



April 16, 2018

Germán Dario Arias
Executive Director
Telecommunications Regulatory Commission
Bogotá – Colombia

Dear Commissioner Arias:

The Information Technology Industry Council (ITI) submits the following comments to the regulatory proposal entitled “*Condicionamientos de entrada para la comercialización de Equipos Terminales Móviles*” or access mechanisms for the commercialization of mobile handsets.

ITI represents 60 of the leading information and communications technology (ICT) companies from around the world¹. ITI is the voice of the high-tech community, advocating for policies that advance technology, promote innovation, open access to new and emerging markets, protect and enhance consumer choice, and foster increased global competition. ITI’s member companies include wireless and wireline network equipment providers, computer hardware and software companies, Internet and digital service providers, mobile computing and communications device manufacturers, consumer electronics, and network security providers. Our member companies do business in nearly every country in the world, and we try to bring the insights gained from these experiences to advance the policies that clearly support innovation and economic growth.

The global economy is inherently digitized and data-driven. Whether it is in the automotive, construction, education, energy, financial services, healthcare, manufacturing, or other sectors, businesses of all sizes rely on cross-border data flows for their daily operations. As many believe the digitalization of business models is in its early stages with next stage advancements in Artificial Intelligence (AI), machine learning and robotics poised to be the next wave of innovation. As tech companies around the world build hardware, develop software, and provide services that enable the business operations across all sectors, we consider the promotion of mobile internet a critical enabler for the global economy.

According to the analysis provided by the CRC, while Colombia has a high mobile penetration of mobile telephony, the adoption rate of mobile internet is slowing down. In this sense, ITI recognizes CRC’s efforts to promote the 4G technology adoption to help all Colombians realize the benefits of mobile internet.

The proposed measure in the draft resolution provides carriers and mobile phone sellers useful flexibility in the design of commercial offers, discounts, promotions and loyalty plans that will facilitate access to 4G enabled devices. The CRC proposal not only promotes a technology transition from 2G/3G towards 4G, but it also consolidates a healthy competitive environment among the mobile carriers and the retailers, benefiting consumers that can access a myriad of devices with enhanced capabilities and better prices.

¹ For more information on ITI, including a list of its member companies, please visit: <http://www.itic.org/about/member-companies>.



Guaranteeing low-cost access to mobile broadband and internet-enabled devices is a critical tool for social and economic development, and we encourage the CRC to pursue this decision in a timely manner.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Ashley E. Friedman". The signature is written in a cursive style and is positioned above the printed name.

Ashley E. Friedman
Senior Director, Global Policy