



# International Outsourcing Summit

Global Market Leaders Addressing Global Issues

October 6-8, 2013, • Makati Shangri-La Hotel

Organized by

**IBPAP<sup>®</sup>**  
IT & Business Process Association  
PHILIPPINES

# Welcome Remarks

## Welcome Remarks Speaker

October 7, 2013 • 8:45 AM - 9:00 AM



**Jose Mari Mercado**

President, Information Technology and Business  
Process Association of the Philippines



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# Keynote Opening Address

## Introduction of Keynote Speaker

October 7, 2013 • 9:00 AM



### Danilo Sebastian Reyes

Chairman, Information Technology and Business Process  
Association of the Philippines;  
Country Manager, Genpact Philippines



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# Keynote Opening Address

## Keynote Speaker

October 7, 2013 • 9:00 AM - 9:15 AM



**Hon. Mario Montejo\***

Secretary, Department of Science and Technology



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# SMAC Stacks: Revolutionizing the Enterprise IT Model

## Panel

October 7, 2013 • 8:00 AM - 8:30 AM

### Presenter



Johan Hellstam Segergren  
Country Manager, Google Enterprise  
for Philippines and Thailand

### Panelists



Avinash Vashistha  
Chairman and Geography  
Managing Director, Accenture  
India



Rajesh Nambiar  
General Manager,  
Services Integration Hub  
- East, IBM Corporation

### Moderator



Jose Mari Mercado  
President, Information  
Technology and Business  
Process Association of the  
Philippines



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# Niche Players: The Market's Rising Stars

## Panel

October 7, 2013 • 10:45 AM - 11:30 AM

### Panelists



Shyan Mukerjee  
Practice Director, Everest  
Group



Nicki Agcaoili  
SVP for Operations,  
Content Solutions, SPi  
Global



Justin Anthony  
Head, Outsourcing  
Malaysia



Augusto Castellanos  
Director, ProExport  
Colombia

### Moderator



Lito Tayag  
Vice Chairman, Information  
Technology and Business  
Process Association of the  
Philippines; Country  
Managing Director,  
Accenture



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# Press Conference

## Panel

October 7, 2013 • 11:45 AM - 1:15 PM

### IBPAP

Danilo Sebastian Reyes

Jose Mari Mercado

Gillian Joyce Virata

### Co-Presenters

DOST-ICTO

Globe

PLDT



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# Chairman's Panel

## Power Play: The New Rules of Engagement

### Panel

October 7, 2013 • 1:15 PM - 2:15 PM

#### Panelists



Anurag Khosla  
COO, UHG Information  
Service Pvt Ltd



Asheesh Mehra  
Head, Infosys BPO - Asia  
Pacific, Japan and the  
Middle East



Ivic Mueco  
Vice President and  
Country Manager,  
Convergys



Miguel Garcia  
President and CEO, DTSI  
Group

#### Moderator



Danilo Sebastian Reyes  
Chairman, Information  
Technology and Business  
Process Association of the  
Philippines; Country  
Manager, Genpact  
Philippines



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# Strategic HR Panel

## A Square Peg in a Round Hole: Managing a Multicultural Workforce

### Panel

October 7, 2013 • 3:00 PM - 4:00 PM

#### Presenter



Jeffrey Uthoff  
President, TELUS  
International Philippines



Joanne Weston  
Workplace Learning  
Consultant and Coach



Jon Kaplan  
President,  
TeleDevelopment  
Services Inc.



Jeff Williams  
AVP - Global Clinical  
Services, Operations,  
Medicall Philippines,  
Inc. - a Cognizant  
company



Grace Sorongon  
President, People  
Management Association of  
the Philippines



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# Unconferencing Session

## Speaker

October 7, 2013 • 4:30 PM - 6:30 PM



Josh Mahinay  
Project Founder,  
Bag of Dreams



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# Recap of Day 1

## Speaker

October 8, 2013 • 8:30 AM - 8:45 AM



Gillian Joyce Virata  
Senior Executive Director,  
Information Technology and  
Business Process Association  
of the Philippines



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# Keynote Address

## Speaker

October 8, 2013 • 8:45 AM - 9:00 AM



Undersecretary for Secretary Domingo



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# Analyst Panel

## Building Centers of Excellence: A Tale of IT-BPM Cities

### Panel

October 8, 2013 • 9:00 AM - 10:10 AM

#### Presenter



Atty. Jocelle Batapa-Sigue  
Founding President, Bacolod-  
Negros Occidental Federation for  
ICT (BNEFIT)

