



**International
Outsourcing Summit**
Global Market Leaders
Addressing Global Issues

October 11-12, 2011
Sofitel Philippine Plaza

Organized by



International Outsourcing Summit 2011
Preliminary Agenda

October 10, 2011	
6:00 P.M. – 9:00 P.M.	Welcome Reception for international delegates and briefing for speakers
October 11, 2011	
7:30 A.M. – 8:30 A.M.	Registration
Plenary	
8:30 A.M. – 8:45 A.M.	Opening Ceremonies
8:45 A.M. – 9:00 A.M.	Welcome Remarks
	Alfredo Ayala , Chairman, Business Processing Association of the Philippines and President and CEO, Livelt Investments Ltd.
9:00 A.M. – 9:15 A.M.	Keynote Opening Address
	Speaker: Honorable Gregory L. Domingo , Secretary, Department of Trade and Industry
9:15 A.M. – 10:45 A.M.	<p>Emerging Markets: What's in Store for these IT-BPO Centers?</p> <p>Last year, the Philippines reportedly passed India to become the world leader in voice-based services, while increasing its share in non-voice, complex services. India was acknowledged to be the major global supplier of non-voice and IT services. The Philippines can rival India in non-voice services, but not IT. However, China can, and is increasingly determined to do so. At the same time, the IT-BPO market is very large and is expected to grow to \$270 billion by 2016. Two questions arise. Why compete, when the pie is so large? But should these leading IT-BPO centers specialize to reflect internal skill sets as well as to own specific knowledge domains?</p> <p>Moderator: Alfredo Ayala, Chairman, Business Processing Association of the Philippines and President and CEO, Livelt Investments Ltd.</p> <p>Panelists: Martin Noel Conboy, President, The Australian Business Process Outsourcing Association Valentin Makarov, President, RUSSOFT Association Nour Al Hmoud, Director, Investment Promotion, Jordan Investment Board Gautham Radhakrishnan, Director, Actis Lam Chak Hou Sunny, Vice President, PCCW Teleservices - China Operations Alejandro Pelaez, Director Commercial Office in India, Proexport Colombia</p>
10:45 A.M. – 11:15 A.M.	Networking Break, Exhibit Viewing, Coffee
11:15 A.M. – 11:45 A.M.	Exclusive Briefing
	Speaker: Albert Mitchell Locsin , Vice President and Head of Corporate Relationship Management, PLDT
11:45 A.M. – 12:30 P.M.	Presentation: The Future of IT-BPO and Global In-house Centers (GICs)

Conference Secretariat:

TeamAsia

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	<p>The world is innovating again. Recent years have seen a resurgence in the rapid development of new technologies, services, and processes that are fundamentally reshaping industries. From the perspectives of service providers, Global In-house Centers executives, clients, and analysts, how is rapid and dramatic innovation reshaping the IT-BPO industry? How can the industry prepare for intense pressure to change and adapt to a looming and profoundly different future?</p>
	<p>Moderator: Michael Alan Hamlin, Managing Director, TeamAsia</p> <p>Speakers: Gaurav Gupta, Managing Partner (India), Everest Group Aparup Sengupta, Managing Director and Global CEO, Aegis Limited Paul Robinson, VP for Finance Process - Expenditure, Shell Shared Services Asia BV</p>
<p>12:30 P.M. – 2:00 P.M.</p>	<p>Press Conference (By Invitation only, in Sulu Room)</p>
<p>12:30 P.M. – 1:45 P.M.</p>	<p>Luncheon Plenary Speaker: Rembert de Villa, Global Head of Client Management and Chief Strategy Officer, EXL Service</p>
<p>1:45 P.M. – 3:15 P.M.</p>	<p>President’s Panel I: Business Innovation: What Do Customers Want? The number one reason customers outsource initially is to reduce cost. But what if there is no more cost to cut? Research shows that customers want high productivity levels and greater probability of getting value for their money. These two end results can be achieved through business innovation. In the current IT-BPO and Global In-house Centers environment, social media, cloud computing, software on demand/SaaS, virtual assistants are just a few of the innovations clients expect from their services providers. In fact, buyers are not content with innovation for innovation’s sake. The expectation is for services providers to lead and manage meaningful, impactful innovation for them. How can providers and buyers work together in identifying meaningful innovation? How can providers and buyers align expectations for innovate best practices? What is the future of innovation in IT-BPO and Global In-house Centers?</p>
	<p>Moderator: Rainerio Borja, President, Aegis PeopleSupport, Inc. & Board of Trustee – Industry, BPAP</p> <p>Panelists: John Wheeler, VP for Strategy and Emergent Technologies, SPi Global Robert Deslauriers, Assistant Vice President, Global Capability Sourcing, Strategic Vendor Operations, MetLife Partha Mishra, Managing Director, UnitedHealth Group Information Services Jim Cross, MD, Head - National Medical Policy and Operations, Aetna Jeff Russakow, EVP, Customer Advocacy, Yahoo! Inc. David Caldwell, Senior Vice President and Managing Director, Wells Fargo Philippines Solutions Ralph Guggenheim, Founding Member, Pixar Animation Studios and CEO, Alligator Planet (<i>via recorded video</i>)</p>

