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## **Roberto Blois**

### **Deputy Secretary-General elect**



*"My watchwords for the new millennium will be communication, coordination, cooperation and consensus."*

**W**ith these four Cs, we will continue to make ITU a more adaptive, responsive, flexible and cost-effective organization that fosters understanding and better cooperation between governments and the increasingly influential private sector.

#### **■ Communication**

The ITU must be a well-managed organization, responsive to its membership and in touch with the demands placed on governments and the private sector by changes in the telecommunication environment. Clear communication channels will be the key to achieving this. The role of the Deputy Secretary-General must be developed further to ensure that he has the scope of authority to serve as a strategic, strong and effective manager. To this end, internal programmes will be initiated to continually reassess ITU's resource allocation and internal working methods. We will develop strong lines of communication between and among ITU staff.

#### **■ Coordination**

As the expert among international organizations in the field of telecommunications, ITU must continue to provide the relevant leadership and expertise in working with other international organizations. Resources are scarce and a fair approach to allocation must be achieved, recognizing the particular issues which are of fundamental concern to many of the developing countries.

Similarly, the interests of the developed countries cannot go unheeded, and a fair balance must be achieved recognizing their individual resource capabilities. While this is indeed a challenge, it is critical to the ultimate direction this organization takes in the new millennium.

The ITU must also balance the demands and needs of the organizations with which it works by carefully coordinating work programmes and reviewing its outreach continually to ensure that effective coordination is achieved and that maximum benefits flow to the membership. To this end, permanent

communication channels must be established between the International Telecommunication Union and other international and regional organizations such as the World Trade Organization (WTO) and the World Intellectual Property Organization (WIPO).

## ■ Cooperation

The ITU is in a position to foster greater understanding and better cooperation between governments and the increasingly influential private sector. We must work to initiate new programmes that will generate benefits to all telecommunication sectors, taking account of the requirements and desires of both governments and the private sector. The role of the Deputy Secretary-General should be ex-

panded to include serving as an intermediary between government and private sector Members to ensure that the views of both are clearly addressed and represented.



## ■ Consensus

The ITU must play a key role in telecommunications development. It should serve as a trusted facilitator of resources and expertise for development, as well as work in close cooperation with the public and private sectors. We have seen the successes of the Union over and over again as it has brought together the diverse views of its membership and their often conflicting interests. Bringing together governments, regulators, operators and equipment suppliers to discuss standards and facilitate global connectivity is the lynchpin that continues to keep ITU at the forefront of global telecommunications. It is this vitality that we will continue to strengthen to attract the membership and allow the Union to flourish.

*R. Blois congratulated by T. L. Siebert, when taking the oath of office*

*Photo: Allen Brisson Smith (ITU 980124)*

Regional and sub-regional organizations must continue to play a greater role in achieving global consensus. I see these organizations as providing the forums for initial thought-provoking discussions that generate a true comprehension of the issues for consensus building later at ITU conferences and meetings.

Moreover, ITU has been addressing the needs of its Members for many years and continues to manage the difficult task of consensus building. While the diversity of its membership is a challenge, it also creates the power that must be harnessed and channelled for the benefit of that membership.

## Election results

**Roberto Blois** (Brazil) was elected by the Eighth Plenary Meeting of the Minneapolis Plenipotentiary Conference in the second ballot with 96 votes in the race with Michael Goddard (United Kingdom), who obtained 54 votes. In all, 150 votes were cast, the required majority in this round being 76.

In the first ballot that opposed four candidates, the votes were split as follows: Roberto Blois 72, Michael Goddard 54, Domenico Stagliano (Italy) 17, and Walther Richter (Austria) 4. In all, 147 votes were cast, the required majority in this round being 74.

Before the second ballot took place, Mr Richter withdrew his candidacy. Similarly, the Italian delegation announced the withdrawal of the candidacy of Mr Stagliano, on behalf of the Italian Government.

Mr Blois will take up his duties on 1 February 1999.

## Career highlights of Roberto Blois

**R**oberto Blois is a Knight of the Order of Merit in Communications, a title he received from the President of Brazil in 1984, in recognition for his outstanding service to the country's communications. Born in Rio de Janeiro on 10 November 1950, his twenty-five-year career with several international organizations have earned him global recognition as a dedicated telecommunication professional.

**Mr** Blois has been the Chief Executive Officer of the Inter-American Telecommunication Commission (CITEL), the telecommunications arm of the Organization of American States (OAS), since 1994. His work with CITEL dates back to 1974 — the same year he graduated from the University of Brasilia as an Electronic and Telecommunications Engineer. Before his appointment as Executive Secretary of CITEL in 1994, he was responsible for directing and overseeing Brazil's participation in that organization's Assemblies and Executive Broadcasting and Radiocommunication Committees.

**As** Executive Secretary of CITEL, he is the lead OAS expert and chief advisor to the Secretary-General on all policy issues concerning public telecommunication services, spectrum, radiocommunication and broadcasting. He has been credited with turning CITEL into a solid and influential regional organization. In particular, he formalized CITEL into a permanent body of the OAS. The result has been a growing, active government membership and private sector participation in a dynamic regional organization, with significant influence within the Americas and the ITU community as a whole.

**As** well as being the principal point of contact between CITEL and ITU, he also works closely with several other telecommunication organizations. These include: the International Mobile Satellite Organization (Inmarsat), International Telecommunications Satellite Organization (INTELSAT), Asia-Pacific Economic Cooperation (APEC), Caribbean Telecommunications Union (CTU), Association of State Telecommunication Undertakings of the Andean Sub-regional Agreement (ASETA), Regional Technical Committee for Telecommunications (COMTELCA), Hispano-American Association of Centers of Telecommunications Research and Enterprises (AHCIET), International Amateur Radio Union (IARU), International Society for Aeronautical Telecommunications (SITA) and Pacific Telecommunications Conference (PTC).

**Mr** Blois has been involved in ITU activities since 1974. He has been a key member of Brazilian delegations to ITU plenipotentiary conferences, world and regional radiocommunication conferences, development conferences, the Council, and the Union's other world and regional forums.

**As** a member of ITU's Programme Advisory Committee of the Regional Telecommunication Exhibition and Forum for the Americas (Americas TELECOM 96), he was part of the team responsible for overseeing the programme of events and activities. He served as a member of the Technical Programme Committee of the Technology Summit at TELECOM 95.

**In** the position of Director of the Department of Private Telecommunication Services at the Ministry of Communications (1990 to April 1994), he established the policy for competitive communication services, developed regulations and worked closely with the private sector to implement satellite, wireline, radio, broadcasting, paging, trunking, cellular, microwave multipoint distribution system (MMDS) and cable television services.

**When** he was General Director of the National Telecommunications Department (DENTEL) from 1987 to 1990, he directed, managed and coordinated all the activities of Brazil's 27 regional offices. He was responsible for policy issues, spectrum management, broadcasting, certification of equipment, licensing and authorizations for broadcasters and telecommunication service providers, and enforcement of telecommunication regulations.

**As** member of the Administrative Council of the local telephone companies in São Paulo, Rio Grande do Sul and Rio de Janeiro (1987–1990), he was responsible for two major companies: *TELESP* of São Paulo and *TELERJ* of Rio de Janeiro. He directed the commercial operations of these two companies and oversaw their administrative activities.