#### Panelists



Vikrant Khanna  
Principal, Tholons



Achyuta Ghosh  
Head - Research,  
National Association of  
Software and Services  
Companies



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# Analyst Panel

## Building Centers of Excellence: A Tale of IT-BPM Cities

### Panel

October 8, 2013 • 9:00 AM - 10:10 AM

#### Panelists



Wit Holganza  
President, National ICT  
Confederation of the  
Philippines



AJ Enriquez  
Country Head,  
Sutherland



Ralf Ellspermann  
CEO, Philippine IT  
Offshore Network

#### Moderator



Gillian Joyce Virata  
Senior Executive Director,  
Information Technology and  
Business Process Association  
of the Philippines



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# Breakout Session

## Animation

October 8, 2013 • 11:00 AM - 12:30 PM

### Creating new worlds: from virtual reality to augmented reality

Technology is fostering the development of augmented reality, providing people a rich experience of the world coming to life in different ways. Brands such as Starbucks, Ikea and Nike, to name a few, are utilizing AR to communicate in a whole new level, providing ease of access to information through creativity and ingenuity. Does this herald the transition from virtual to augmented reality? How is the animation sector working to maximize these capabilities and enhancing what people, and even groups or communities, can sense and do in their real-world environments?



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# Breakout Session

## Animation

October 8, 2013 • 11:00 AM - 12:30 PM

### Panelists:

**Jennibeth Paglinawan**, CEO and Co-founder, Tarsius, Inc.

DOST ASTI\*

Animation Vertigo Asia

### Moderator:

Animation Council of the Philippines



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# Breakout Session

## Game Development

October 8, 2013 • 11:00 AM - 12:30 PM

### Game Support: Providing Solutions and Retaining Communities

Player attrition is when a game loses its following due to factors such as online abuse, unresolved concerns, and lack of engagement. This is notable especially when customer support and community management are below gamers' expectations. Aside from the creation of original content, the sector also demands quality services to ensure and increase game retention. The recruitment of players also becomes more viable when games are well-supported and function as efficiently as possible. How can the sector enhance its support services to further drive growth? What are some of the strategies when it comes to game retention across platforms?



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# Breakout Session

## Game Development

October 8, 2013 • 11:00 AM - 12:30 PM

Speaker:

**Andro Baluyut**, CEO, GameOps Inc.

Panelists:

**Miguel Limon**, Owner and CEO, Massive Gaming\*

**Lyshiel Valencia**, Country Manager, MoAnima\*

**Allen Dela Rosa**, Project Resource Manager, Cheq Systems\*

Moderator:

**Alvin Juban**, President, Game Developers Association of the Philippines



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# Breakout Session

## Healthcare Information Management

October 8, 2013 • 11:00 AM - 12:30 PM

### **Healthcare Information Management and Innovation: How is the industry keeping up?**

The progress of health information management (HIM) is unlike other sectors, which typically take decades before achieving significant growth. Five years ago, health IT was a novel idea for most practitioners but eventually, innovations have emerged alongside the development of technology and business models. What is notable is that progress in the HIM sector is seen in both developing and developed countries. Other sectors such as contact center and software development have also expanded to healthcare outsourcing. According to the International Federation of Health Information Management Associations (IFHIMA), HIM is projected to generate 3.2 million jobs between 2008 to 2018 due to demand for services and talent. Investments will increase more than 11 percent by 2015 and total electronic medical and health record software spending is expected to grow to approximately US\$3.8 billion by 2015. The industry is also preparing for the conversion from ICD-9 to ICD-10 as well as opportunities related to Obamacare, among others. How will the HIM sector keep up with this rapid growth?



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# Breakout Session

## Contact Centers

October 8, 2013 • 2:00 PM - 3:30 PM



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# Breakout Session

## Global In-house Centers

October 8, 2013 • 2:00 PM - 3:30 PM

### The Impact of Shared Services in Creating and Enhancing Value

According to the Everest Group, improving economic conditions in United States and Europe are seen to kick-start the recovery of the global sourcing market. Its Market Vista report for Q2 showed that the global in-house center (GIC) model is increasing in maturity, even as the number of new set-ups and expansions is lower this year compared to 2012. To stay competitive in the global economy, GICs are aiming for higher-value services through financial management, human resource development, and innovations in technology. Primarily process-driven, how is the GIC and shared services sector rising above cost considerations to create and enhance value for organizations that rely on them? From a business standpoint, how are GICs and shared services moving up the value chain regionally and globally? When it comes to selecting locations, what parameters and compliance or regulatory issues are leaders now looking out for?



