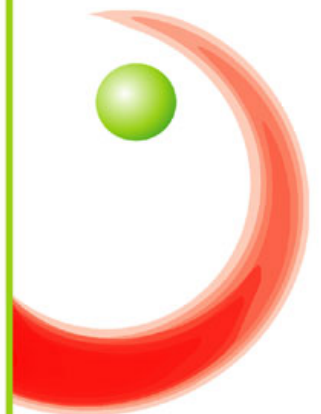


# Pioneering Landmark ICT Collaboration in Asia

# CEBU ICT 2007

## International Conference & Exhibition

The Asian Hubs In The Service of The Global ICT Industry



Conference &  
Exhibition Organizers





## The Organizer

The Cebu Chamber of Commerce & Industry (CCCI) is composed of more than 800 member companies. It was originally formed as an association of traders operating in the Port of Cebu in the early 20th century. On June 15, 1921, it was officially registered. The Chamber is committed to support and influence the development plans of government, initiate and institutionalize linkages, promote domestic and foreign investment, strengthen the skills, capabilities, and resources of members and the business community in general, and provide services in response to the needs of business. CCCI has appointed TeamAsia Conference & Exhibition to manage Cebu ICT 2007.

## About Cebu ICT 2007

The Cebu ICT 2007 will be the leading edge, landmark event of CCCI for 2007. For the second time, Cebu will be a host of an international conference and exhibition in the fast-paced field of information and communications technology (ICT). The objective is to provide a venue that will bring together significant stakeholders from the ICT capitals of Asia — Thailand, Indonesia, Malaysia, Vietnam, Singapore, Hong Kong, South Korea, Taiwan, Japan, China, and India — to discuss their vision for sustaining and accelerating the transformation of Asia into the world's premiere IT investment destination and global outsourcing center.

Cebu ICT 2007 is being held in conjunction with the Department of Foreign Affairs (DFA) and the Department of Trade and Industry (DTI), and in collaboration with the Commission on Information and Communications Technology (CICT).

## Expected Attendees

- Asian IT Leaders from Government, Industry, Academe, and NGOs
- Top Executives - CEOs, COOs, CIOs, CFOs, Presidents of Asian ICT companies
- Senior Executives - VPs, Marketing Directors, Customer Service Managers, R&D Heads, Product Sales Directors and Managers, HR Directors of Asian-based ICT Corporations
- Trainers, Instructors and IT Practitioners; Systems Integrators and Resellers; and Project Managers and Team Leaders of Asian ICT and IT-Enabled Services firms

## Expected Number of Attendees

Approximately 800 local and international participants are expected to attend the three-day conference and exhibition.



## The Venues

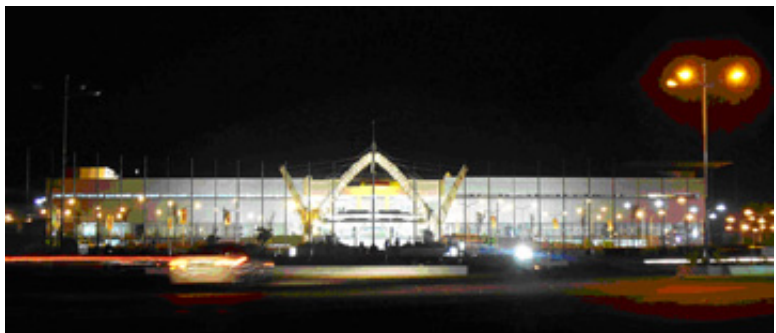
### **Shangri-La's Mactan Island Resort & Spa**

Shangri-La's Mactan Island Resort & Spa is Philippines' largest and most exclusive deluxe resort, providing guests the ultimate tropical paradise vacation experience. Located in Cebu, this idyllic resort with its beautiful private beach offers an exciting range of recreation activities and superb cuisine. The Resort is also a popular venue for meetings and conferences. Two grand ballrooms and a range of smaller function rooms are available, and from 2007, The Marquee conference facility will likewise serve as a conference venue. Conference sessions on Day One of Cebu ICT 2007 will take place at The Resort.



