participate in the casa de Internet or Internet house that may be of help. And finally, I think that there are events that we can leverage on. We mentioned in a recent teleconference some issues about governance, school of governance, of Internet governance.

They have an initiative in Trinidad. This is an initiative to build on something, and then we – I thought about the e-commerce days. I was impressed they were a success, and they include a road, a visit to many countries every year. I came here with this midnight inspiration.

I apologize for not bringing my glasses and having Nigel wait. And now I would pass on the floor to Andreas, that – to receive some questions or suggestions.

ANDREAS: Andreas speaking. I would like to ask the leaders of the working groups to compress the interventions. We are running late for the second half, so if we can wait for questions, that would be very good.

This is Andreas speaking. Thank you Rodrigo I will be brief, because Tony's description of our project is quite comprehensive, and it shows the work that needs to be done in terms of the roadshows. And regarding the locations, well, maybe they are traditional locations. Sometimes when you want to engage in initiatives in Latin America and the Caribbean you always choose these locations.

This does not mean that we cannot choose other locations because I see people raising their hands and surely, they are going to propose other locations or question why not other locations. So of course we are open to suggestions, if we can leverage in a certain event that addresses the target audience we want to address, of course we are available and we are open to that suggestion.

That is my point of clarification. And of course, I am open to any questions.

RODRIGO DE LA PARRA: This is Rodrigo speaking. Please identify the leaders of each project so that, or in case somebody in the room wants to join any of the projects. In this case, you can speak with Andreas or with Tony. Now we will focus on project number two led by Dev and Fatima, this is the project on communications.

FATIMA CAMBRONERO: This is Fatima Cambronero speaking. Thank you Rodrigo, together with Dev Anand, we will focus on progress we have achieved so far in this project number two devoted to communications. I would like to thank

ICANN staff in our region.   I want to help Alexander [?] for her cooperation that has been very valuable in our project.

Briefly, our objectives when we started implementing this project were the following: create educational or briefing materials, with a view to organizing regional events; setup a specific Latin American and Caribbean website and create content and outreach material that will be clear and understandable by all stakeholders, specifically economic or financial stakeholders in our region; and also create gTLD or new gTLD oriented materials.

We have divided this project in several areas we have been working on. And we will address each of these areas one by one. Then we will give you an update regarding new materials and content in the different languages in our region.   We published several blog posts in the languages spoken in our region, English, Spanish, and Portuguese, regarding the activities in our region.

We have posted about LAC IGF, [?] Argentina. We have posted about workshops, LAC TLD workshops, Fadi's visit to the casa de Internet in Montevideo. Carlos [?] being appointed as an SSAC member and the Internet governance event in Mexico. For the first time, we have material posted in Spanish on ICANN's website regarding this event, regarding the meeting.

And we also have material in Spanish on the ICANN Fellowship page. And we've had several banners published in this language. In this meeting, we have updated LACRALO brochures in Spanish, English, and Portuguese, and French. And it is worth noting that we have a specific guide for the Latin American and Caribbean participants in Spanish,

English, and Portuguese, especially aimed at newcomers so that they can easily identify regional events organized by people in the region and focused on people from the region.

For the first time also, we have stickers and banners in Spanish and English that are being handed out in this meeting, and they're showcasing the different events in our region, in Latin American and the Caribbean. We have published articles about the engagement center, this was published in the LAC TLD magazine distributed in this meeting.

As regarding new gTLDs, we have new content published and updated both in English and Spanish, and we have short videos available in Spanish, and plenty of audio material and audio/visual material in both languages, in Spanish and English. We have videos about Internet pioneers, a video about the new casa de Internet in Montevideo in these languages.

A part of our communications project has to deal with supporting events in our Latin American and Caribbean region. We have held events since we started implementing this project. And the events were LACNIC, LAC TLD, the LACNIC LAC TLD event held in May in Columbia, an event held in Haiti in June, a LACNIC event in the Caribbean also in June, the LAC AGF also in Argentina, a ministerial forum held in the Caribbean, LAC TLD workshops in Panama, [?] in the Caribbean.

The event on dialogues on Internet governance in Mexico, and the LACNIC LAC [?] event held in [?]. We have also worked ICANN's presence in the media, and the social media in the different social networks. We have a new ICANN account, ICANN en espanol, ICANN in Spanish, to distribute content in Spanish.

It's at ICANN underscore es, so please follow this Twitter account. We have a new Twitter account in Portuguese, at ICANN underscore pt. This is for our friends in Brazil, if you follow this Twitter account, you will receive material in your own language. We have a profile in one of the networks where we frequently publish articles in Spanish.

And we have a profile in Portuguese with plenty [?] profile in Spanish and Portuguese where we publish plenty of articles. And we are present in several media, there have been interviews on TV and newspapers. And we have more presence on blogs, online blogs, where we replicate contents that we are distributing.

We have media coverage in the languages of the region so that the members of the region are updated on what is taking place within ICANN. I will now give the floor to Dev so that he will focus on other aspects of this website.

DEV ANAND TEELUCKSINGH: Gracias Fatima. Hello everyone, good morning. My name is Dev Anand Teelucksingh, for those that don't know me, I'm a member of the At Large Advisory committee, selected by the Latin American and Caribbean regional At Large. I'm from Trinidad and Tobago in the Caribbean.