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# Breakout Session

## Global In-house Centers

October 8, 2013 • 2:00 PM - 3:30 PM

Speaker:

**Noel Paraso, Shell\***

Panelists:

**Nanette Aguas, Johnson & Johnson\***

**Craig Connolly, Nestlé Business Services\***

**Paolo la'O, Wells Fargo\***

**Lenard De Vera, DSM Manila LLC\***

Moderator:

**Carlo José, HSBC Electronic Data Processing (Phils) Inc.\***



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# Breakout Session

## Software Development

October 8, 2013 • 2:00 PM - 3:30 PM

### Filipino Hi-tech Talent: Feast or Famine?

*Separating fact from fiction when recruiting and retaining high-technology staff in the Philippines*

Have you tried to hire a senior IT engineer lately? Have you lost a junior engineer to another local company who doubled their salary? If you think that recruiting and retaining Filipino hi-tech talent is getting more difficult, you are not alone. But, there is no need to despair! The IT leaders on this panel will share their experiences and strategies in talent management against the backdrop of a booming IT-BPO industry.



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# Breakout Session

## Software Development

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### Panelists:

**Beng Coronel**, President, Pointwest Technologies

**Ito Gruet**, Vice President, Computer Professionals Inc.

**Calen Legaspi**, CEO, Orange & Bronze Labs

**Pocholo Reyes**, Managing Director, DB Wizards Inc.

**Ramon Arce**, Vice President, DB Soft Philippines Inc.

### Moderator:

**Joey Gurango**, CEO, Gurango Software



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# President's Panel

## The 'Bots Are Coming!

### Panel

October 7, 2013 • 4:00 PM - 5:15 PM

#### Presenter

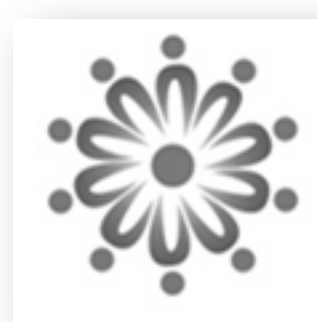


Joey Gurango  
President, Philippine  
Software Industry  
Association; Founder and  
Chairman, Gurango  
Software

#### Panelists



Prabhakar Bisen  
Country Head - Cognizant  
Technology Solutions,  
Phils., Inc.



Larry Bivins  
Owner and CEO, Synergy  
Global Services

#### Moderator



Alfredo Ayala  
Chairman Emeritus,  
Information Technology and  
Business Process Association  
of the Philippines; Managing  
Director and CEO, Livelt  
Solutions



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# Closing Plenary

## Speaker

October 8, 2013 • 5:30 PM - 6:30 PM



H.E. Benigno Simeon Aquino  
President, Republic of the Philippines  
(*video message*)



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## Delegate Rates

Category	Regular Rates (Jul 13, 2013 - Sep 27, 2013)	Onsite Rates (Sep 28, 2013 - Oct 07, 2013)	Group Rates
IBPA/P	US\$ 770.00	US\$ 840.00	US\$ 700.00 / Delegate
	Php 30,800	Php 33,600	Php 28,000 / Delegate
Non-BPA/P	US\$ 980.00	US\$ 1,036.00	US\$ 840.00 / Delegate
	Php 39,200	Php 41,440	Php 33,600 / Delegate



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SERVING THE WORLD



Philippine Software Industry Association



Healthcare Information Management  
Outsourcing Association of the Philippines



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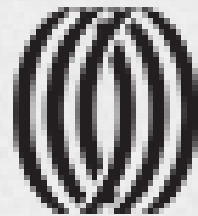
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LASALLE



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**Bayan Business**  
**Meralco**  
**Cisco**  
**TeleDevelopment**  
**SkyBusiness**  
**NICE Systems**  
**Lenovo**