### **The Cebu International Convention Center (CICC)**

The Cebu International Convention Center is a project of the Cebu provincial government, and was constructed in record time to serve as the venue for the 12th Asean Summit and the 2nd East Asia Summit at a cost of approximately US\$10-million dollars. It is a three-storey structure



(basement included) with a gross floor area of 28,000 square meters and is situated on 3.8 hectares of land at the Mandaue City Reclamation Area in Metro Cebu. The Cebu ICT 2007 exhibition and breakout sessions will take place at CICC.



### Plenary Sessions

Plenary Sessions will take place at The Marquee of Shangri-La's Mactan Island Resort Hotel, June 26, 2007. Two perspectives of the preliminary stage design for the Plenary Sessions are provided below. Keynote presentations and panel discussions featuring top international executives and BPO experts will take place throughout the day, followed by an evening gala hosted by Governor Gwen Garcia.



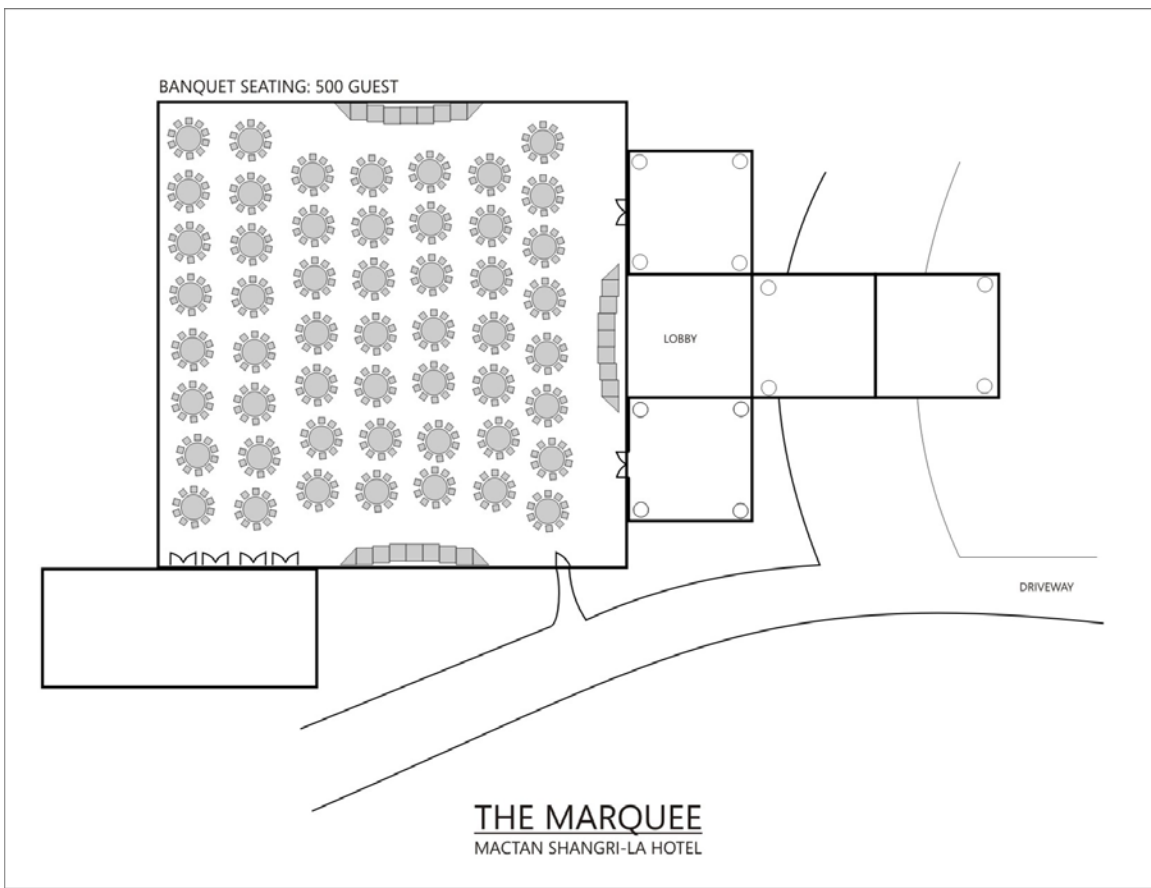
Two perspectives of the Plenary Session stage design.