So, one of the objectives, of course, of the communications plan was to create a dedicated website for the Latin American and Caribbean region within the ICANN community, and to centralize the information from the region.

So we've come up with a template for the website structure. It will be available in – it will be multilingual. It will be available in Spanish, English, and Portuguese. One section of the website will contain educational materials about ICANN, background information about DNS, and key policy issues engaging ICANN, and the participation opportunities in ICANN.

So another section will identify and document, and it's geared for persons not aware of ICANN, the various stakeholder roles in ICANN. So for example, if you're interested in intellectual property issues, then the IP constituency in the GNSO may be of interest to you. If you're interested in Internet governance issues, as it relates to individual Internet end users, then the ICANN At Large community will be of interest to you.

Next slide. So, actually one slide I have – go back. So, another section will then document for each country in Latin America and the Caribbean, information about on the existing stakeholders in ICANN from that country, and the item behind this is for two purposes. One for networking, to understand and highlight the existing stakeholders already working in the ICANN stakeholder model.

And also to document and identify the gaps in ICANN stakeholder presentation. So, when you go to the next slide, which is the spreadsheet, go back, thanks. So this is just a screen shot, I'm not demonstrating the whole system. But the idea would be that when you look at all of the different countries, we could see how many persons are from LACRALO, how many are members of the ccNSO, whether they

are a member of the GAC, and so forth, and how many persons are in the business constituency in the GNSO, and so on.

And once we have done that, well, we were hoping to have this launched in the first trimester in 2014. There is a link in the presentation, which I'm sure is posted on the website as to where you can look at the spreadsheet and see this in more information. So, what's the future plans for the communications plan? So, one of the next steps afterwards would be to identify and document all the various possible marketing and advertising opportunities in each country, to alleviate the gaps and stakeholder representation.

So we're looking at traditional media, news people's video, possible ICT events in that country. And then once we have identified those marketing and advertising opportunities, we develop a communications plan that is needed for each country.

We then further develop templates for content for these channels, and then such contents would be customized for each country. And each template will point to the country specific portion of the website. And the reason why we do this is so that it could track whether our communication plan is working, based on the number of registered website and the number of inquiries.

And once we developed the templates, we develop final material for the communications plan for each country, and a schedule for implementation. So I think that's our summary. I would like to thank everyone. Thank you.

RODRIGO DE LA PARRA: This is Rodrigo speaking. Thank you very much Dev and Fatima for your effort. It's been a very notable and visible effort. We still have to listen to two presentations. We have to focus on two more projects. I will ask you to reduce your presentation by half in the interest of time. Gonzalo, you have the floor, go ahead please.

GONZALO NAVARRO: Thank you Rodrigo. We are speaking about project number three that has to do with capacity building in aspects and topics regarding security, safety, and resilience in the DNS. This is a collective construction, and the most important point was in September, LAC TLD Panama workshop. Next slide.

So to give you some context, this project is part of the Latin American strategy of ICANN projected for 2013 and 2016, and has to do with the area of interest number two, regarding capacity building and outreach. The core objectives are promoting technical capacity building, especially technical capacity building regarding security, stability, and resiliency in the DNS, and the resource allocation to ensure the training capacity for experts that can provide issues for security, stability, and resiliency of ccTLDs.

The project basically is to gather efforts amongst regional organizations like LAC TLD, like LACNIC, like the Internet society or the different TLDs of the countries of each country, so as to provide developments or training cycles regarding capacity, technical capacity building that are consistent and sustainable along the time regarding the SSR issues.

In terms of region deliverables, the idea is to develop a training model in terms of SSR, and technical issues for different audiences. And the groups we need to target are ccTLDs, the Internet service providers, and different providers and organizations and entities with a supply of DNS services.

Next slide. The project started in August 2013, we identified some initial indicators like number of professionals trained and certified in DNS SSR. In total, per year, both in face to face or online training, number of face to face or online events centered on DNS SSR. Events organized per year, and we had a brainstorming regarding the required resources like mainly economic and human resources, budgeting, sponsorship experts, fellowships, virtual meeting rooms together, efforts both physical and face to face or online, laboratory platforms that enable the user within this events.

And also resources that ICANN can provide in terms of IT, in terms of conference audio and videos, mailing list, the Adobe Connect that we are using currently, etc. And likewise, to identify the relationship of this project towards other projects, and especially the emergency response team projects for ccTLDs in Latin America and other projects related that have to do with building capacity.

Next slide. This is the roadmap that we have developed. The key step is to build on what we already have, not to reinvent the wheel. This has been done by many organizations in the region. And the following step was to identify and map what type of organizations, agencies, and entities in each country at the regional and global level are involved in issues of SSR in the DNS, and especially related to the region.

The next step is where we are now, is to identify and categorize, as best as possible, the activities and the events aligned with the project. And the following is to engage the entities or organizations focused on SSR in the DNS that can be quantifiable. The following step is to… It is cutting across, it is to measure, identify the spaces and the gaps we have in terms of security, stability, and resiliency in the region, so as to increase the awareness and the tools we have, facing situations that may affect this SSR.

Next slide please. These are the other items. To develop complementary activities, not only in terms of training but also documenting, generating materials and focused on different levels and to cover the spaces or these punctual needs for each ccTLD or any other organization focused on DNS.