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# VIDEO SONIC

SETTING THE STAGE



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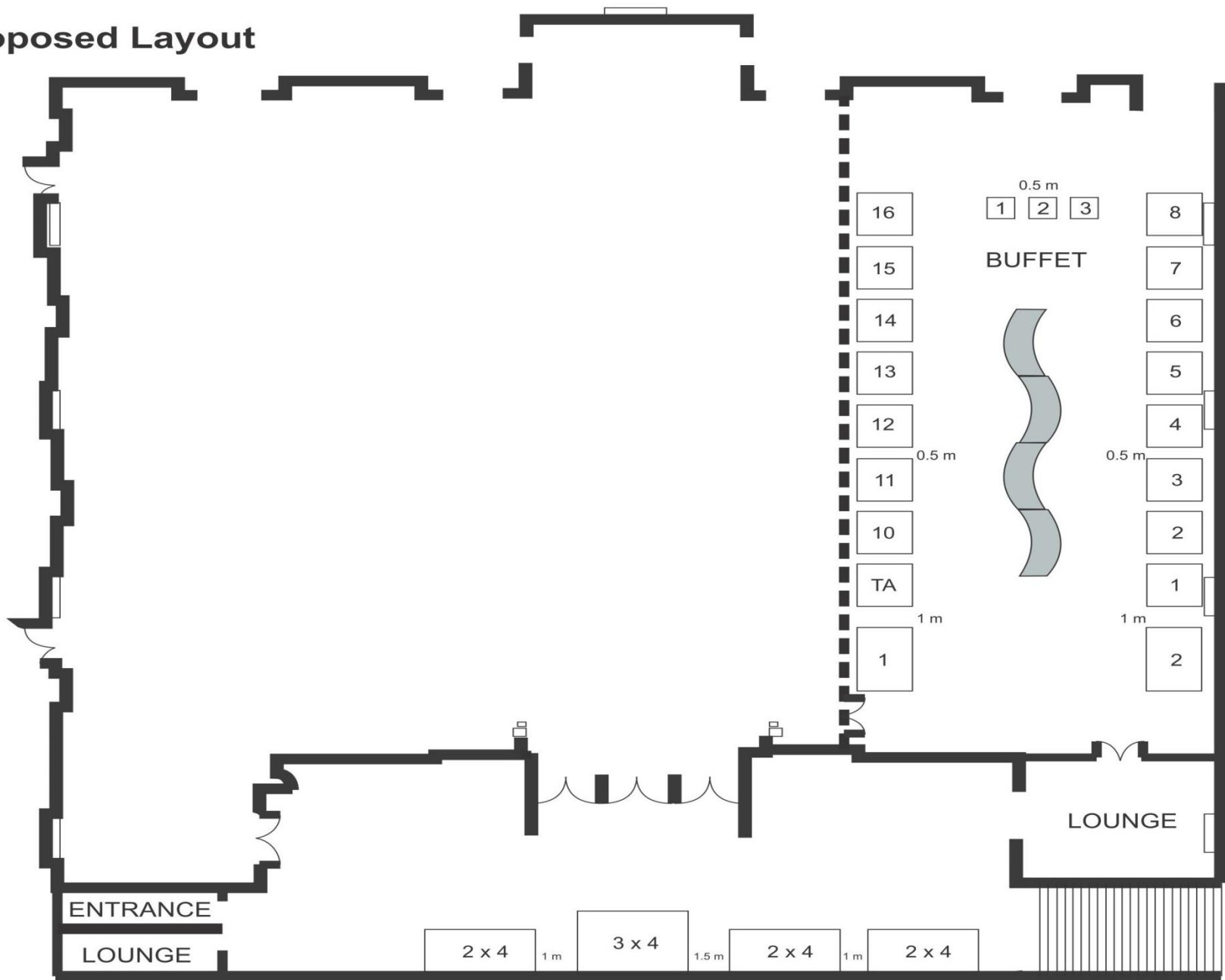


# SCHEDULE

Official Contractor Setup -	12:00 mn of 7 <sup>th</sup> October 2013 to 6:30 am of 7 <sup>th</sup> October 2013
Exhibitor's Ingress - (Raw space, booth, panel)	3:30 am of 7 <sup>th</sup> October 2013 to 6:30 am of 7 <sup>th</sup> October 2013
Exhibition Days -	7:00 am to 7:00 pm of 7 <sup>th</sup> October 2013
-	8:00 am to 6:00 pm of 8 <sup>th</sup> October 2013
Exhibitor and Official Contractor Egress -	6:00 pm to 12:00 mn of 8 <sup>th</sup> October 2013



# Proposed Layout



# Booth Selection

## 2m x 4m:

- 1.PLDT
- 2.Globe
- 3.DOST-ICTO

## 2m x 3m:

- 1.Cognizant
- 2.Infosys

## 2m x 2m:

- 1.Aspect
- 2.TeleDevelopment
- 3.Bayan Business
- 4.Jones Lang LaSalle

## 2m x 2m:

- 5.Sky Business
- 6.Cisco
- 7.Meralco
- 8.NICE Systems
- 9.Viajero
- 10.GDAP
- 11.ACPI
- 12.HIMOAP
- 13.PSIA
- 14.CCAP
- 15.Lenovo