**The Marquee**

The Marquee is a newly constructed conference facility. Approximately 800 conference delegates are expected to attend Plenary Sessions held at The Marquee, which is located on the grounds of Shangri-La's Mactan Island Resort & Spa.

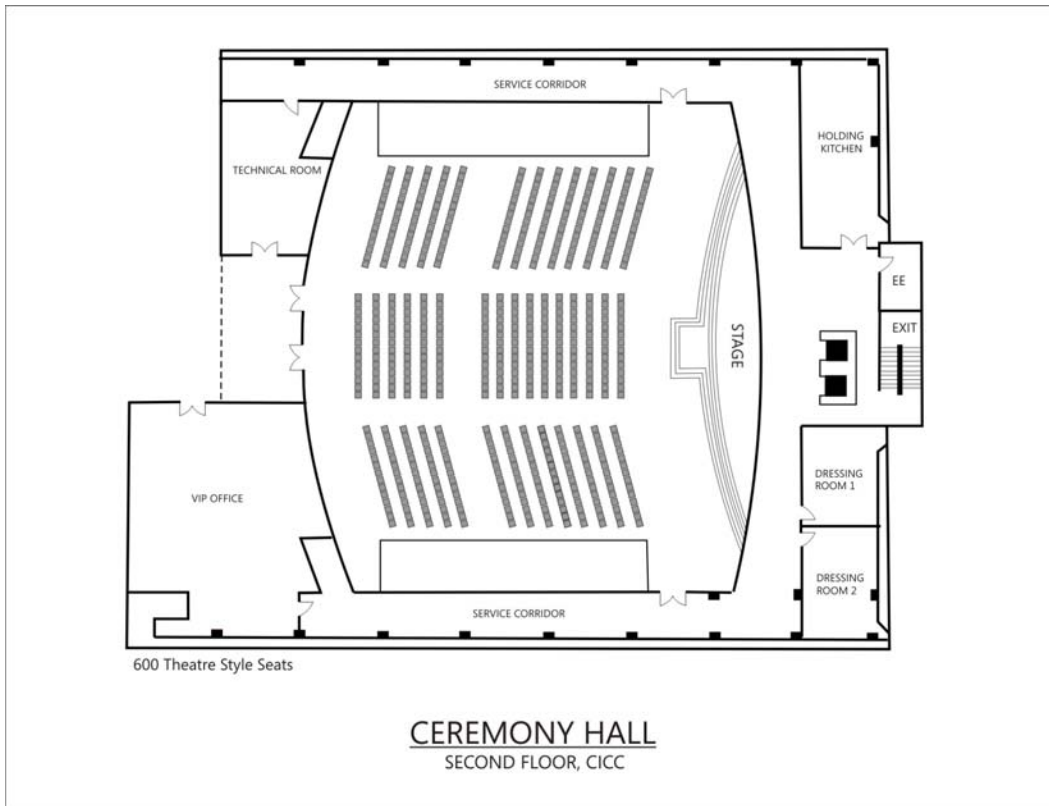


Delegate seating will be rounds in The Marquee. Lunch and snacks will be served in the conference venue.



**CICC Ceremony Hall**

The CICC Ceremony Hall will serve as the venue for large breakout sessions and other activities on the second day of Cebu ICT 2007.