The other is to empower or push basic training cycles and advanced training cycles for each of the actors and stakeholders related with the DNS, especially… In the Panama workshop, we developed the training for ccTLDs that was very successful, in terms SORC, in terms of emergency response at different levels, projects of simulation, and also processes that create sustainability in terms of training educators so as to have training workshops and certifications.

And this is basically the summary.

RODRIGO DE LA PARRA: Rodrigo speaking. Thank you for your effort to say this very shortly. And sorry about the rush, but we are on a tight schedule.

OSCAR: Oscar speaking. I will be speaking about project number four. This centers on the emergency response team for the ccTLDs of the region. It was not defined that it was a sort of [?] or any of these, but we sought to start working on a mechanism that helps to coordinate efforts in terms of security on ccTLDs.

It has a different perspective. If we can move on to the next slide please. Next slide. So, it has a different perspective. This is the definition of the project, if you're interested on the details. The relevance of this slide, I will go to the second bullet point. Second line that says, this has to do the political aspects.

If you remember, we had four action items on the strategy on the region, and this has to do with political issues. This may strike you as an issue of technology security and structure. It has to do also with political issues, and this is the news about that. As we understand the technological issue, we would reduce the risks of the multi-stakeholder model in the region.

We established some indicators. If you want more information, you can see that on the page. We have shown this and posted this on Beijing, after Beijing, following… Next slide please. We had an analysis effort. We conducted some interviews with part of the definition group. Some of the interviews with people who are not in the group.

There were many difficulties to establish these interviews, and finally, we got the set of expectations and needs of these multi-stakeholder group. And there lies the richness of the multi-stakeholder process. Sometimes it is slow and not efficient, but in the end, it enriches the point of view of different stakeholders.

Next slide please. We established a list of expectations in these different aspects, and the next work is what we will actually do from all of this list. It is not possible to work on everything. The resources are limited, the time is also limited. So we need to clearly define what will actually do, and what we will start with. Next slide please.

To that end, we will establish the working group, and from the very first moment of the implementation, they will need to roll up their sleeves and to put their hands on the work. Not only on the definitions. And this is part of what we need to do over the next months. Any doubt or any interest to get involved, those that have experience in organizing [cert], I would appreciate your help because we will use that help.

I do not… I want to stress the importance of this project, that's why we need to be very cautious and we will try to be slowly in the deliverables of results. Anyway, if you have results on these issues, your experience will be most welcome. Thank you.

RODRIGO DE LA PARRA: Thank you. This is Rodrigo speaking. Thank you Oscar, very good presentation. Thank you for being brief. So, we are now going to focus on project number five, and without further ado, Vanda you have the floor, go ahead please.

VANDA SCARTEZINI: This is Vanda Scartezini speaking. Thank you. This is a space, Latin American and Caribbean space, for everybody in the region. We have included governments. You're all welcome, everybody is welcome. The

idea is to have a Latin American and Caribbean space so that all projects will interact among each other.

There is going to be inter-project, interaction and better engagement and participation from our region within the ICANN ecosystem, not only in ICANN meetings. And also, we want to promote business, the business community, and we want to promote DNS industry related businesses in every country in our region. This is the first opportunity we have, that is to have this space.

So, as you can see, this is possible. It is possible for all of us to be together and here now. We are in Latin America, and there is many of us, but when we are outside of Latin America, when we are in other countries, the idea is to have this space as an opportunity to inform other people of the business opportunities related to the DNS in our region.

This is Vanda speaking again. I'm trying to find the right slide. Okay. Here we are. So, these are our ideas, and we are interested in your feedback, in your input. Please send us information, we are thinking about a logo that will be eye-catching.

We are working on metrics. We are working on measuring all of the statistics. As many statistics as possible regarding our presence within ICANN. And we are creating and building spaces in social media such as Facebook, LinkedIn, and Twitter, so that we can have an open space for other stakeholders from other regions to learn about what we do and to integrate with us.

And if I may, I would like to show just one more slide. Okay. These are our email addresses, so please contact us if you have ideas and suggestions for engagement. Please do not hesitate to contact us. Thank you very much for your attention, and now we are going to focus on the other aspect, or the other part of our LAC space.

First of all, we want to thank Gisella. Or, excuse me, I will give the floor to Gisella for this.

GABBY: Thank you all, this is Gabby speaking. So as Vanda said, we are implementing this project number five, so we have speakers from the region that will be addressing us, and speaking about important topics for Latin America and the Caribbean. So I will now give the floor to Marcos [?] who chairs the Latin American Institute for Information and Commerce.

He will focus on what we are doing to promote the participation of the business community in Latin America and the Caribbean.

MARCOS: This is Marcos [?] speaking. Thank you Gabriella. Good morning everyone. How are you this morning? Fine, okay, perfect. So, first of all, I want to share my views about ICANN meetings. I had attended ICANN meetings before, but I'm really impressed about the number of attendees here in Buenos Aries, and about the level of your presentations.

I want to thank Rodrigo, Vanda, Gabriella, and all the team because, for the support so that we can let you know about what we have been implementing, what we have been breathing on a daily basis in the private sector, so that Internet can enable us companies, professionals, and entrepreneurs to bridge the financial gap, or economic gap, that separates us from richer countries or countries with more resources or higher income.

