



I . I . R . S . A

INICIATIVA PARA LA INTEGRACION DE LA INFRAESTRUCTURA
REGIONAL SURAMERICANA

“South American Roaming Agreement” Project



www.iirsa.org/roaming.asp

Mobile telephony: an instrument for integration?

⇒ The current context of the **roaming services market** leads us to believe that the mobile telephony sector is not contributing to the South American integration.

⇒ Market rigidity:

Supply is barely diversified; absence of pre-paid roaming services

⇒ Lack of transparency in prices charged:

How much is the roaming rate for a call received or made?

⇒ Absence of agreements to reinforce mobility in South America, **even though there are companies operating at the regional level**



IIRSA Project: South American Roaming Agreement

Difficulties encountered in the first years:

- ⇒ *Lack of cooperation from operators in the information-gathering process. **Fear of the European experience?***
- ⇒ *Need of a regional operational model: the actions that are likely to be taken in any country would only benefit foreigners (**rather than local citizens**)*
- ⇒ ***Little information** about differences in prices charged, mobile service market regulations, actual demand, ...*



New Stages Proposed

1. Conduct a **regional study** on the roaming services market in South America, involving operators, regulators and agencies.
2. Compare the South American context against **best practices** in other regions in the world.
3. Discuss results obtained and define an **action plan** for the implementation of the project.
4. Get resources from a technical cooperation to promote the actions required to **make the market more dynamic and encourage the regional integration process.**



Actions undertaken in 2008

- ⇒ **January 2008:** The scope of the regional study was defined
- ⇒ **February 2008:** An international bid for the selection of a consulting firm was called for.
- ⇒ **March 2008:** The IIRSA-CITEL Workshop was held in Washington DC, with the participation of Regulatel.
- ⇒ **June 2008:** The consulting firm hiring process was completed.



National and Regional Coordination

- ⇒ The next stages will require strong coordination at the regional and national levels, the latter one involving operators, regulators, consumer associations.
- ⇒ The participation of IIRSA National Coordinations and regional agencies, such as CITEL, Regulatel and the GSMA Association, will be key to support the tasks to be undertaken by the consulting firm and to ensure the quality of the process geared to defining an action plan for the project.



Next Landmarks

⇒ **July to September 2008:**

Conducting the study at the regional level

Collecting information, national consultations

⇒ **September/October 2008:** Preliminary presentation of the results drawn from the regional study

⇒ **November/December 2008:** A Technical Group will define by consensus an action plan for 2009-2010

⇒ **2009:** Actions are scheduled to start being implemented



Scope of IIRSA Project



- **Integration Hub**

All hubs

- **Type of project**

Communications

- **Total estimated investment**

US\$ 0.4 million (studies)

- **Financial sources**

Public through Public and Multilateral Agencies

IDB

- **Countries**

Regional

- **Modality**

Public/Private

- **Completion scheduled for**

December 2010

- **Executing Body**

Regional Level

Brazilian Communications Ministry

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