

TELESP CELLULAR HOLDING CO /ADR/

Form 6-K

February 18, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16 of the
Securities Exchange Act of 1934

For the month of February, 2004

Commission File Number 1-14493

TELESP CELULAR PARTICIPAÇÕES S.A.

(Exact name of registrant as specified in its charter)

Telesp Cellular Holding Company

(Translation of Registrant's name into English)

Av. Roque Petroni Jr., no.1464, 6th floor part, B building

04707-000 - São Paulo, SP

Federative Republic of Brazil

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

**TELESP CELLULAR PARTICIPAÇÕES S/A
TELE SUDESTE CELLULAR PARTICIPAÇÕES S/A
TELE LESTE CELLULAR PARTICIPAÇÕES S/A
CELLULAR CRT PARTICIPAÇÕES S/A**

**FERNANDO ABELLA UNDERTAKES STRATEGIC
POSITION AT TELEFÓNICA MÓVILES - SPAIN**

Fernando Abella was invited to undertake a new position in the management of Telefónica Móviles, headquartered in Madrid, where he will be in charge of controlling and developing the company's businesses in Latin America.

The selection of Fernando Abella, current Vice-President - Finance, Control and Resources and Investor Relations Officer of the above referred Companies, which operate under Vivo brand, for these new functions, is a result of his contribution to the Telefónica Group as well as of the important role he has played in the company in Brazil, with which he has been working for 5 years.

The decision is pending ratification by the Boards of Directors of the Vivo holding companies and, meanwhile, Fernando Abella shall continue exercising his duties until being replaced by his successor, Arcadio Martinez, who already works in Brazil, in the General Control Management of those Companies.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: February 18, 2004

TELESP CELULAR PARTICIPAÇÕES S.A.

By: /s/ Fernando Abella Garcia

Fernando Abella Garcia
Investor Relations Officer

FORWARD-LOOKING STATEMENTS

This press release may contain forward-looking statements. These statements are statements that are not historical facts, and are based on management's current view and estimates of future economic circumstances, industry conditions, company performance and financial results. The words "anticipates", "believes", "estimates", "expects", "plans" and similar expressions, as they relate to the company, are intended to identify forward-looking statements. Statements regarding the declaration or payment of dividends, the implementation of principal operating and financing strategies and capital expenditure plans, the direction of future operations and the factors or trends affecting financial condition, liquidity or results of operations are examples of forward-looking statements. Such statements reflect the current views of management and are subject to a number of risks and uncertainties. There is no guarantee that the expected events, trends or results will actually occur. The statements are based on many assumptions and factors, including general economic and market conditions, industry conditions, and operating factors. Any changes in such assumptions or factors could cause actual results to differ materially from current expectations.