# Booth Selection

## 1m x 1m:

1. BusinessWorld
2. Oxford Business Group
3. Outsourcing Magazine
4. InfoTxt



# 1m x 1m Panel Space



- 1mx1m gray needle punch carpet
- 2.3 m high aluminum extrusion system panel framing white versa board panels
- Fascia with exhibitor's name in white cut out vinyl stickers
- One (1) unit two-gang convenience outlet (220V/600 watts)
- One (1) cocktail table
- One (1) bar stool



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# 1m x 1m Panel Space



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# 2m x 2m Panel Space



- Shell scheme measuring 2mx2m
- 2mx2m gray needle punch carpet
- White colored fascia board with exhibitor's name in black cut out vinyl stickers
- One (1) unit two-gang convenience outlet (220V-600W)
- One (1) unit 40 watts fluorescent lights; One (1) unit information table
- Two (2) units chairs





# 2m x 2m Panel Space



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# 2m x 3m Booth



- Shell scheme measuring 2mx3m
- 2mx3m gray needle punch carpet
- White colored fascia board with exhibitor's name in black cut out vinyl stickers
- One (1) unit two-gang convenience outlet (220V-600W)
- Two (2) units 40 watts fluorescent lights
- One (1) unit information table
- Three (3) units chair



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## 2m x 3m Booth



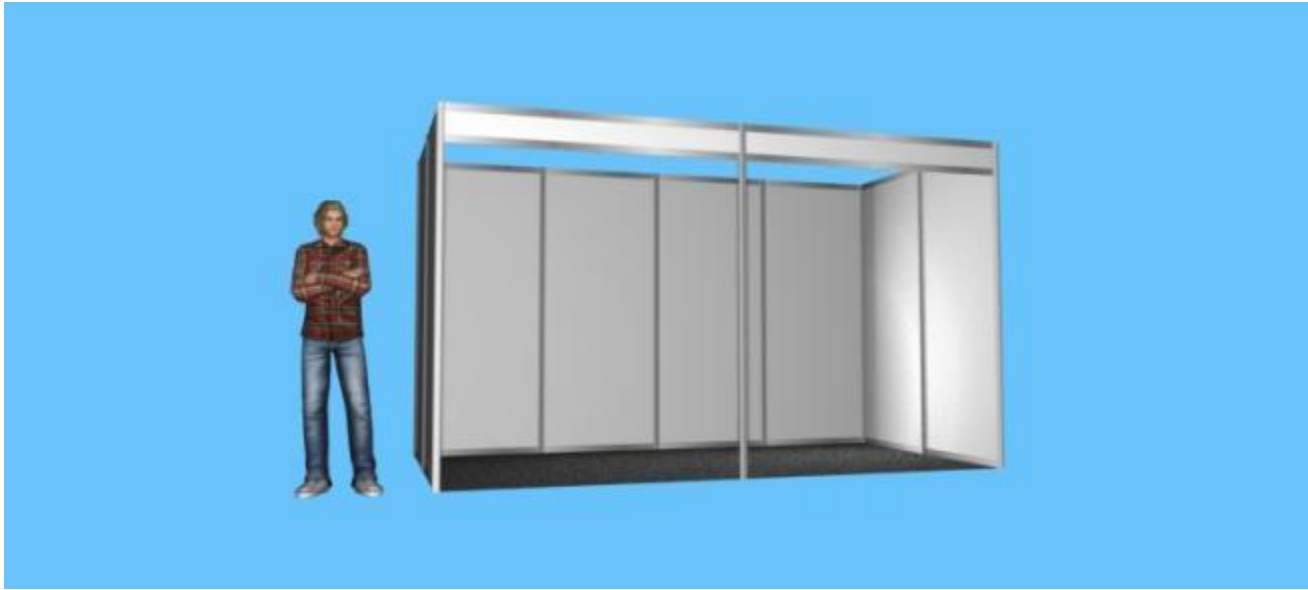
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# 2m x 4m Booth



- Shell scheme measuring 2mx4m
- 2mx4m gray needle punch carpet
- White colored fascia board with exhibitor's name in black cut out vinyl stickers
- Two (2) units two-gang convenience outlet (220V-600W)
- Two (2) units 40 watts fluorescent lights
- Two (2) units information table
- Four (4) units chairs