So we work like artisans if you will, so that the Internet enables our SMEs and our businesses to create, or generate, or do the same thing they have been doing by means of traditional channels. Basically, I want to highlight Fadi's opening remarks on this panel.

I think we have work closely together, that is the academia, the public, and the private sector. I think that we are not connected. I think that for the last five years, when we started getting more involved in ICANN and when we started being the voice of the private sector of these companies that generate content for Internet users and we started – or we became the voice of the private sector within ICANN, well this was the moment of discovery for me.

So, it was at that point that we, you know, in our institute, we are a hub bringing together, aiding countries, representing more than 80% of ecommerce businesses in the region. And they are the ones that give Internet its meaning, if you will. So we realized what was going on, on the Internet. We needed to build a bridge between you, because you are the ones governing Internet. You make it possible for us to use Internet.

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So you lay the foundations for us to build on top. And what did we build on top? Well, ecommerce, e-government, e-governance, everything that gives content to the Internet. That was a starting point for us to create this governance initiative led by Gabriella and Silvia, whose main objective to build this bridge.

And when we started speaking about ecommerce 14 years ago, we spoke about ecommerce. And we created a wider gap, because we spoke in a difficult language. And companies want to sell, to increase their sales. And the same happens with people. People want to work. Internet is like the most important exponent of technology and communications.

So basically, we have to speak in plain language. And this is what we are trying to do by means of several initiatives. So in 2013, we started reviewing several activities, actually we started in December 2012. So we started building this bridge. We started crossing this bridge, so as to bring the two parties together.

So, we have to remember that the entire ecosystem has to be working in unison. We in the private sector have a very short-term view, and I believe it's in our DNA because we focus on how to pay the bills, and how to pay the salaries on our payroll. We want to focus on growing our business, and creating more jobs.

However, we are a second level institute, and we have local chapters in all of the countries. So we have to focus not only… Or we need to admit a long term focus, and not only a short term focus. So we need to work together with institutions or organizations like ICANN to convey this message to the end users.

So, we are creating different ways to convey the message. So we have to actively engage in the different events and activities. And special thanks to Gabby and Silvia because they dedicate a lot of their time to these activities, and they then relay the message to us. If you want this serious, you will understand that we have Sheldon's and Amy's in our ecosystem.

I don't know who is Sheldon and who is Amy, but they help us translate this message. So we have webinars, we have different events, we organize different events. Tony was speaking about ecommerce day. Well, we have held those in 10 countries in the region. We have included Paraguay here so the roadshow will include 11 countries. So we focus on ecommerce rhythm or pace in each of these countries.

This is one of the most important events in the industry, and we can incorporate different theme or topic tracks. And the 2013 roadshow will be closing in December in Bogota, Columbia, bringing together more than 14,000 businesses who depend on ecommerce.

We also create content for different events using different channels in order to reach the end user of the consumer. And it's important for me to work with Vanda, Fatima, Gabriella because they dedicate their time and they help us convey the message. So we want to continue doing what Fadi was mentioning, that is to continue building or creating synergies so we can all reach our objective, that is to get businesses involved because if not, we will face what is happening in Brazil, or in other countries, when we do not get involved.

We may have regulators preventing our businesses from being businesses, and preventing the Internet, that wonderful instrument that

helps us bridge gaps. Well, they will prevent the Internet from advancing at the speed or at the rate that we need. Self-regulation is very important in our industry, and we have to work together so that self-regulation will enable us to keep moving forward in our sector.

And finally, here is an example of the following. If we work together in order to build something together, we can have a longer and wider bridge. We started with one event in Argentina, today we are in several countries in the region. So most of our activities, most of our initiatives are coordinated in that triangle that we have to build together.

So we invite you to continue investing time, money, and resources so that we can build this together and have a shared Internet governance. Thank you for your attention.

VANDA SCARTEZINI: This is Vanda speaking now. I will give the floor to Arial from [?].

ARIAL: This is Arial from [?] speaking. Good morning everyone. Thank you for this invitation. Thank you Rodrigo, thank you to the organizers. As you know, [?] is clearly committed to this process. We have been clearly committed since the very beginning. We are engaged in our activities in Argentina, but we are also engaged in promoting or driving all of the regional initiatives.

We promote organizations such as LACNIC, [?], ISOC, and now we are trying to apply to become a registrar in Argentina. So we are trying to show our commitment to all of the processes. [?] nowadays gathers

approximately 160 institutions from Argentina, most of which are businesses. However, we also have the local or national IRS, the Ministry of Justice, the Ministry of Economy, the inter-university network, they are also part of our membership.

[?] holds – is a kind of union, if you will, but we are also responsible for the management of Internet exchange points in Argentina. Today we have 10 of these Internet exchange points, they are interconnected in Argentina, then we have a central point in Buenos Aries, and we have five more points under development, and we hope they will be up and running in the coming months.

We promote the improvement and growth of the Internet in Argentina. As Marcos was saying, we always say that we have to promote Internet and not regulate the Internet, and we are fundamental advocates of this position. Of course, we understand that in Argentina, basically Internet depends on a telecommunications service and that is a regulated market.

But we need to understand how to interact while promoting access and development, and have more and more participants accessing Argentine or Latin American content. We promote Internet traffic, and we promote having most of that traffic within our region, and promoting interconnectivity within the region for a better development of the Internet.

