

Provisional Agenda

October 25, 2010	
11:00 A.M. – 2:00 P.M.	Press Conference
7:00 P.M. – 9:30 P.M.	Welcome Cocktails and BPAP GMAM

October 26, 2010	
7:30 A.M. – 8:30 A.M.	Registration and Breakfast

Plenary	
8:30 A.M. – 8:45 A.M.	Opening Ceremonies
8:45 A.M. – 9:00 A.M.	Welcome Remarks: Oscar R. Sañez , President and CEO, Business Processing Association of the Philippines (BPAP)
9:00 A.M. – 9:20 A.M.	Keynote Opening Address: Alfredo I. Ayala , Chairman, Business Processing Association of the Philippines (BPAP)
9:20 A.M. – 11:20 A.M.	<p>Chairman’s Panel: Post-crisis Assessment: Economic Recovery and the Next Phase of Growth</p> <p>In the year following our first International Outsourcing Summit, countries and companies around the world have begun the process of economic recovery and restructuring. The business process outsourcing (BPO) industry, amidst considerable uncertainty, grew despite the downturn, as companies in the most affected economies accelerated plans for outsourcing key basic and high-value process to over 150 locations around the world. However, as client companies evaluate their strategies as the clouds of crisis begin to clear, new challenges for the industry and established players are expected as a result of shifting priorities, gradual and prolonged economic recovery, and emerging competition.</p> <p>How prepared is the industry to face new challenges? What are the new benchmarks for success in the post-crisis era? How has new leadership—here and in locators’ countries—affected investor perception and outlook? And more importantly, can the industry replicate its previous decade of success?</p>
	<p>Moderator: Alfredo Ayala, Chairman, Business Processing Association of the Philippines (BPAP)</p> <p>Panelists: Armand Angeli, President, European Outsourcing Association (EOA) Ricardo Asse, Executive Director, Brazil Association of Software and Services* Raju Bhatnagar, Vice President for BPO Initiatives, NASSCOM* Kevin Campbell, Group Chief Executive, Accenture* Ma. Cristina Coronel, President, Philippine Software Industry Association (PSIA) Eduardo Ruiz Esparza, President, IDZ* Paul Kukubo, Chief Executive Officer, Kenya ICT Board Valentin Makarov, President, Russian Software Developers Association (RUSSOFT)</p>

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Global Market Leaders
Addressing Global Issues

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	<p>Maulik Parekh, CEO and President, SPi Global Aparup Sengupta, Managing Director and Global CEO, Aegis Limited Michael Liu, Chief Executive Officer, CompuPacific International*</p>
11:20 A.M. – 12:05 P.M.	<p>Presentation: Emerging Outsourcing Locations Asia dominated the growth of outsourcing over the last decade, with the top three spots held by India, the Philippines, and China. The Philippines emerged to become the most preferred destination for voice-based BPO for English-speaking clients. Meanwhile, once-promising Eastern European locations have yielded to other countries in Asia, the Middle East, and Africa. Emerging outsourcing locations are now competing based on increased cost competitiveness, abundant resources and skills, and favorable business and economic environments. As the global economy struggles to recover, priorities are expected to shift to the strategic dispersal of locations for uninterrupted global service delivery, proximity, and increasing political pressure to provide jobs.</p> <p>What do these new realities mean for established and up-and-coming players alike? Is it true that there is enough business for everyone? What are going to be the strategic competitive differentiators?</p>
	<p>Speaker: Avinash Vashistha, Chief Executive Officer, Tholons</p>
Lunch	
12:05 P.M. – 1:15 P.M.	<p>Lunch</p>
Plenary	
1:15 P.M. – 2:45 P.M.	<p>CEO Panel: Addressing the Challenges to Growth How are CEOs crafting their growth strategies in the face of growing competitiveness in scale-driven voice traffic and the growing complexity in work processes in higher value segments? What are they doing to address the challenges of an external environment characterized by constantly shifting skills challenges, potential protectionist barriers, and emerging sourcing destinations? Adding to the complexity for some are the cultural challenges inherent in corporate mergers and acquisitions. Growing the business for services providers and delivering KPIs for captives while meeting bottomline targets in a crisis transition landscape presents many unique challenges for today's CEOs.</p>
	<p>Moderator: Oscar R. Sañez, President and CEO, Business Processing Association of the Philippines (BPAP)</p> <p>Speakers: Swaminathan Dandapani, CEO & Managing Director, Infosys BPO Limited Mohit Thukral, Senior Vice President/Business Leader, Genpact Jack Jones, Global Solutions Executive, JP Morgan Chase & Co.*</p>
2:45 P.M. – 3:15 P.M.	<p>Break</p>
Plenary	
3:15 P.M. – 5:15 P.M.	<p>Academe Panel: Specialized Talent and Language Acquisition: The Next Pool Beyond cost and business environment, talent development has become the new battleground for locators. Countries with an over-educated but under-employed labor force have a competitive advantage in a market environment characterized by increasingly high-value, complex business processes. And,</p>



