Eduardo Navarro: “Telefónica is the largest european investor in Brazil”

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Telefónica’s Director Chief of Corporate Affairs and Sustainability Officer, Eduardo Navarro, participated in the Spain-Brazil Business Meeting, on the occasion of the visit to Spain of the President of Brazil, Luiz Inácio Lula da Silva. Navarro took part in the panel ‘Success stories of Spanish companies in Brazil’, in which he stressed that

> it is essential to create better conditions for the advancement of digitalisation in the country through a major review of the regulation of the sector

Navarro framed this reflection in the

> great wave of digitalisation” to which we are heading when “Telefónica has been leading the digital transformation process in Brazil for more than 20 years and is already the largest foreign, Spanish and European investor, with more than 88,500 million euros, as well as with a clear social commitment and innovative, technological and business leadership

For this reason, the Director Chief of Corporate Affairs and Sustainability Officer defends the need for greater public-private collaboration, as

> telecommunications operators are no longer solely responsible for installing networks and digital infrastructure, but it is now a shared responsibility. Both the public sector and other digital actors need to engage and collaborate in deployment and investment

In this sense, he highlighted the leadership of the Brazilian regulator, ANATEL, in presenting a public consultation on Fair Share, similar to the one launched by the European Commission last February, on

digital services; use and traffic in telecommunication networks; competitive aspects, etc. in order to implement a new balanced, equitable and symmetrical regulation among all digital players.

The Spain-Brazil Business Meeting was organised by the Spanish Chamber of Commerce, CEOE and ApexBrasil, and the panel was also attended by Jesús Martínez, CEO Latam of Mapfre; Mario Ruiz-Tagle, CEO of Iberdrola Spain, and was moderated by Xiana Méndez Bértolo, Secretary of State for Trade.

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