Our business activities, if you will, within the region, are basically represented by three stakeholders that participate in these meetings, and you know most of them. Tony Harris, he is [?] CEO and he has been

assigned to all of the ICANN related projects. Oscar [?] who is also LACNIC's chair and myself.

And our mission is to be present in as many spaces and associations, in which we believe we have to participate on a daily basis. Also, many of us our members of committees and working groups, in order to develop the activities of our association. We hope, and we firmly believe that we need to continue working on this process, that we need to be engaged in Internet governance processes related to business activities so that we can make our region grow.

VANDA SCARTEZINI: This is Vanda speaking. Thank you Arial. So now, we are going to focus on ccTLDs that are strategic or commercially strategic, so I will give the floor to Oscar [?] to Eduardo [?] from [?] and to a member from Trinidad and Tobago. So you now have the floor, go ahead please. Oscar you have the floor.

OSCAR: This is Oscar [?] speaking. You know NIC Mexico, you are aware of that but I will give you an overview. We were created in 1989, and as any other ccTLD, we have two basic responsibilities. To keep the domain name resolution system efficient in the region, and define access – sorry, data access mechanisms by means of registrars or by means or in the way each ccTLD decides or deems fit.

In 2003, NIC Mexico was founded, was created as a separate identity from the Monterey technical institute as an independent activity, with a view to focus and a view to increasing efficiency in our process. We

have approximately 300,000 customers, and each customer holds two registered domains on average.

We have approximately 700 queries or transactions in our database in our DNS on a daily basis, sorry, 700 million queries. So many times we have more SMSs sent on mobile devices in Mexico. So, in order to cater for this number of transactions, we have eight geographic locations with our holding our databases.

We own some of them, and in some other cases, we have agreements with other organizations like NIC Chile, ICC, etc. Most of the queries come from outside of Mexico. Nearly 70% of queries on dot mx come from outside the country, from abroad. So, part of our strategy lies in diversification and as you can see there, we can see some of the business units.

This is the business unit dedicated to managing dot mx in our capacity as registry, but we have a registry/registrar arrangement in Mexico. So we are also a registrar, so this enables us to support certain strategies, without depending on the rest of the registrars. But clearly, we have to offer certain benefits so that people will become interested in selling the dot mx domain.

We were recently accredited by ICANN as dot net and dot com dot cc, of those domains. We were recently accredited as registrars. And as Tony said, there is a number of important barriers that need to be overcome. And maybe these barriers are designed for the first world and not for us.

These are not technological barriers. Today, we are facing crosses or bureaucratic financial process barriers that are delaying our efforts. We were accredited in mid-2013, and now we have to sign a new agreement with new conditions regarding WHOIS, regarding information or data validation, regarding formats, processes, DNS SSEC and IPv6.

So, we are like, you know, producers in a movie waiting to be released, if you will. So, let us hope that in a year's time we will be able to release our movie. Although we were accredited six months ago. So, this is all about our registry. So although we are efficient and sustainable with our dot mx strategy, well are seeking diversification to strengthen our activities with other projects, such dot lat.

You will be receiving more information about that. And this is one more effort that we are implementing in order to contribute to the initiatives in the region. We, as backend registry operator. But we are also in charge of IP address allocation in Mexico. And we have another business unit in Mexico.

We certify electronic invoices in Mexico. We have a fiscal requirement. We need to stamp, if you will, our invoices so we are one of those organizations. And the idea is for us to have a diverse portfolio so that we can diversify risk, and we can mitigate demand fluctuations for certain services so that we can be always focused on dot mx, and we can be operational, and we can keep the dot mx stability and resiliency in spite of the obstacles in the domain name system globally and locally.

And regardless of diversification, we have to keep focused on our core business, that is dot mx. So we are about to release the DNS SEC in dot

mx to address security issues. We have focused on this process because we have dot org, dot de. We have been these registries fall along the way, excuse me. I don't see my presentation anymore.

So, as I was saying, Germany, dot org, dot gov, you know, they were not successful with DNS SEC, so we don't want to make the same mistake. Maybe we will be making new mistakes, but we don't want to repeat these mistakes. So we have… We are devoting plenty of time to testing.

We will have about nine months devoted exhaustive testing, and we hope to have signed the zone, the root zone for the next – or the first quarter next year. So we have a lock. We have nearly 200 accredited registrars in Mexico and worldwide. So this gives certainty to the businesses that do not want to see their businesses affected due to any type of internal mistake or mechanism.

So we provide certainty in terms of [?]. Also, at the beginning of this year, we started a quality management process. Actually, we started implementing a quality management system. And the aim is to define the processes of our most relevant services so that we can replicate these processes and reduce the variability of these processes in terms of quality and quantity and resources.

In some cases, because we are an organization that has growth exponentially in the last 10 years, we have this variability issues. So the idea is to continue to move along towards maybe obtaining a certification, although our objective is a quality management system for the sake of service uniformity.

And finally, we are seeking a holistic development concept, not only in terms of customer service, finance, and business, but also with our employees, with our internal resources. That is the people that work for [?] in Mexico. We employ about 120 people. So we want people working there to feel at east, to feel comfortable to have a proper work environment.

