



## SHOW FACT SHEET

Name of the Show:	e-Services Global Sourcing Conference and Exhibition
Overview:	e-Services began as an ICT exhibition in 2001. It is the first and only IT and BPO Conference and Exhibition in the Philippines. Led by the Center for International Trade Expositions and Missions (CITEM), e-Services draws thousands of visitors each year. It brings to the forefront the country's promising ICT/BPO sectors: animation, software development, back office operations, contact centers, data transcription, health information management, games development, and engineering design services.
Dates:	9 and 10 February 2009
Frequency:	Annual
Size:	Close to 140 companies (exhibitors)
Exhibit Coverage:	<p><b>Animation</b> (2D, 3D, flash)</p> <p><b>Back Office Operations</b> (business data processing, database management, finance and accounting, insurance claims processing, supply chain management, marketing and sales, logistics management, human resource development)</p> <p><b>Contact Centers</b> (data warehousing, mobile solutions, sales force automation, voice processing, web-based customer care)</p> <p><b>Medical and Legal Transcription</b></p> <p><b>Software Development</b> (application services through the Internet, business application systems development, components development, computing environment, internet/intranet, software engineering and design, web development)</p> <p><b>IT Solutions Strategy and Project Management</b> (e-enablers or companies providing IT infrastructure, technology, and other support services to e-services firms; e-novation or schools/institutions with innovative IT projects; e-citizen or government agencies providing online, interactive, and transactional services to the public)</p> <p><b>Next Wave Cities</b> (investment-ready destinations for ICT/BPO)</p> <p><b>e-Services Awardees</b> (companies that received the ICT/BPO excellence award for the past year)</p>



## **CITEM holds 9<sup>th</sup> e-Services Global Sourcing Conference and Exhibition**

In its aim to create another successful milieu for the gathering of expert minds and industry movers in the fields of information and communications technology (ICT) and business process outsourcing (BPO), the Department of Trade and Industry (DTI) through the Center for International Trade Expositions and Missions (CITEM) is holding its 9<sup>th</sup> e-Services Global Sourcing Conference and Exhibition on February 9<sup>th</sup> and 10<sup>th</sup>, 2009 at the SMX Convention Center in Pasay City.



*One of the zones featured in e-Services 2008 is the Next Wave Cities featuring 15 investment-ready and competitive IT cities in the different regions of the Philippines.*

“The e-Services conference and exhibition aims to continuously give IT companies and professionals the opportunity to interact and share each other's expertise and knowledge for a better understanding of the business,” said Ma. Lourdes D. Mediran, officer-in-charge for CITEM.

Not only does it create good relationships between industry stakeholders but also build a strong partnership between the government and the private sector, and together develop the ICT and BPO industries.

David Barrett, chairman of the European Advisory Board of the International Association of Outsourcing said “the recent e-Services conference is a strong endorsement of that partnership between the Philippine government and the private sector.”

Attracting more than 200 exhibitors and 2,000 participants annually, the e-Services Conference and Exhibition for 2009 will again provide an ideal avenue for both ICT and BPO's global leaders and experts. It will set the stage for them to:

- converge and collaborate to tackle the emerging issues and trends in the global information technology (IT);

- connect with their counterparts in the field of IT and its related products and services; as well as
- create ideas and solutions to fill the ever changing need of the global IT industry.



*Many multinational companies such as Intel, SPI, Logica CMG, Mera Networks, Tholons and American Data Exchange, also joined the e-Services 08 exhibit.*

The e-Services is also a convergence and business destination of global firms like General Atlantic, Accenture, Google, Axa Art Insurance, Mera Networks, Tholons, Transcosmos, Camelot, ITC Networks, Ugam Solutions, Deutsche Knowledge Services, Reuters, Wipro, Eximsoft, TPI, National Outsourcing Association, UK, Oracle, Merittrac, American Data Exchange Corporation, Evalueserve, WNS, International Association of Outsourcing Professionals.

Executive Vice President Arijit Sengupta of the WNS Global Services, India said "e-Services is a

great forum where great minds collaboratively build the blueprint of the future and for companies across levels to come together and share their experiences and figure out ways which you can drive the next generation of outsourcing."

Through the e-Services, participants will learn about industry opportunities and draw from them sound strategies and practices for possible breakthroughs in the industry.

Exhibitors, meanwhile, will find their rightful place to showcase their competencies and potentials to buyers and decision makers from different parts of the world.

Furthermore, the e-Services event will not only provide industry players exclusive access to insights and prospects about the industries but will also continue to give recognition to excellent Filipino professionals whose ingenuity has produced creative, innovative and application-proficient IT products and services.

