



With the support of:



The 2011 Latin American Outsourcing Summit

May 26 - 27, 2011 - Cartagena, Colombia

Whether you think of Latin America as an outsourcing destination, as a market for your company's services, or as the region you call home, this is a must-attend global business gathering.

WWW.IAOP.ORG

WELCOME

The 2011 Latin American Outsourcing Summit, taking place May 26-27, 2011 in Cartagena, Colombia, is a first-of-its-kind global event bringing the thought leadership and global network of IAOP together with leaders from across the Latin American business community. The result is an exceptional opportunity for customers, providers and advisors to both understand and leverage the explosion of outsourcing across the region.

THE PROGRAM

Organizations such as Accenture; Bancolombia; Baker & McKenzie; Capgemini; CB Richard Ellis; Colliers International; Colombia's Ministry of Commerce, Industry and Tourism; Heineken; ITSq; Johnson & Johnson; Matryzel Consulting; Nearshore Americas; neoGroup; Morrison & Foerster; PwC; SABMiller; Softtek; Teleperformance; Zona Franca Bogota; and many others are already slated to participate. The newly elected **president of Colombia, Juan Manuel Santos, has committed the support of his office and, schedule permitting, expects to personally participate and address delegates.**

In addition to main session keynotes, three in-depth tracks allow delegates to build an event that fits their particular needs and interests.

- **Track One** features real-life outsourcing customer experiences, giving delegates the chance to learn first-hand from the experiences of customer organizations across the globe.
- **Track Two** focuses on how we benefit from outsourcing. Geared toward those individuals charged with making outsourcing work for their organizations, the track will delve into the challenges of doing multi-country outsourcing deals, opportunities in global outsourcing and developing globally-competitive talent.
- **Track Three** will explore the future of outsourcing in Latin America with sessions designed to dig deeper into the various countries, what's happening there today, and most importantly, what the experts expect to happen over the next 24 to 36 months.



For more information and to register, visit
WWW.IAOP.ORG

THE 2011 LATIN AMERICAN OUTSOURCING SUMMIT | AT-A-GLANCE

TUESDAY, MAY 24, 2011

8:00 AM – 5:00 PM **BUSINESS OPERATIONS TOUR TO MEDELLIN** *Sponsored by ACI of Medellin*

WEDNESDAY, MAY 25, 2011

9:00 AM – 1:00 PM **TOUR OF CARTAGENA** (optional)
9:00 AM – 6:00 PM **BUSINESS OPERATIONS TOUR TO BARRANQUILLA** *Sponsored by ProBarranquilla*
2:00 PM – 7:00 PM **EARLY REGISTRATION & COFFEE BAR**
5:00 PM – 6:00 PM **WINE TASTING** *Sponsored by ChileIT*
7:00 PM – 9:00 PM **WELCOME COCKTAIL RECEPTION**

THURSDAY, MAY 26, 2011

8:00 AM **REGISTRATION AND NETWORKING BREAKFAST**
Sponsored by Zona Franca Bogota

8:30 AM – 9:15 AM **INAUGURATION**



- Luis Carlos Villegas, President, ANDI
- President of Colombia, Juan Manuel Santos
- Maria Claudia Lacouture, President, ProExport
- Carlos Castro, Chairman, Chamber of BPO&IT, ANDI
- Santiago Pinzon Galan, Executive Director, Chamber of BPO&IT ANDI and Chair IAOP Latin America Advisory Board

Welcoming comments from IAOP's partners as well as special guest, President Santos, on the government's plan to support the industry.

For more information and to register, visit
WWW.IAOP.ORG

9:15 AM – 10:00 AM

THE STATE OF THE INDUSTRY

Michael F. Corbett, Chairman, IAOP



Building on the latest experiences and insights from The 2011 Outsourcing World Summit, Mike Corbett will address The 2011 IAOP Latin American Summit audience with a far-reaching discussion of the current state and future direction of the field. Outsourcing is on the verge of establishing itself as truly global industry, built upon comprehensive and cohesive standards, processes, and technologies. At the same time, powerful economic, political, and social forces are at work creating both unprecedented opportunities and risks for outsourcing professionals and for the companies they work for.