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	while English remains the medium of choice for service provision, European and Latin American languages are gaining ground as their economies gain traction.
	Moderator: Jonathan de Luzuriaga , Managing Director, Tholons Southeast Asia Panelists: Jamea Garcia , Executive Director for Talent Development, Business Processing Association of the Philippines (BPAP) Calen Legaspi , Head, PSIA Technology Council Esther Muchiri , Chairperson, Kenya Skills Task Force Fabrizio Operti , Senior Trade and Investment Specialist, Inter-American Development Bank Madan Padaki , Cofounder and Chief Executive Officer, MeritTrac Services Pvt. Ltd. Dr. Sandhya Chintala , Director-Education Initiative, NASSCOM*
5:15 P.M. – 5:30 P.M.	Day One Conference Synthesis: Jonathan de Luzuriaga , Managing Director, Tholons Southeast Asia
5:30 P.M. – 7:00 P.M.	Exhibit Viewing, Networking, Free Time
7:00 P.M. – 9:30 P.M.	Gala Night

October 27, 2010

8:45 A.M. – 9:00 A.M.	Welcome Remarks and Recap: Gillian Joyce G. Virata , Executive Director for Information and Research, Business Processing Association of the Philippines (BPAP)
Plenary	
9:00 A.M. – 10:30 A.M.	Industry Panel: Telecommunication Service Provision As communication technology evolves with the increased availability of greater bandwidth coupled with lower-cost access, telco providers are competing with international players to offer wired, wireless, and last-mile connectivity. Government protection has become increasingly relaxed in leading outsourcing destinations, leading to the entrance of new players in arguably saturated telecommunications markets. In addition, as locators manage risk with multiple locations and redundant data storage, cooperation among vendors is becoming key to countries' competitive advantage in service provision.
	Moderator: Don Felbaum , Chairman, IT Committee of American Chamber of Commerce Panelists: Ernesto Alberto , Senior Vice President, Head - Customer Sales and Marketing Group, PLDT Ernest Cu , President & Chief Executive Officer, Globe Telecom, Inc. Mir Uddin Faisal Ali Khan , VP & Site Leader, GE Money Services Philippines, Inc. (GEMSPI) Joseph Russo , Vice President, Verizon* Malur A. Narayan , Vice-President – Global Business Development, Tata Consultancy Services*



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10:30 A.M. – 11:00 A.M.	Networking Break, Exhibit Viewing, Coffee		
Breakout Sessions			
11:00 A.M. – 12:15 P.M.	<p>Breakout: Retail Services Outsourcing While the retail industry has typically outsourced non-core services to both large and small BPO services providers, shared-services offshoring has become an increasingly viable option. More than simply lowering costs, a shared-services strategy offers economies of scale, focused resource allocation, and operational effectiveness, key criteria for moving select services, such as customer service, back-office, and IT, offshore. But potential investors face critical challenges in emerging service markets in the form of entrenched bureaucracy, unstable business environments, and ever-changing trade regulations in the form of tariffs and taxes, import-export laws, and investment caps.</p>	<p>Breakout: Health Services Outsourcing Balancing the talent exodus from emerging economies in the health sector is the increasing need to provide high-value but low-cost health services. As the character of health care dramatically changes in outsourcing countries, so too will their demand for highly educated talent and favorable business environments to support their long-term goals. Service providers are hard-pressed to work with the government and the academe to ensure an adequate supply of health-educated labor.</p>	<p>Breakout: Government Outsourcing Governments face increasing pressure to provide automated, online, and efficient services for their constituents. Because of the stakes involved and the high costs associated with the development of services infrastructure, local, state, and national government agencies will invariably look to outsourcing constituency services. However, with complex perception issues associated with public accountability, changing leadership, and privatization, will constituencies be forced to forego more efficient and effective service delivery?</p>
	<p>Moderator: Dave Rizzo, President- Asia Pacific, Teleperformance</p> <p>Speakers:</p> <p>Rohit Gandhi, Senior Vice President, Asia Pacific, Mahindra Satyam</p> <p>Frances Karamouzis,</p>	<p>Moderator: Frank Holz, Director, Outsource2Philippines</p> <p>Speakers:</p> <p>Mike Beninato, President, SPi Healthcare*</p> <p>Ramesh Gudalur, Head of BPO, Cognizant Technology Solutions</p>	<p>Moderator: Mitchell Locsin, Business Development Executive, Logica</p> <p>Speakers:</p> <p>Arno IJmker, Managing Partner, Quint Wellington Redwood Group</p> <p>Dr. Sang-Baek Chris</p>



