

DIGITAL WEEK SOM 3  
 AUGUST 21-25, 2024 / LIMA  
 PET (UTC -5)

	Wednesday 21 (On-site)		Thursday 22 (On-site)		Friday 23 (On-site)		Saturday 24 (Online)		Sunday 25 (Online)
	Artificial Intelligence		Online Consumer Protection		Digital Safety and Security / AI Governance		Human-oriented digital ecosystem for trade		MSMEs Digital Transformation
9.30	<b>Opening Remarks</b> <i>Dr. Rebecca Fatima Sta Maria, Executive Director - APEC Secretariat</i>	9.40	<b>Introductory Words</b> <i>Alberto Villanueva, Executive President - INDECOPI</i>	9.40	<b>Introductory Words</b> <i>César Vilchez, Secretary of the Ministry of Government and Digital Transformation – SGTD (tbc)</i>	9.40	<b>Introductory Words</b>	9.40	<b>Introductory Words</b> <i>Julio Chan, CTI Peru</i>
9.40	<b>Introductory Words</b>								
9.45	<b>AI And Trade</b> <ul style="list-style-type: none"> <li>• <i>Frederic Gonzales, OECD</i></li> <li>• <i>Mira Burri, University of Lucerne, Switzerland**</i></li> <li>• <i>Jonathan McHale, Vice President for Digital Trade at CCIA**</i></li> <li>• <i>Manuel Quindimil, PUCP</i></li> </ul>	9.45	<b>OECD Council Recommendation on Guidelines for Consumer Protection in the Context of Electronic Commerce</b> <ul style="list-style-type: none"> <li>• <i>Jan Tscheke, OECD**</i></li> <li>• <i>PROFECO (tbc)</i></li> </ul>	9.45	<b>OECD Guidelines for the Security of Information Systems and Networks</b> <ul style="list-style-type: none"> <li>• <i>Bénédicte Schmitt, OECD**</i></li> </ul>	9.45	<b>Digital Trade Law and Human Rights</b> <ul style="list-style-type: none"> <li>• <i>Mira Burri, University of Lucerne, Switzerland</i></li> </ul>	9.45	<b>Digitalisation for Inclusive Trade: Opportunities for Women and First Nations Businesses</b> <ul style="list-style-type: none"> <li>• <i>Angela Wright, Export Council of Australia (ECA)</i></li> </ul>

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				10.05	<b>Children's Safety as Digital Consumers</b> <ul style="list-style-type: none"> <li>• Lisa Robinson, OECD**</li> <li>• Ting-Yu Cheng, Child Welfare League Foundation</li> <li>• ONU (tbc)</li> <li>• Japan (tbc)</li> </ul>	10.05	<b>Human oriented digital policies</b> <ul style="list-style-type: none"> <li>• Gallia Daor, OECD</li> <li>• Ignacio Sánchez, University of Chile</li> <li>• Welby Leaman, Walmart</li> </ul>	10.05	<b>“SMEs Go Digital”</b> <ul style="list-style-type: none"> <li>• Andy Choi, Singapore</li> <li>• Anu Madgavkar, McKinsey &amp; Company</li> <li>• Nanno Mulder, CEPAL</li> <li>• Alejandro Buvinic, Chile</li> <li>• Andre Wirjo, PSU</li> <li>• Valentina Gnecco, Amazon</li> <li>• Welby Leaman, Walmart</li> </ul>
10.35	<b>COFFEE BREAK</b> 20´	10.20	<b>COFFEE BREAK</b> 20´	10.50	<b>COFFEE BREAK</b> 20´				
10.55	<b>Exploring Opportunities towards PPP on AI in APEC Economies</b>  <b>Opening Remarks</b> <ul style="list-style-type: none"> <li>• Mira Tayyiba, Secretary General of MCI Indonesia</li> </ul>	10.40	<b>Cross-border dispute resolution and Law Enforcement Across Borders</b> <ul style="list-style-type: none"> <li>• David Lincicum - US Federal Trade Commission</li> </ul>	11.10	<b>Operational resiliency: best practices for recovery in a world of increasing cyber incidents</b> <ul style="list-style-type: none"> <li>• Emilio Griman, Kyndryl</li> </ul>	10.45	<b>The Spanish Charter of Digital Rights</b> <ul style="list-style-type: none"> <li>• Eduardo López-Román, España</li> </ul>	11.20	<b>Digital Trade taxation</b> <ul style="list-style-type: none"> <li>• David Collins</li> <li>• Rodrigo Flores, Hernández &amp; Cía</li> <li>• Pilar Donoso, Garfias &amp; Cía</li> </ul>
11.00	<b>Unveiling the Regulatory Approach on AI that Benefits the Digital Economy in APEC Economies</b> <ul style="list-style-type: none"> <li>• Bonifasius Wahyu Pudjianto, Director of Digital Economy</li> </ul>		<b>The MOU between the Pacific Alliance and the US Federal Trade Commission</b> <ul style="list-style-type: none"> <li>• Katia Peñaloza, INDECOPI</li> </ul>	11.30	<b>Regional cybersecurity standards</b> <ul style="list-style-type: none"> <li>• Arturo Cabañas, Amazon**</li> </ul>				