It will also put into the forefront the achievements of companies and individuals who have major contributions in developing the country's IT industry.

Since its inception in 2001, the e-Services Global Sourcing Conference and Exhibition has been a major driving force for the industry. The list of participating exhibitors and professionals has steadily increased through the years.

The event is an important platform for IT ideas and thought-sharing between specialists and key decision makers both locally and internationally.

In 2008, the highlights of the e-Services Global Sourcing Conference and Exhibition include presentations and panel discussions by industry experts in specific BPO areas such as engineering services, IT outsourcing, customer service, engineering services, and software development outsourcing.

Exhibitors who took part in the event were companies and major outsourcing players from different sectors such as back office operations, software development, animation, contact centers, data transcription, games development, engineering and design services, government and technology vendors, e-government, enablers, media and publications, and trade associations.

"One of the lessons to learn for my country is what's being done in this country, what I saw during this conference, and what I mean is this is about the collaboration of business and the government... and I think the Philippines can be an example not only to Russia but also to other countries," Dr. Alexis Sukharev, president of Russian firm Auriga and a participant in the e-Services 2008.

The exhibit held in 2007 in turn attracted more than 200 exhibitors while the business conference brought in 1,300 participants from here and other countries like Japan, Korea, Australia, the United States, the Netherlands, the United Kingdom, India, Singapore, Malaysia and Indonesia.

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## **Press Statement from Globe Business**

### **Globe Business supports e-Services 2009**

Globe Business, the corporate arm of Globe Telecom, one of the country's leading telecommunications firms, sponsors the e-Services 2009: Global Sourcing Conference and Exhibition in support of the government's continuing efforts in advancing the information technology (IT) and business process outsourcing industries (BPO) in the country.

Globe Business was also one of the sponsors during the e-Services conference and exhibition in 2008.

“Supporting the IT and O&O industry via e-Services 2009 is our way of recognizing and commending Filipino expertise in these fields. This is part of our commitment in providing more advanced multimedia technology and communication infrastructure between the Philippines and the rest of the world.” said Boboy Romero, Head of Enterprise Segments of Globe Business.

“we will also support the various initiatives that further widen the event's exposure and publicity.” said Mr. Romero, adding that Globe Business will also be showcasing their ISO-certified Globe Data Center which will be visited by foreign speakers and participants of the event.

Globe Business provides wireline and wireless services to large enterprises and wholesale customers backed up by its strong support organization and its own domestic and international backbone networks.

It offers end-to-end corporate data solutions inclusive of international and domestic data services, wholesale and corporate internet access services, data center services and segment specific solutions customized to the need of vertical industries.

“It is great to note that the private sector, through Globe Telecom, is actively involved in the e-Services for with their support we can fast track our advancement and improvement in the fields of information technology and outsourcing business,” expressed Ma. Lourdes D. Mediran, officer-in-charge for the Center for International Trade Expositions and Missions (CITEM), an

export promotions agency of the Department of Trade and Industry and the agency assigned to supervise the annual e-Services event.

Diju Raja, chairman of Eximsoft-United States and a delegate in the 8<sup>th</sup> e-Services conference, said, "Prospect is very good because the government and the industry has the determination. The e-Services is going to grow and this kind of conference brings focus on the country, which is already well-known in the map in offshoring."

The 9<sup>th</sup> e-Services Global Outsourcing Conference and Exhibition will be held on February 9-10, 2009 at the SMX Convention Center in Pasay City. It is where global thought leaders, decision makers and centers of excellence in the global ICT and business process outsourcing converge and collaborate with one another to discuss trends, issues, and emerging business models in the IT business.

It is also in this event that Filipino creativity as well as competent companies and individuals who have great contributions in the IT industry are recognized through the e-Services Awards.

The e-Services Global Outsourcing Conference and Exhibition, said Senior Undersecretary Thomas G. Aquino of the Department of Trade and Industry, "plays a key role as an annual meeting point for local and international companies and countries that are centers of excellence or best-of-breed players for specific BPO area. This is the event for benchmarking, networking, and learning about the latest business models in outsourcing." (end)



## **Press Statement from Bayan Telecommunications, Inc. (Bayan)**

In line with its thrust to let the Filipino voice be heard, Bayan Telecommunications is once again honored to be part of e-Services as we remain committed to supporting the development of the outsourcing industry as the country becomes even more competitive in the global marketplace. Bayan Business, our corporate solutions arm, is ready with tailor-fit expansion and advancement solutions for start-ups and major players as we realize the potential of outsourcing in the Philippines

Tunde Fafunwa  
Chief Executive Consultant  
Bayan Telecommunications, Inc. (Bayan)



## **PRESS INFORMATION**

### **Global CEOs highlight e-Services conference**

The 9<sup>th</sup> e-Services Global Sourcing Conference and Exhibition (9-10 February 2009) will feature global experts and thought leaders in ICT and BPO to discuss future trends and opportunities in the light of the present global economic picture. The business event is led by the Department of Trade and Industry (DTI) through the Center for International Trade Expositions and Missions (CITEM), Board of Investments (BOI), and the Foreign Trade Service Corps in a bid to boost ICT/BPO investments in the country.