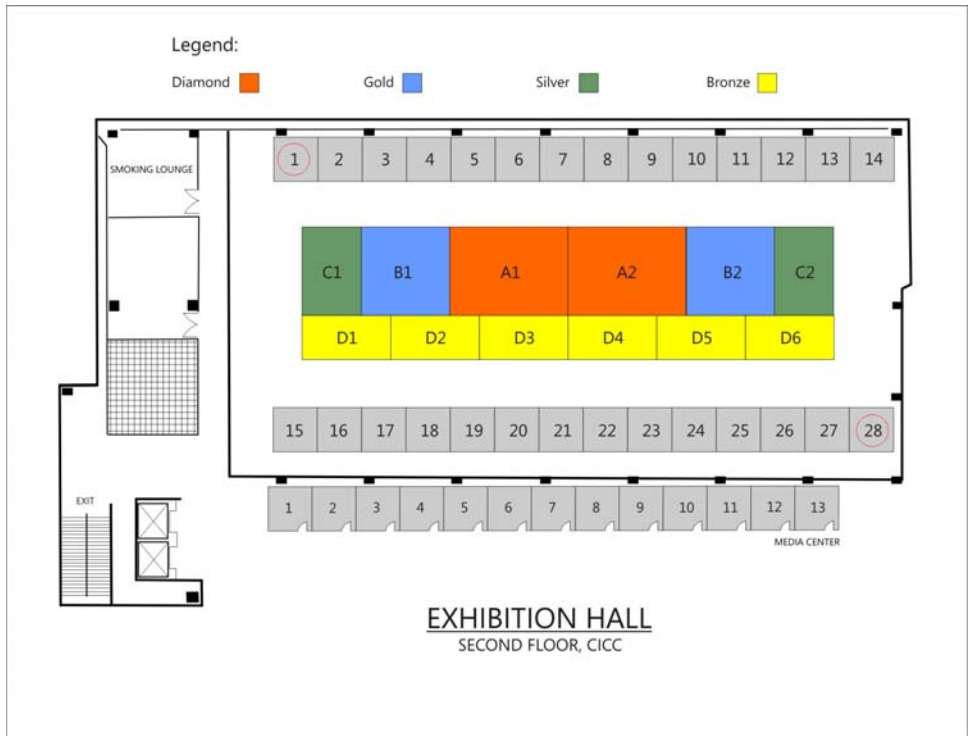


The Ceremony Hall is located on the second floor of the CICC.



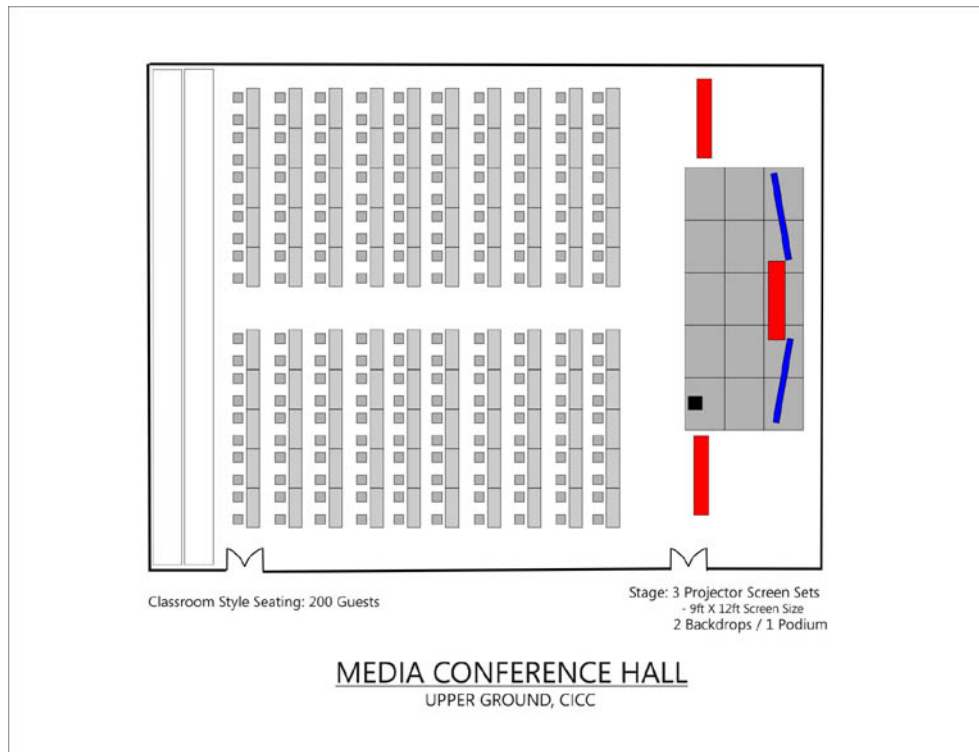
**CICC Exhibition Hall**

Sponsors and exhibitors will be provided exhibition space in the Exhibition Hall located on the second floor of the CICC. Diamond Sponsor pavilions will be situated in the center of the exhibit area, as shown in the preliminary layout provided below. Other sponsors and exhibitors will be provided space surrounding the principal sponsor exhibits. Country pavilions will be situated strategically throughout the conference center.