	<ul style="list-style-type: none"> <li>• Patricia Gamio, PCM</li> <li>• Microsoft</li> <li>• Diego Urbina, AWS</li> <li>• PSU</li> </ul>								
11.45	<b>Exploring Opportunities on AI to Leverage Business Development</b> <ul style="list-style-type: none"> <li>• Sonny Sudaryana, Coordinator of ICT Creativity Empowerment</li> <li>• Representative from Peru's AI Company (tbc)</li> <li>• Google Latam, Adelina Cooke**</li> <li>• Claudio Querol, McKinsey &amp; Company</li> <li>• Welby Leaman, Walmart</li> </ul>	11.10	<b>Online Consumer Protection Legislation Worldwide</b> <ul style="list-style-type: none"> <li>• Arnau Izaguerri, UNCTAD**</li> <li>• María Victoria Bruno – IADB</li> </ul>	11.50	<b>AI and Safety</b> <ul style="list-style-type: none"> <li>• Anitha Ibrahim, Amazon**</li> <li>• Google (tbc)</li> </ul>	11.10	<b>Digital Rights in APEC Economies</b> <ul style="list-style-type: none"> <li>• Paloma Herrera, Ministry of Science and Technology - Chile</li> <li>• Patricia Gamio, PCM</li> <li>• South Korea (tbc)</li> </ul>	11.55	<b>Technological Transfer from Universities for the Digital Transformation of SMEs</b> <ul style="list-style-type: none"> <li>• Julio Vela, CIDE PUCP</li> </ul> <b>Press Agent Case</b> <ul style="list-style-type: none"> <li>• Alejandro Bello, PUCP</li> <li>• Cristina Puma, Making Connexion</li> </ul> <b>EcoPacaya 4.0 Case</b> <ul style="list-style-type: none"> <li>• Johan Baldeón, PUCP</li> <li>• Víctor Hernández, Pacaya Samiria</li> </ul>
		11.35	<b>Right to Retract in Electronic Commerce (tbc)</b> <ul style="list-style-type: none"> <li>• SIC, Colombia (tbc)</li> <li>• SERNAC, Chile (tbc)</li> <li>• Amazon (tbc)</li> </ul>	12.20	<b>AI and Regulatory Sandboxes</b> <ul style="list-style-type: none"> <li>• Sarah Berube and Lucia Russo, OECD (tbc)**</li> </ul>				
		12.10	<b>Enforcement</b> <p><b>BRET-D</b></p> <ul style="list-style-type: none"> <li>• World Bank (Elena Gazol tbc)</li> </ul> <p><b>Dark Patterns</b></p> <ul style="list-style-type: none"> <li>• Rodrigo Delgado Capchab (tbc)</li> </ul>						