Several confirmed speakers for the two-day conference are:

- Darrell Benvenuto, Co-founder of Collision Studios, a software development firm with cross-platform experience. He has published books, comics and produced 2D and 3D animation including pilot episodes of Nickelodeon's Dora the Explorer. He also worked with major motion pictures including films "300" (Warner Brothers) and "Jumper" (Fox). He recently spun a second firm called Digital Octane handling testing and games development in the Philippines.
- Philippe Erwin, CEO of Collision Studios. He was former manager of the video games services division at SDI Media, the world's leading provider of localization services to the entertainment industry with offices in 31 countries. Under his management, SDI acquired high profile clients such as Electronic Arts, Disney Interactive, Sega, and Nokia to name a few.
- Lauro Vives, Founding President and CEO and Chief Analyst of XMG.
- Judy Arteche-Carr is a strategic advisor to select global companies in management consulting and global sourcing. She is currently an adjunct professor at Fordham University teaching global IT.
- Jack Jones, Global Solutions Executive, JP Morgan Chase. His company has taken the Ideal Customer Experience across the globe with operations in 50 countries.
- Chris Avellone, Creative Director and Co-Founder of Obsidian Entertainment. He was responsible for building brand new RPG game studio and creating some of the award-winning RPG. He was lead designer for Star Wars: Knights of the Old Republic and Alpha Protocol.

For information, visit [www.e-servicesphils.com](http://www.e-servicesphils.com).

Speech of Senior Undersecretary Thomas G. Aquino  
**e-Services 2009 News Conference**  
**January 23, 2009, Board of Investments Penthouse, 11 am**

Good morning.

Welcome to the pre-event news conference for the 9<sup>th</sup> e-Services Global Sourcing Conference and Exhibition.

This news conference is important for a number of reasons.

For one, it is meant to be a venue for the government, our friends from the industry and our speakers for the forthcoming e-Services to provide you a preview of the future of ICT in the light of the current global economic conditions, re-cap some of the highlights and achievements the industry have had for the past year, and outline very briefly what you can expect at the ICT business event, the 9<sup>th</sup> e-Services Global Sourcing Conference and Exhibition that is happening on February 9 and 10.

We are all aware of the cautious optimism prevailing in business communities worldwide. There are companies shutting down operations for lack of business opportunities.

On the contrary, the Philippines is blessed to have built the right fundamentals to withstand the current economic challenges. And in all of these, Philippine ICT and BPO and the rest of the e-services sector have remained a key piece in strengthening our current position as a BPO destination and in securing more job opportunities for our countrymen.

It is quite heartening to note the news article recently where Bloomberg cited the Philippines (together with China) as the most resilient economies in Asia amid the global economic crisis.

These figures are not just marketing pitches. They tell us that we remain to be on the right path to bring Philippine ICT/BPO to new heights.

The country's BPO achievements last year should give us a good head-start to not just sustain our current position but also to catch up on the new

opportunities in the services sector, including BPO services for the supply chain industry as well as the creative e-services groups like games development.

This is also why we continue to put together the e-Services ICT business conference and exhibit next month. We want to make the Philippines an even more attractive investment and business location and make sure that our country remains top of mind of businessmen as an ICT/BPO powerhouse of the world. We have speakers and guests from international companies like IBM Global Services, European Software Institute, JP Morgan Chase, Ericsson as well as business delegations from Taiwan and Japan – all looking into the Philippines as BPO goldmine.

We are also working closely with the academe to identify points of collaboration to beef up our human capital for ICT and BPO work. We hope that more students will see ICT/BPO as an exciting and rewarding career.

Finally, I would like to say a few words to acknowledge the role of the private sector – the associations, telecommunications companies as well as our friends covering the ICT industry and business beat – in making ICT one of our country's top job generators and source of wealth. We hope that projects such as the e-Services ICT business event continue to provide us all a good platform to work together close to the ground. By listening and partnering with you, we have achieved much together.

On this note, thank you all for coming to the e-Services news conference and see you at the trade show next month.