

# Think BIG

## Data innovation in Latin America and the Caribbean

March 6th, 2017  
Santiago, Chile  
ECLAC



### AGENDA

**08:30-09:00**

#### REGISTRATION

**09:00-09:30**

#### OPENING REMARKS

**Alicia Bárcena**, Executive Secretary, Economic Commission for Latin America and the Caribbean (ECLAC)

**Alexandre Barbosa**, Head of the Regional Center for Studies on the Development of the Information Society (CETIC.br)

**Roberto Rigobon**, Society of Sloan Fellows Professor of Management, Professor of Applied Economics, MIT Sloan School of Management

**09:30-10:10**

#### BIG DATA FOR INNOVATION AND DEVELOPMENT

**Robert Kirkpatrick**, Director, UN Global Pulse

Global Pulse is a flagship initiative of the United Nations Secretary-General on Big Data. Its mission is to accelerate the discovery, development and scaled adoption of Big Data innovation for sustainable development and humanitarian action. This initiative was established based on a recognition that digital data offer the opportunity to gain a better understanding of changes in human well-being, and to get real-time feedback on how well policy responses are working.

**10:10-10:50**

#### HARNESSING BIG DATA IN LATIN AMERICA

**Emmanuel Letouzé**, Director and Co-Founder, Data-Pop Alliance

Data-Pop Alliance is a coalition on Big Data and development of the Harvard Humanitarian Initiative, the MIT Media Lab, the Overseas Development Institute and the Flowminder Foundation. The session will draw on the experience of Data-Pop Alliance to discuss the key applications and implication of Big Data based on the analysis of trends and perspectives in this field.

**10:50-11:10**

#### COFFEE BREAK



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**11:10-11:40**

### **ADOBE DIGITAL INDEX**

**Luiz Maykot**, Manager, Marketing Data Science (Digital Insights) at Adobe

Adobe Digital Index publishes research on online shopping trends and digital marketing across industries. In order to understand shopping trends the index analyses Adobe Marketing Cloud Services, which powers 80% of the top U.S. online retailers. Recently Adobe Digital Index announced the launch of a new initiative, the Adobe Digital Economy Project, whose objective is to add insight to economic discussions based on dynamic and responsive data about the digital economy.

**11:40-12:10**

### **COLLABORATIONS BETWEEN NATIONAL STATISTICAL INSTITUTES AND THE ACADEMY**

**Frauke Kreuter**, Professor, Maryland Population Research Center

This session will provide an overview of strategies to strengthen the collaboration between national statistical offices (NSO) and scientists at universities in Europe and the United States of North America. Pros and cons of different approaches will be discussed, considering issues not only about human resources but also regarding training and research. The presentation will discuss also a novel engagement strategy to train federal, state and local agencies in Big Data analytics, as joint initiative of New York University, the University of Chicago, and the University of Maryland.

**12:10-13:00**

### **OPEN DISCUSSION**

**13:00-14:30**

### **LUNCH BREAK**

**14:30-15:10**

### **BIG DATA FOR ECONOMIC MEASUREMENT**

**Roberto Rigobon**, Society of Sloan Fellows Professor of Management, Professor of Applied Economics, MIT Sloan School of Management

This session aims to provide an overview and introduction to key concepts about Big Data. The presentation will explore Big Data as a new source to measure critical issues on the economy. Prof. Rigobon is one of the two founding members of the Billion Prices Project (BPP), and a co-founder of PriceStats. The BPP project aggregates price information from multitude of online retailers around the world and gives real time inflation predictions.



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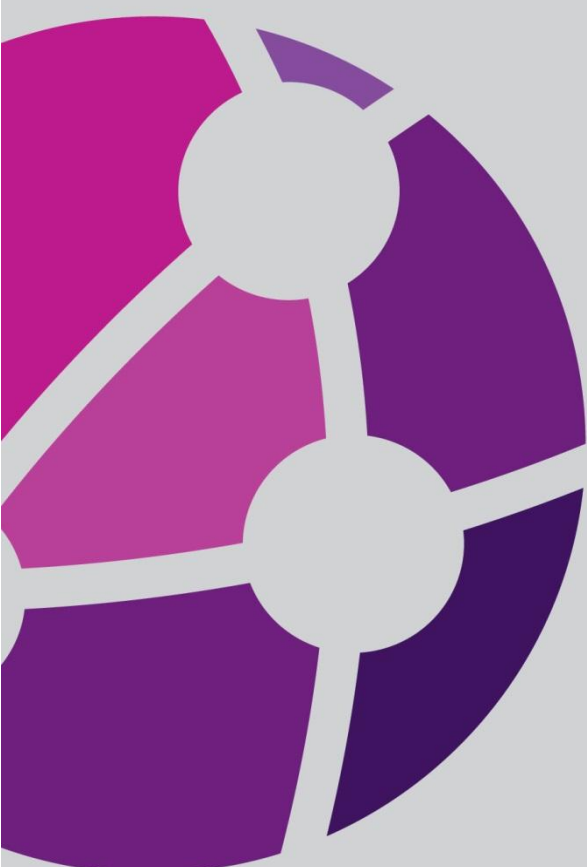
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**15:10-15:40**

### **ANALYZING THE DIGITALIZATION OF ECONOMY AND SOCIETY**

**Antonino Virgillito**, Senior IT Engineer, Italian National Institute of Statistics (ISTAT)

ISTAT has ongoing initiatives on the use of Big Data for exploring indicators on ICT use in enterprises, estimate population flows, review price indexes, and produce labor statistics with the use of Google trends. Regarding measuring ICT use in enterprises, ISTAT analyzes and collects web based indicators on e-commerce, e-recruitment, e-advertisement, e-procurement and e-government.

**15:40-16:00**

### **COFFEE BREAK**

**16:00-17:30**

### **HIGH LEVEL PANEL OF GOVERNMENT OFFICIALS FROM LATIN AMERICA AND THE CARIBBEAN**

Presentation of ongoing initiatives and experiences on the use of Big Data for development.

**17:30-18:00**

### **CLOSING PANEL AND FINAL THOUGHTS**

**Mario Cimoli**, Director, Division of Production, Productivity and Management, Economic Commission for Latin America and the Caribbean (ECLAC)

**Roberto Rigobon**, Society of Sloan Fellows Professor of Management, Professor of Applied Economics, MIT Sloan School of Management



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