And this year, we have been selected as a great place to work for the fourth year running in Mexico. So we are really very pleased about this because we want to keep this three dimensions stable: finance, human resources, and business operations. We want to keep them simultaneously developed. Thank you.

VANDA SCARTEZINI: This is Vanda speaking. Thank you. So I will now give the floor to Patricio. Maybe you can speak about dot TT. You have the floor, go ahead please. And if you can please speak in English.

PATRICK JOSE: Good morning. My name is Patrick Jose and I'm the administrator for dot TT, which is operated by the TT NIC, Trinidad and Tobago network information center. I apologize for not having a prepared presentation. I think there was a misunderstanding on my part as to when I would be presenting.

So but I will give you some highlights of TT NIC, and what we have done and what we plan to do in the future. TT NIC I was formed, I believe, in about 18 years ago, and has been operating and managing dot TT since that time. We've done various things over the years. We've deployed

DNS SEC, etc. But we have been doing is trying to developing the ICT industry in Trinidad.

And over the years we've been doing various things in support of that. One thing in particular we have been doing for the past 13 years, for instance, is we host and provide free domain names for all educational institutions in Trinidad and Tobago. These are institutes from early childcare all the way up to university level.

So we provide hosting of their websites, as well as provide domains. We also sponsor lots of activities, ISOC events, local Trinidad and Tobago computer society events, code springs, hack-a-thons, etc. We have scholarships at the University. We provide prizes, etc.

So we do a lot of community service. One thing we have recently started to get involved in is open data. We saw a need to for Trinidad to have a more aggressive approach to open data, so we took the initiative to implement various platforms for open data repositories. One is data RTT, which is built on some [?] platform for depositing open data.

We also have another one called map star TT as a repository for shield special data. And we are in the process of developing a third one which would be hosting mostly real time data. These repositories will be used by our developers, whether they be web applications or mobile applications, to be able to freely use data from various ministries and organizations in developing of the apps.

So those are past or present activities. One thing we have been looking at or thinking about in terms of future plans is, something along the lines of an ICT think tank where we essentially take ideas from

university students and have them develop it, and start the company, etc.

That's in the early stages. With respect to management of the dot TT domain, we follow the multi-stakeholder approach. And so we have a multi-stakeholder board that provides directions and policies for the dot TT domain. The board consists of six members, and actually five of those members are in attendance here in Buenos Aries.

So are very active in ICANN activities. And I think that's basically it from mine. Thanks.

VANDA SCARTEZINI: Thank you. We have short of time, of course. And we certainly cannot continue with the translation for the people here, so I would like to ask all of the others from now on to just speak in English if possible because most of the people can follow. I do believe that's the only way we can continue without translation.

So I would like to invite Eduardo [?] for dot co to address some ideas how it's going dot co. And after that, we have the people from the new gTLDs, dot has and dot bar, from Mexico. Dot la from this region, Uruguay and Argentina. And dot [?] and dot [?] from Brazil.

EDUARDO: Thank you Vanda. My name is Eduardo [?]. I'm the ccTLD with the dot co registry. And I should probably give you a little bit of history. The dot co was regulated to Columbia since 1991, and we had, as most of the other ways [?] region [?] and delegation to an university.

In this case it was the University of Los Angeles, which – who run the registry for almost 20 years. But the last 10 years of the activity on the University of Los Angeles has been very, very criticized, not criticized but more affected for some discussion that we had in Columbia.

In Columbia, we had participation with many communities, civil society, the politicians, [?] discuss why it's one organization, a private organization running the cc for Columbia. And after almost 10 years, or probably after 10 years of discussions, finally in 2008, after having passing discussions in court and many forums, and the congress, a law was finally passed, who decide that the Columbian government has to take control and decide how to run the registry of dot cr.

And in 2008, they used two different resolutions from the Ministry of Information and Technology, which first of all defined the [?] that has to be executed to run the dot cr registry, that I'm going to refer in a short time, next – in my next words. But, the order of the resolution was to define the policy that has to be applied in order to delegate dot cr names.

And the model that was adopted by the Columbian government at that time, and is now incurring execution, is that we have at least five different bodies in charge of the domain name in Columbia. First of all, the Ministry is in charge to define policy. He is responsible for the policy in the dot cr domain.

After that is established an advisory council, advisory committee, we have the responsibility to advise the ministry in policy topics. They also decide that in order to execute the responsibilities of the domain name, administration on a day to day basis, they have to count with a

contractor, it's a Columbian contractor, he is a contractor with the Columbian government.

And then at the time, they run public process in order to choose the right person to execute the responsibilities that was defined in the policy, and will define in the model, which is mainly three. Oscar mentioned two principle maintenance for the registries. In Columbia they define three. I don't know.

And I will say which three are. First of all, they called the administrator team function, which is the responsibility that has to be run the phase three operator in order to integrate the phase three of the [?] of the local and the international Internet community.

And it was defined as a function that has to be executed by the contractor. The second was to marketing. The contractor has the responsibility to market the domain name, not just in Columbia but just whenever they can be marketed as being [?] dot co as a Columbia asset, because it's a resource that the telecommunications field of the country decide how to take more advantage to.