## **Media Conference Hall**

The Media Conference Hall is located on the upper ground floor of the CICC, and will serve as a breakout venue as well as the venue for media briefings during Cebu ICT 2007.



The Media Conference Hall is equipped with world-class briefing facilities, and was originally designed for the 12<sup>th</sup> ASEAN Summit.



## Provisional Agenda

Tuesday, June 26, 2007

0800-0900	<b>Registration and Coffee</b>
0900-0905	<b>Welcome Remarks: Hon. Tomas R. Osmeña*</b> , Mayor, Cebu City
0905-0910	<b>Opening Message: Francis O. Monera*</b> , President, Cebu Chamber of Commerce & Industry
0910-0915	<b>Cebu Business Month Overview: Hon. Samuel L. Chioson*</b> , Chairman, Cebu Business Month
0915-0920	<b>Cebu ICT 2007 Overview: Bonifacio Belen*</b> , Chairman, Cebu ICT 2007
0920-0940	<b>Opening Keynote Address: Her Excellency Gloria Macapagal-Arroyo*</b> , President, Republic of the Philippines
0940-1050	<b>Panel A: Opportunities &amp; Threats for Asia's Emerging ITES Industry</b>
	In the past decade and a half, Asia has emerged as an important center for IT-Enabled Services (ITES). In India alone, ITES services — software, contact center, BPO, medical and legal transcription, design and engineering, animation and creative — are estimated to generate revenues of approximately US\$18 billion annually. Although estimates vary, the Philippines generates between \$2 and \$3 billion annually in ICT/ITES services. Other Asian nations, including China, Malaysia, and Vietnam, are quickly becoming important ITES centers. In each of these countries, ITES sectors are growing rapidly, up to 100 percent annually. This rapid growth provides many benefits: efficient job generation, more high-paying jobs, growth in support industries, increased consumer purchasing, and enhanced, competitively priced communications infrastructure, for instance. But despite this rapid growth, all of Asia represents just four percent of the ITES global market, according to NASSCOM estimates. How can Asia expand its market share? What does the future hold?
	<b>Introductory Speaker: Christopher Beshouri*</b> , President, McKinsey & Company, Philippines <b>Panel Chair: Bruce Einhorn</b> , Correspondent, BusinessWeek <b>Panelists: Raman Roy</b> , CEO and President, Wipro Spectramind <b>David Appleton</b> , Chairman, SilkRoad <b>Gregory Balestrero</b> , CEO, Project Management Institute
1050-1115	<b>Coffee &amp; Networking Break</b>
1115-1225	<b>Panel B: Promoting Investment in Asia ICT/ITES</b>
	Fifteen years ago, India's National Association of Software & Services Companies, or NASSCOM, was just being founded. Ten years ago, as the world began to prepare for a new century, India emerged as an important software services center. Five years ago, India underwent a metamorphosis into a value-added software services provider and R&D center, and began developing other BPO sectors, especially contact centers. The first pioneer contact centers in the Philippines were testing the environment just as outsourcing was becoming an important political issue in North America. Around Asia and the world, developing economies began to examine ICT/ITES as a rapid generator of jobs. Today Asia is the center of the outsourced ICT/ITES universe, and competitors are emerging exponentially. In this environment, what will it take to sustain growth of Asia's ICT/BPO industry?
	<b>Introductory Speakers: Peter B. Favila</b> , Secretary, Department of Trade & Industry, Philippines <b>Manuel V. Pangilinan*</b> , Chairman, PLDT <b>Panel Chair: Bruce Einhorn</b> , Correspondent, BusinessWeek <b>Panelists: Oscar Sañez*</b> , CEO, BPA/P <b>Encik Abdullah Kadir Bacha</b> , Vice President, Multimedia Super Corridor <b>Colin Chow</b> , Executive Director, Singapore Infocomm Technology Federation