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3:15 P.M. – 3:45 P.M.	Networking Break, Exhibit Viewing, Coffee
3:45 P.M. – 4:00 P.M.	Exclusive Briefing Speaker: Elek Toth , Senior Vice President, Asia Operations, NCO Group
4:00 P.M. – 5:45 P.M.	<p>Strategic HR Panel: Rethinking Talent: The Role of Educational Infrastructure & IT-BPO Industry Brand Reputation in Ensuring Talent Supply</p> <p>To tactically expand the pool of IT-BPO knowledge workers in the Philippines, the IT-BPO Roadmap 2011-2016 recommended that an internal marketing initiative be undertaken with the purpose of “selling” the industry to parents, students, and other influential people as well as to knowledge workers and executives in other industries. Offering quality, short-term training for new hires is also important. Strategically, educational reform and strengthening of infrastructure is critical to provide higher quality education and relevance to the IT-BPO and Global In-house Centers industry. In the past year, how have these initiatives fared? Why? And what comes next?</p> <p>Moderator: Penny Bongato, Executive Director for Talent Development, Business Processing Association of the Philippines</p> <p>Panelists: Jeff Williams, Co-founder and President, MediCall Philippines, Inc. S.M Gupta, Global Chief People Officer, Aegis Limited Isabel Bales, Chief People Officer, SPi Global Prof. Steven DeKrey, Senior Associate Dean, HKUST Business School Piyush Mehta, Senior Vice President of Human Resources, Genpact Limited Salome Mateo, Country Human Resources Manager, Hewlett-Packard Philippines Corporation Carlo Jose, Centre Manager, GSC Manila 1, HSBC</p>
5:30 P.M. – 7:00 P.M.	Exhibit Viewing, Networking, Free Time
5:30 P.M. – 9:00 P.M.	Gala Night (Sponsored by Globe Business)
9:00 A.M. – 5:00 P.M.	IOS Connect (Sponsored by Infosys)

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October 12, 2011	
8:45 A.M. – 9:00 A.M.	<p>Welcome Remarks and Recap</p> <p>Speaker: Gillian Joyce Virata, Senior Executive Director, BPAP</p>
Plenary	
9:00 A.M. – 10:30 A.M.	<p>Analyst Panel — IT-BPO Road Map 2011-2016: Examining the Scorecard</p> <p>The IT-BPO Road Map 2011-2016 identified four priority areas for industry growth: Talent, Marketing & Branding, Ecosystem, and the Role of Government. Since its launch at last year's conference, what progress has the industry and the Philippines made in addressing these priorities? What has worked and what has not worked? What does this mean for the industry? Do the priorities need to be revised given developments in the past year? How are global assessments done? How deep do they go? How truthful are they? How is benchmarking done? What do analysts do after they have done the roadmap, in terms of engaging with clients? How do clients influence the results of the roadmap?</p>
	<p>Moderator: Gillian Joyce Virata, Senior Executive Director, BPAP</p> <p>Panelists: Gaurav Gupta, Managing Partner (India), Everest Group Rakesh Malik, Principal, Hewitt Associates Carmen Tang, Executive Director – Shared Services and Outsourcing, PricewaterhouseCoopers Malaysia Pete Richardson, Philippines Center Head, Capgemini Bawa Grover, Chief Operating Officer – Collections & Customer Interaction Management, TCS e-Serve Ltd. Arijit Sengupta, Founder and CEO, Argon Advisors</p>
10:30 A.M. – 11:00 A.M.	<p>Networking Break, Exhibit Viewing, Coffee</p>

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Breakout Sessions

<p>11:00 A.M. – 12:15 P.M.</p>	<p>Breakout One: Grappling with the Social Marketing Explosion</p> <p>Moderator: Martin Crisostomo, Executive Director for External Affairs, BPAP</p> <p>Speakers: Jack Madrid, Country Manager - Philippines, Multiply</p> <p>Anil Modi, President (CCC) and Global Head, Marketing and Strategy, Aegis Limited</p> <p>Charie Villa, Head, News & Online Business, Regional Network Group, ABS-CBN Broadcasting Corporation</p> <p>Jeff Russakow, EVP, Customer Advocacy, Yahoo! Inc.</p>	<p>Breakout Two: Niche Opportunities to Explore and Leverage</p> <p>Moderator: Jerry Durant, Chairman Emeritus, from the International Institute for Outsource Management (IOM)</p> <p>Speakers: James M. Donovan, President and CEO, ADEC Group</p> <p>Akhil Agarwal, Chief Operating Officer, InterGlobe Technologies</p> <p>Grace Mendoza, Associate Director, Global Research Operations, On-Site Monitoring, Parexel Clinical Research (Philippines)</p> <p>Warren Patterson, Principal for Business Development – Healthcare Vertical, Headstrong Philippines, Inc.</p>	<p>Breakout Three: Emerging Technologies in IT- BPO Services</p> <p>Moderator: Mike Henderson, Senior Vice President, Regional Operations, APAC, Sykes Asia Inc.</p> <p>Speakers: John Bessey, Managing Director, Microsoft Philippines</p> <p>Prabhakar Bisen, Global Insurance BPO Head and Country Head - Philippines, Cognizant Technology Solutions</p> <p>Jan Alvin Pabellon, Product Manager for Asia Pacific, Netsuite</p> <p>Kristina Beckendorf, Managing Director, Maersk Global Service Centres (Phils) Ltd.</p> <p>John Orrock, President, GlobalOne Solutions Inc.</p>
<p>12:15 P.M. – 1:30 P.M.</p>	<p>Luncheon Plenary by Livelt</p> <p>Speakers: Hon. Mario Montejo, Secretary, Department of Science and Technology* Myrna Padilla, Founder and President, Mynd Consulting Hon. Roman Romulo, Representative, Pasig City, Lone District* Hon. Joel Villanueva, Director General, TESDA*</p>		