They decide that the dot co, having a very nice appeal in many other countries, not just for referring to Columbia, but probably some other meanings that people can attribute to it. It should be distributed also in the rest of the world. And the third function, sorry. And this second function then is the marketing which also imply to run the registry/registrar model, because we have…

Then we as a contractor have to establish relations with registrars and we are not allowed [?] …domain names in order to sell it directly to the

final registrants.   Then we are operating the registry and the registrar/registry model. The third one was the training [code], it was that are almost the same that Oscar mentioned before, which is to connect the registry in technical basis and the rest of the Internet community, to maintain the administrative function for the registrants to manage the domain, and of course to maintain the WHOIS available for any other consultants.

Okay. That was in 2008, and the [?] came then finally they won the bid in 2009, and we began the transition process with the former administrator which was the [?] in Columbia. And in February 2010, we became – finally, sorry.

In December 2009 we got the re-delegation process finally from IANA, and now it was registered in the IANA database as the new registrars. And we began the technical and [?] process we did in [?]. And finally in 2010, we become the new responsible for the dot co domain name. Since that time, we have deployed a lot of activities.

We receive a domain name almost 27,000 domain names, now we have almost 1.6 million domain names on the registrations. We have the registration two registrars who have almost 40 registrants accredited with dot co.   We had registration in many countries.   I guess, considering countries and territories, we have almost 200 places where the domain name, dot co, has been registrants. Though I say, we have a Columbia in many parts of the world, we see it everywhere.

And we are also very active participants in the construction of this that we call the global and the local Internet community. So we would not just having huge activities on the commercial feat, we are also very

active in the construction of [?] what is Internet, how can we participate in all of these – in the building of, all of this ecosystem at the international level, where we are participating.

Very active in LACTLD, and ICANN meetings, and at the Internet governance forum too, also not just in the regional meetings but also in the global meetings, carrying the concern of our point of view and the point of view of Columbia in these activities.

Also, we are having a very strong and very variety – a very wide variety of activities in Columbia, in the country, in supporting the local Internet community in the chapters society. In the ecommerce activity, we are part of the ecommerce chamber of commerce and partners with Marcos in the [?]. Also, we are having and hosting the [?] in e-net next week [?] in Columbia.

And we are working on that. So on, I guess that's [?].

VANDA SCARTEZINI: Thank you. I believe that [?] is quite interesting in our region. So, now let's talk about the new gTLDs. And I would like to invite from dot [?] and dot [?] the new gTLD, Adolfo [?]. Please.

RODRIGO DE LA PARRA: Vanda if I may, before Adolfo takes the floor, I think this is a very important moment for ICANN and the region. We're going to be hearing some presentations from new gTLDs applicants for the first time. Of course, we know some of the people like Tony and Ruben, who

have been here for a long time, and they're going to be presenting as well.

But this is the first time we have Adolfo, and his brother, and his father together with us so let's give them a warm welcome to our community and try to, you know, have this new dimension of gTLDs in Latin America. So welcome, thank you.

ADOLFO: Hello, hi. Hi everyone. Thank you very much Rodrigo for inviting us, and for your very, very warm welcome to this meeting. And thank everyone for your patience and time for listening to our project. Well, we created a company called [?] 2012, and we are one of the few applicants from the region for new gTLDs.

I'd like to share a little bit of our story. We started as a family business 13 years ago. We created a website, what is now considered the most important restaurant guide in Mexico City. And that led us to start developing websites for restaurants, and well naturally, we needed to buy domain names, and there were no domain names available for our restaurants, for our customers.

So, we started to investigate about this, and we saw the opportunity to develop this other business. And we decided to apply for three TLDs that are intimately related. One is dot rest in Spanish [Spanish]. We decided to do dot rest with those four letters because they were the initial letters of the word restaurant in more than 20 languages.

In some places they call it [various languages]. So, but they all share those four initial letters. It's a short string. And that's a gTLD that we

will be launching by next year. We also apply to obtain dot bar, which is intimately related to restaurants, I mean restaurants and bars. And we applied also for dot café. Dot bar, we obtained it through a partnership with a municipality in Montenegro, which was quite a success.

It's a very interesting story. Later on we can also share about the details on that. On dot café, it's also a very intimately related TLD, and this one is at the moment in a contention set, so we hope to be resolving that in the following months. And well, I guess that the main ideas that I want to transmit today to you, are two.

One of them is that we are new in this, and since we are new in this, we are very, very open right now to – there is business opportunities, there are possible partnerships that could be established. There are so many roads that a project like this can take us, that we feel that if we keep our doors open, we can start also receiving – see how we can work together, see in which way we can work together in the business side.

And my other main idea is on the ICANN part, because we want to take part also in all these decision making process, and help all of us to raise awareness about the program, and about ICANN, about what ICANN does in the world. So that's another door that is open on our behalf to participate closely, if someone is going to create some kind of, I don't know, meeting in Mexico we are able to attend.

We talked about it with Oscar, with Rodrigo a lot, that we are very, very open for this. And well, I guess that's it. It's important for us, for you to know that we're applicants from Mexico, and that these our TLDs that we hope are going to be very, very successful. They will help a lot the name space to identify restaurants, bars, cafes.

They are very, very generic and at the same time, are very, very specific to their market. So we feel it's a good chance for not only our business to grow, but also the region to grow together. There are few registrars in our country, for example. There are not so many registrars in the region, but to develop also registrars will mean also to develop the economies and to help the people work more, generate more.