1225-1400	<b>Working Lunch: Philippine Success Stories</b> <b>Presenters: Marlyn Montano*</b> , Managing Director, Holy Cow Animation <b>Robert Cheng*</b> , President, Alliance Software <b>Ernest Cu*</b> , President and CEO, SPI Technologies <b>Cesar Purisima*</b> , Chairman of the Executive Committee, Summersault Inc.
1400-1510	<b>Panel C: Fostering and Funding Asian Innovation</b>
	<p>According to AVCJ Research, private equity and venture capital funds invested almost \$45 billion in Asian companies in 2006, and raised another \$30 billion for future projects. But most of that investment went to companies in Japan and North Asia's high-tech star, South Korea. But China and India, according to one recent report, are "attracting serious money, too." There are 53 venture capital funds operating in China, and major international investors like Blackstone and Carlyle are active in the market. Intel and Cisco are investing heavily in China. Southeast Asia is also an attractive target, but most investment in Asia overall is plowed into infrastructure and traditional industries, or semiconductor assembly and manufacturing. Just as pressing an issue is the dearth of angel investors prepared to put capital at risk on pure startups. What will it take to foster and fund real high-tech innovation in Asia?</p>
	<b>Introductory Speakers: Lawrence Hughes*</b> , Founder & Chief Technology Officer, Infoweapons <b>Gerardo Ablaza Jr.*</b> , President & CEO, Globe Telecom <b>Panel Chair: William Pesek, Jr.*</b> , Columnist, Bloomberg <b>Panelists: Kim Beom-Su</b> , CEO, NHN Corporation <b>Hugo Shong</b> , President, International Data Group - Asia <b>Paco Sandejas*</b> , Managing Partner, Narra VC <b>Kelvin Chan*</b> , Vice President, Partners Group Pte Ltd <b>Robert Grady</b> , Chairman, US National Venture Capital Association <b>Xiaolong Wang, PhD</b> , President, Beijing Venture Capital Co., Ltd. <b>Geoffrey Prentice</b> , Vice President, Strategic Partners and Corporate Development, Skype Technologies
1510-1545	<b>Coffee &amp; Networking Break</b>
1545-1615	<b>Keynote Address: Ramon Sales*</b> , Chairman, Commission on Information & Communications Technology
1615-1725	<b>Panel D: The Workforce &amp; Evolving ICT/ITES Hub Development Models</b>
	<p>Over a quarter century ago, Ireland began preparing the educational and information infrastructure that has made it an ITES powerhouse today. Now, the country is seeking to extend its gains by developing an original R&amp;D culture. Silicon Valley and other U.S. IT hubs likewise trace their roots to strong educational traditions and world-class communications. India and China boast impressive educational infrastructure of their own, and these countries are moving aggressively to develop state-of-the-art communications infrastructure. The model for development seems clear: Create strong educational institutions and provide the tools specialists require to do their work. But is it all that simple? Can everyone follow the same model? And if they do, will global ITES centers be reduced to price-based competition? What are the roles of government and the private sector in nurturing the development of ITES hubs?</p>
	<b>Introductory Speaker: Ratan Tata</b> , Chairman, Tata Group <b>Panel Chair: William Pesek, Jr.*</b> , Columnist, Bloomberg <b>Alex Wong</b> , Director, World Economic Forum <b>Antonio Mugica*</b> , Chief Executive Officer, SMARTMATIC <b>Lisa Filipetto</b> , Assistant Secretary, Department of Foreign Affairs & Trade, Australia <b>Frank Gannon</b> , Incoming Director General, Science Foundation Ireland <b>Dr. S. Sadagopan*</b> , Founder and Director, IIT-Bangalore
1725-1730	<b>Day One Closing: Bonifacio Belen*</b> , Chairman, Cebu ICT 2007
1830-2100	<b>Gala Welcome Dinner</b> <b>Welcoming Address: Governor Gwen Garcia*</b> , Governor, Province of Cebu

\*Confirmed

**Other Activities on Wednesday, June 27, 2007 & Thursday, June 28, 2007**

In addition to the three-day conference and exhibition, other activities include:

- Summit of Asian ICT Leaders
- Regional Meeting of Implementing Partners
- Asian ICT Quiz Show & Web Design Competition
- Business Plan Competition for ICT Entrepreneurs
- Job Fair for the ICT and IT-Enabled Services Industry