

TELESP CELLULAR HOLDING CO /ADR/

Form 6-K

May 23, 2005

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 May, 2005

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 CELULAR
PARTICIPAÇÕES S/A**

**TELE SUDESTE CELULAR
PARTICIPAÇÕES S/A**

**TELE LESTE CELULAR
PARTICIPAÇÕES S/A**

**CELULAR CRT
PARTICIPAÇÕES S/A**

**TELE CENTRO OESTE
CELULAR PARTICIPAÇÕES S/A**

Announcement to the Market

The management of the holdings that operate under the Vivo brand name, reproduces below the announcement released to the press today.

PORTUGAL TELECOM AND TELEFÔNICA ANNOUNCE BRAZILIAN SUCCESSORS OF THE CHAIRMAN OF THE BOARD AND OF THE CHIEF EXECUTIVE OFFICER

Fernando Xavier Ferreira, who is at this time the CEO of Telefônica in Brasil, will succeed Felix Ivorra as Chairman of the Board of Directors of Brasilcel (Holding which controls the operators of the VIVO Group) and Roberto Oliveira de Lima, former CEO of Credicard, will succeed Francisco Padinha as CEO of VIVO. These changes will take place from July 1 onwards.

The decision was taken based on the respective mandate periods, previously agreed between the corporate groups and the executives. At the same time it increases the participation of high-level and experienced Brazilian executives in the management of VIVO.

To Portugal Telecom and Telefônica shareholders, "the nomination of Brazilian executives for the highest positions of the VIVO management, translates in an important step for the company's consolidation, making the biggest mobile operator in the southern hemisphere yet more Brazilian. The decision is strategic and aims at a sustainable and profitable growth of the company, which operates in one of the most competitive markets in the world".

Felix Ivorra and Francisco Padinha will assume new projects in their respective groups, namely: Telefônica e Portugal Telecom.

The decision is still pending the approval by the Board of Directors of the holdings that operate under the brand "VIVO". Till then, Francisco Padinha and Felix Ivorra, will remain in their present positions.

São Paulo, May 20, 2005.