## 2m x 4m Booth



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# Raw Space

- Please submit detailed drawings of the booth no later than September 27, 2013
- The drawings must contain information such as dimension, stand elevation, plan layout, electrical fittings, materials to be used and equipment to be displayed.
- Raw spaces are provided with outlets and a carpet



# Exhibitor Badges

Booth	Ingress & Egress Badges	Exhibit Custodian Badges
1mx1m Panel	5	1
2mx2m Booth	5	2
2mx3m Booth	5	3
2mx4m Booth	5	4





# REMINDERS

- Observe proper decorum.
- Don't go beyond your contracted boundary.
- Strictly follow the ingress and egress schedule.
- Maintain booths in tidy condition at all times.

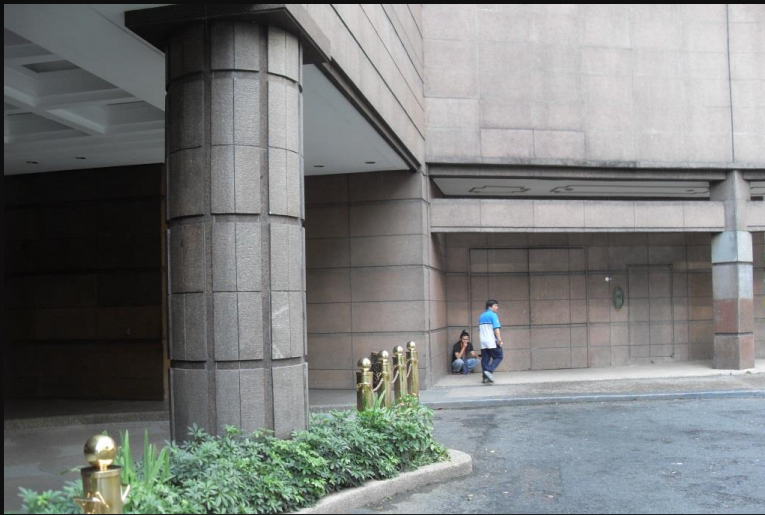


# REMINDERS

- Smoking is strictly prohibited.
- Clear out items not for display purpose.
- All booths must be fully staffed and operational throughout the opening hours of the exhibition.
- Deliver and pick-up of all goods and equipment will only be at the Loading Bay.



# Loading Bay



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## Reminders

- No selling of merchandise
- Organizer and Makati Shangri-La Manila will not be held responsible for any loss or damage during the build-up, exhibition and dismantling period.
- If your displays are very valuable or sensitive, you may wish to hire your own security personnel to attend to your booth exclusively for off-show hours.
- Audio equipment sound must be set at a minimum level.
- All materials used in the stand construction must be fire-retardant.



# Forms

- FORM 1: Booth Number
- FORM 2: Shell Scheme Package Form
- FORM 3: Exhibitor's Badge
- FORM 4: Lighting and Electrical
- FORM 5: Telephone, Fax & Internet Connections
- FORM 6: Furniture Rental
- FORM 7: Electrical Equipment Rental
- FORM 8: Makati Shangri-La: Pass In, Pass Out



# Deadlines

5:00 pm, September 27, by fax to 757 3510

- Completed Forms (2-8)
- Raw space design

5:00 pm, September 30

TeamAsia Office

- Inserts/fliers
- AVP
- Banners

6:30 am, October 7 and 8

- Newspapers for seat-drop



# REMINDERS

## Sponsors and Exhibitor's Ingress

Date: October 7, 2013

Time: 3:30 am – 6:30 am

## Sponsors and Exhibitor's Egress

Date: October 8, 2013

Time: 6:00 pm – 12:00 am





# REMINDERS

Ingress and egress schedule

Official Contractor Ingress

Date: October 7, 2013

Time: 12:01 am – 6:30 am

Official Contractor Egress

Date: October 8, 2013

Time: 6:00 pm – 12:00 am





# Contact

## General Inquiries

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IOS Project Manager

Dana Abasa

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## Sponsorship Inquiries

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## Hotel-Related Concerns

**Liezl Adraneda**

Assistant Director of Events Management

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(632) 632 813 5067

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## Official Booth Contractor

**Vince Feliciano**

Modules, Images, and Xhibits, Inc.

Telefax: (632) 942-1043

Telephone: (632) 490-7001

Email: [vincefel@yahoo.com](mailto:vincefel@yahoo.com)

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