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	<p>Vice President, Gartner*</p> <p>Graham J. Marr, Director South Pacific Infrastructure Services, HP Enterprise Services*</p> <p>James Velasquez, President and Country General Manager, IBM*</p>	<p>Corporation</p> <p>Myla Rose Reyes, President, MTIAPI</p> <p>Jeff Williams, President, Mediacall</p>	<p>Kang, General Manager, South Korea C&C Strategic Marketing Division*</p> <p>Nikhil Rajpal, Principal, Everest Group</p>
12:15 P.M. – 1:30 P.M.	Lunch		
Presentations			
1:30 P.M. – 2:45 P.M.	<p>Presentation: Business Development As new industries, technologies, and countries seek to capitalize on the outsourcing movement, service providers are revisiting business development models in the search for competitive advantage. New lines of business take precedence over new clients, and innovation is led by client demand as well as changing customer preferences. Convergence in marketing techniques, new technology, and evolving service demand have made a profound mark on marketing strategy while leveling the playing field for savvy new players.</p>		
	<p>Speakers: Gerry Clark, Partner and Regional Director, TPI South East Asia Mary Beth Loesch, SVP Corporate Development and Marketing, StarTek Ralph Schonenbach, Chief Executive Officer, Trestle Group</p>		
2:45 P.M. – 3:15 P.M.	Break		
Breakout Sessions			
3:15 P.M. – 4:30 P.M.	<p>Breakout: Banking and Finance Outsourcing Customers of banking and financial institutions are demanding efficient, transparent, and always convenient financial services. As a result, these institutions are under enormous pressure to provide highly personalized and customized services, universal access, and service-rich alliances to provide greater value and choice.</p>	<p>Breakout: Marketing Outsourcing Services Many organizations have turned to marketing and logistics outsourcing as a result of intense competition globally. Outsourcing these non-core functions provides better use of resources while spreading risk and allowing corporations to concentrate on core functions, product and service innovation, and development strategy. As a result, it has been estimated that about 60% of FORTUNE 500 firms do at least some</p>	<p>Breakout: HR Outsourcing Human resources are an organization's most critical assets, but managing and retaining talent requires significant investment in a non-core function. HR outsourcing has evolved from providing back-office functions such as database and records maintenance to specialized activities involving recruitment, training, and retention. Outsourcing options also vary, from operational elements to HR strategy</p>



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	<p>However, increased regulation in the aftermath of the global financial crisis makes it harder and more expensive to provide such value-driven services, and to regularly introduce new services in response to market demand.</p>	<p>marketing and logistics outsourcing. This trend is opening new opportunities for BPO firms to work in partnership with distribution and logistics specialists.</p>	<p>and decision-making, to a combination of both, further complicating the decision to outsource. Another twist: many BPOs should be outsourcing HR themselves.</p>
	<p>Moderator: Caesar Parlade</p> <p>Speakers: Craig Bauwens, Vice President, Service Delivery Sutherland*</p> <p>Jack Jones, Global Solutions Executive, JP Morgan Chase & Co.</p> <p>Kumar Parakala, COO, Advisory Head of IT Advisory, Global Head of Outsourcing, KPMG / Australian Computer Society</p> <p>Danilo Sebastian Reyes, Country Manager, Genpact Philippines</p>	<p>Moderator: Michael Alan Hamlin, Managing Director, TeamAsia</p> <p>Speakers: Rowena Bagadion, President, Animation Council of the Philippines (ACPI)</p> <p>Mary Beth Loesch, SVP Corporate Development and Marketing, StarTek</p> <p>Jack Madrid, Country Manager, Yahoo! Philippines</p>	<p>Moderator: Paul Pilao, President and CEO, BPO International, Inc.</p> <p>Speakers: Mike Ellis, Country Manager, Northgate Arinso</p> <p>Rakesh Malik, Principal & Consulting Business Leader, Hewitt Associates*</p> <p>JP Orbeta, Managing Director, Ayala Corporation</p> <p>Jon E. Kaplan, President, TeleDevelopment Services Inc.</p>
Plenary			
<p>4:30 P.M. – 6:00 P.M.</p>	<p>Analyst Panel: New Technology Social media and its role in corporations is placing increasing strain on IT policies, monitoring, and security. However, its importance as a tool in recruitment, workforce stability, and communication efficiency cannot be underestimated. Aside from social media, cloud computing is also gaining ground with an increasingly tech-savvy and mobile workforce, providing instantaneous access and accelerating the development of new telecommuting models. Integrating both social media and leveraging the cloud is the next challenge in technology. Corporations of all kinds are feeling the pressure to deploy social media internally and externally, but also to offer social media and cloud technology support services to their clients.</p>		
	<p>Moderator: Michael Alan Hamlin, Managing Director, TeamAsia; Author, High Visibility</p> <p>Panelists:</p>		



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	<p>Mike Henderson, Vice President and Managing Director, Sykes Asia, Inc. Frances Karamouzis, Vice President, Gartner* Howard Kiewe, Senior Research Analyst, Info Tech Research Group Atul Nanda, Director of Technical Support, Salesforce* Nikhil Rajpal, Principal, Everest Group Shivanu Shukla, Industry Manager, Frost & Sullivan* James Velasquez, President and Country General Manager, IBM Egidio Zarella, Global Partner-in-Charge, IT Advisory, KPMG*</p>
6:00 P.M. – 6:15 P.M.	Conference Synthesis: Jonathan de Luzuriaga , Managing Director, Tholons Southeast Asia
9:00 A.M. – 7:00 P.M.	Business Matching
6:15 P.M. – 7:00 P.M.	Free Time
7:00 P.M. – 9:30 P.M.	Farewell Night

**invited*