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Breakout Sessions

<p>1:30 P.M. – 2:45 P.M.</p>	<p>Breakout Four: Aligning Strategic Perspective and Competitiveness</p> <p>Moderator: Randy Redden, Vice President for Operations, Teleperformance Philippines</p> <p>Speakers: Marife Zamora, Managing Director for Asia Pacific & EMEA, Convergys</p> <p>Nora Terrado, Country Manager, Headstrong Philippines, Inc.</p> <p>Jared Morrison, Vice President & Country Manager, Stream Global Services</p> <p>Lito Tayag, Country Managing Director, Accenture and Director, BPAP</p>	<p>Breakout Five: The Impact of Economic Recovery in Western Markets & Demand for IT-BPO Services</p> <p>Moderator: Mark McGuire, President & CEO, Integra Business Processing Solutions Inc.</p> <p>Speakers: Rajiv Ahuja, President – ASEAN and ANZ, Aegis Limited</p> <p>Shiva Bebarta, Vice President, Morgan Stanley</p> <p>Diana Luna, Site Lead for Treasury and Securities Services, JP Morgan Chase & Co.</p>	<p>Breakout Six: Finding Sources of Expansion</p> <p>Moderator: Jose Mari Mercado, Senior Director, Business Development, Convergys</p> <p>Speakers: David Keen, CEO, Deutsche Knowledge Services Pte. Ltd.</p> <p>William Valtos, Jr., Group President, Financial Services, ICCP Group</p> <p>Abhay Havaldar, Managing Director, General Atlantic</p> <p>Jaideep Anil Pradhan, Senior Vice President & Country Manager, EXL Service</p> <p>Miguel Garcia, President, Diversified Technology Systems, Inc., and Director, BPAP</p>
<p>2:45 P.M. – 3:15 P.M.</p>	<p>Networking Break, Exhibit Viewing, Coffee</p>		

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Plenary	
3:15 P.M. – 3:45 P.M.	Exclusive Briefing Speaker: Jesus Romero , Head, Globe Business
3:45 P.M. – 4:00 P.M.	Keynote Address Speaker: Hon. Edgardo Angara , Senator, Senate of the Philippines
4:00 P.M. – 5:15 P.M.	President's Panel II — Process and Innovation: Can the IT-BPO Industry Extend its Role in Process Delivery to the Delivery of Fundamental Innovation? The Philippines has emerged as a global leader in IT-BPO and Global In-house Centers, and the industry will continue to grow rapidly in the medium term, and probably much longer. As it does, the value of services will increase. Because the Philippines has long been an exporter of semiconductors and electronics, and produces a large number of engineers every year, is it reasonable to suggest that the country's success in providing voice and non-voice, complex services could be replicated in hardware and firmware design? If so, what needs to happen?
	Moderator: Danilo Sebastian Reyes , Country Manager, GENPACT Services LLC & Board of Trustee – Industry, BPAP Panelists: Hon. Sigfrido Tinga , Representative, Taguig City, 2 nd District Rembert de Villa , Global Head of Client Management and Chief Strategy Officer, EXL Service Paco Sandejas , Managing Director, Narra Venture Partners Jay Sabido , Director - R&D, REMEC Broadband Wireless Sonny Valdez , Chief Technology Officer, ePLDT Asheesh Mehra , Head of BPO – APAC, Japan and Middle East, Infosys
5:15 P.M. - 5:30 P.M.	Exclusive Briefing Michael Lytle , VP for Operations, Teleperformance Philippines
5:30 P.M. – 5:32 P.M.	Welcome Remarks Speaker: Alfredo Ayala , Chairman, Business Processing Association of the Philippines and President and CEO, Livelt Investments Ltd.
5:32 P.M. – 5:35 P.M.	Summit Overview Speaker: Gillian Joyce Virata , Senior Executive Director, BPAP
5:35 P.M. – 5:38 P.M.	Introduction of the President Speaker: Honorable Gregory L. Domingo , Secretary, Department of Trade and Industry
5:38 P.M. – 6:00 P.M.	Closing Plenary Speaker: H.E. Benigno Aquino III , President, Republic of the Philippines

**invited*

9:00 A.M. – 5:00 P.M.	IOS Connect (Sponsored by Infosys)
6:00 P.M. – 9:00 P.M.	Gala Night (Sponsored by PLDT)

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