So thank you very much and well, if you see me outside wearing this, don't laugh.

VANDA SCARTEZINI: Thank you very much Adolfo. I believe that is a good idea. Bar dot bar is probably very popular in Brazil. You should, you know, think about that, in that country. So talking about Brazil, I would like to invite Ruben [?] for talk about the applications of the dot [?] and dot [?]. Please, Ruben the floor is yours.

RUBEN: Good afternoon everybody. I'm from [?] dot br, which is the local ccTLD operator for dot br. We run a very successful ccTLD with 85% market share in the local market. So very relevant inside the country, but we look into the new gTLD program as a puzzle. So what we could do with that? Because we already have diversity inside dot br, dot br registers domains on the third level, not the second level.

So we can create many of the strings and categories and places and neighborhoods that are being created on the top level right now. In June 2012, we created dot [equal] dot br, probably two years before the dot [equal] from the top level domains was delegated. So, we could –

the most of the diverse expansion of the words needed, just like that but we saw an opportunity for, we called interesting, cool domains that could be assembled especially for Portuguese speaking citizens.

So we looked at what words would generate such cool domains that they would want to register, probably not to identify themselves. Probably keep using dot com, dot br, dot net, dot br, for identifying their companies, but to identify products, or websites, and so forth.

So we end up choosing two strings for that. One is dot dom, D-O-M, which is the word in Portuguese for good, like bonne in French or buno in espanol. And we also choose to apply for dot final, which is something that doesn't make sense for English speaking, but in Portuguese or in Spanish [?]… So we look and apply for those search strings, successfully passed initial evaluation for those who are un-contest strings, no one else applied for them.

We had a little problem with an objection from an incumbent gTLD operator, very known, but we prevailed in the objection so now we are free to go with dot dom and dot final. But one thing that is lacking though, and Adolfo didn't mention that, is the lack of sales channels.

As Brazil only has six ICANN registrars and actually only four of them are active accredited registrars, the other two are either not active or are considering dropping their representation. So this will probably be the challenge for us, selling gTLDs as – for the ccTLD operator, we have our own sales portal, and we also have 60 accredited registrars.

But we only can sell gTLDs to ICANN accredited registrars, so this will probably be our limitation for the time being. And besides that dom dot

final, we also offered Brazilian organizations backend registry services for them to apply to other strings. We ended up with two communication groups, large [?] groups applying to their [?] gTLDs.

And also the city of Rio de Janeiro for dot rio TLD, which we hope can be activated before their summer Olympics. That's [?] for that to happen. So they can use dot rio to promote the Rio city, both to their citizens and to visitors from all over the world that would like to visit Rio. Thank you.

RODRIGO DE LA PARRA: Thank you very much. All of them have great ideas. So who is next?

VANDA SCARTEZINI: Next Tony with [?]. That's the most knowing name in the region because it's the only one that we talk about. Tony please.

TONY HARRIS: Yes, okay. So we're talking in English now. Basically we came up with this idea in the year 2005, and [?] the Latin America Federation for the Internet and Electronic Commerce. We have our offices in Uruguay in [?] in LACNIC. And we setup this application for dot LAT alt, which is directed actually to the community of Latinos all over the world.

It's not a geographic top level domain. It's more oriented towards a community. We structured this project with a partner, as Oscar [?] has mentioned a while ago. I think Mexico is our partner in this project, they are going to do the back office for the registry and also they will be handling extremely issues such as marketing and outreach.

We think this will be a pretty good TLD, it should be quite successful. We have had contact with the community, the business community of Latinos in the United States, and the United States Hispanic Chamber of Commerce for example. And this has been very well received, so we have hopes that it will be a reasonably successful top level domain.

And in closing, I would just say two things. First of all, it's a completely in region application because both the holder of the domain name which would be [?] LAC, and NIC Mexico are both actors for the Latin American regions, so it's 100% ALC project. And secondly, we should not forget to mention our thanks to NIC Mexico for the very important support we have received from them in every aspect. And also from LAC NIC in Montevideo who have made things a lot easier for us, get through this very long process.

New gTLDs have been characterized by many of my colleagues in the commercial part of the Internet as the mother of all evils, and what should have become live in 2009 at the latest, we're only just beginning to see it coming live now in 2013. So, we've survived this enormous delay and this enormous anti-new gTLD lobby and got this far.

And as far as time is concerned, we anticipate signing the contract with ICANN before the end of 2013, and hopefully we will be implemented and active sometime in the first semester of 2013. Thank you.

VANDA SCARTEZINI: Okay everybody. Thank you Tony, I wish you a lot of success, and all the others new gTLDs in our region, that which really good success. And thank you very much for this experience. I would like to receive all of

the feedback that you have. We've run a little bit because the space is not only for – it's to share many spaces around was not so easy.

We need to give some room for the people in the first time, and in Singapore, we're going to have something a little more different to address that community, what we are doing here. And we are, how is going our success, our region is doing, seems how to do business in our region, how to address that intention to come here.

This is general idea for this space. So, I appreciate all the information and the comments and the critics that you have are welcome. So thank you very much for all your attention. Thank you Rodrigo.

Okay. So, thank you very much again. And we hope we continue this work with promoting our region around the world. Thank you very much. Have a nice one.

[END OF TRANSCRIPT]