12.30	<b>LUNCH</b> 90'				11.45	<b>Digital Urbanization</b> • <i>Gustavo Ernesto Giorgetti, Argentina</i>	12.40	<b>Closing Remarks</b>
2.00	<b>Way Forward on Finding Pathway towards PPP on AI</b> • Several previous speakers	2.00	<b>The addictive design of digital services</b> • <i>Comisión Europea (tbc)</i> • <i>ICPEN (tbc)</i>	2.00	<b>“The Role of Regional Cooperation in the Governance of Artificial Intelligence”</b>  <b>Opening Remarks</b> • <i>Renato Reyes, Peru APEC Senior Official and PERUPEC Chair</i>	12.05	<b>Responsibility and ethics in AI</b> • <i>Google</i> • <i>Ignacio Sánchez, University of Chile</i>	
2.45	<b>Closing Remarks</b> • <i>Ichwan Makmur Nasution, MCI Indonesia</i>			2.10	<b>Keynote Speech</b> • <i>Cesar Vilchez, PCM</i>			
2.50	<b>Intellectual Property and AI</b> • <i>Ulrike Till, WIPO</i> • <i>Indecopi (tbc)</i> • <i>TBC</i>	2.30	<b>Voluntary Commitments from Online Platforms</b> • <i>Katia Peñaloza, Indecopi</i> • <i>Mercado Libre(tbc)</i>	2.20	<b>Benefits and Risks of Artificial Intelligence</b>  <b>Keynote:</b> <i>Yoichi Iida, OECD (tbc)</i> • <i>Mario Laffite, Samsung</i> • <i>Stephanie Bell, Civil Society (tbc)</i> • <i>YuYi Chen, UC San Diego</i>	12.25	<b>Closing Remarks</b>	

3.10	<b>COFFEE BREAK</b> 10´	3.00	<b>COFFEE BREAK</b> 10´	3.20	<b>COFFEE BREAK</b> 15´			
3.20	<b>Artificial Intelligence in Economic Policymaking</b> <ul style="list-style-type: none"> <li>• <i>Sylwyn Jr Calizo, PSU</i></li> </ul>	3.10	<b>Protecting Online Consumers considered to be Vulnerable Groups</b> <ul style="list-style-type: none"> <li>• <i>Consumers International (tbc)</i></li> <li>• <i>FIAG (tbc Pdt. y Antonino Serra)</i></li> </ul>	3.35	<b>Approaches to the Governance of Artificial Intelligence and the Development of Responsible AI frameworks?</b> <p><b>Keynote Address:</b> Nicolas Mialhe, Global Partnership on AI (GPAI)</p> <p><b>Case Studies of AI Governance:</b></p> <ul style="list-style-type: none"> <li>• <i>Patricio Cofré, EY and Catholic University of Chile</i></li> <li>• <i>Elham Tabassi, NIST</i></li> <li>• <i>AI Governance Developments in ASEAN/Malaysia (tbc)</i></li> </ul>			

3.50	<b>AI and the future of work</b> <ul style="list-style-type: none"> <li>• <i>Omar U. Florez, National AI Strategy for Peru</i></li> <li>• <i>Ernesto Cuadros-Vargas, IEEE Computer Society</i></li> <li>• <i>Natie Gil, Darshana</i></li> <li>• <i>Liliana Olivera, Oben Group</i></li> </ul>	3.40	<b>Closing Remarks</b>	4.20	<b>Next Steps for APEC</b>  <b>Keynote Address:</b> Ambassador Heesang Kim, APEC Senior Official, Korea (tbc) <ul style="list-style-type: none"> <li>• <i>Chair, CTI (tbc)</i></li> <li>• <i>Chair, Economic Committee (tbc)</i></li> <li>• <i>Chair, SOM Steering Committee on Economic and Technical Cooperation (tbc)</i></li> </ul>	
4.35	<b>Closing Remarks</b>			5.20	<b>Closing Remarks</b> <ul style="list-style-type: none"> <li>• <i>Ambassador Carlos Vasquez, APEC SOM Chair 2024</i></li> </ul>	