10:00 AM – 10:30 AM

REFRESHMENT BREAK

10:30 AM – 11:15 AM

NEARSHORE AND ITS RIGHTFUL PLACE IN GLOBAL SOURCING

Mauricio A. Velasquez, COP, Business Development Manager, Teleperformance Colombia



While the Asia Pacific region has greatly benefited from the rise of outsourcing, the brightest jewel now emerging is the Latin America region. Diverse skills, proximity to the USA and a fast-growing Latin America market make this an engaging and exciting market. So, we present to you an entertaining dialogue showing what has been done in Latin America in terms of ITO & BPO – Countries, Services and Future and what can be expected in terms of business opportunities, industries and opportunities! Mauricio will drive the audience through knowledge, insights, case studies and challenges that will lead to better understanding of why Latin America is emerging as a jewel into the Worldwide Outsourcing Arena.

11:15 AM – 12:00 PM

THE GLOBAL ECONOMY: FUTURE TRENDS IN OUTSOURCING



Moderator: Michael F. Corbett, Chairman, IAOP
Panelists: Ruben Gallego, Information Technology Sales Lead, Accenture Latin America; Javier Lomelin, Director General, Colliers International; Robert Gilmore, Managing Director, GCS Latin America Ops, CBRE; Carlos Arias Alfaro, Partner, Pwc (not pictured)

Join a lively and informative discussion by leaders of the industry about where outsourcing is headed and the challenges ahead. Ask your questions of the experts in the field.



12:00 PM – 1:30 PM

NETWORKING LUNCHEON *Sponsored by Carvajal Tecnologia y Servicios*

For more information and to register, visit
WWW.IAOP.ORG

THURSDAY, MAY 26, 2011 (cont.)

1:30 PM - 2:30 PM: CUSTOMER EXPERIENCES



BEST PRACTICES THAT EARNED BANCOLOMBIA IAOP'S GEO AWARD

Luisa Fernanda Toro
Head of Strategic Sourcing
Bancolombia

IAOP recognizes Bancolombia Group for its centralized outsourcing initiative process as a leading global practice. Recognizing the problems of having too many outsourcing providers and contracts, the bank decided to actively consolidate and redesign the outsourcing process. A central outsourcing strategy management group was created. A corporate-wide outsourcing methodology was established and has been successfully implemented across most of the banking operations. The result has been a consistent method for implementing, operating and evaluating outsourcing relationships, which is directly aligned with methods for managing and evaluating business processes.



**ITO/AM CONTRACTS FOR GLOBAL CUSTOMERS:
PRISA GROUP**

Vicente Huertas
Outsourcing Director - Software Labs International, Indra

Important international companies are seeking IT providers with strong presence along their geographical areas. The objective is to homogenize IT governance model through big deals with economy of scale in several countries, outsourcing maintenance and application development, or even outsourcing infrastructure management to achieve efficiency and productivity. IT management is unified under a global model. This session will review the PRISA Group Case.



OUTSOURCING IN LATIN AMERICA: A CUSTOMER PERSPECTIVE

Julia V. Santos, COP
Head of Worldwide Sourcing, Johnson & Johnson Group of
Consumer Companies

The Latin America outsourcing market is growing steadily and predictions are that significant growth is highly probable. The region has raised the bar and is aiming high but does it have what it takes to attract new outsourcing business and ease the day to day operations of companies already established in the region? Understand the many reasons why outsourcing to Latin America is an attractive business strategy for Johnson & Johnson. What are some of the decision making criteria in determining location and partner selection and how important is global talent when added to the mix?

Speakers, sessions and other program details subject to change.

**For more information and to register, visit
WWW.IAOP.ORG**

2:30 PM - 3:30 PM: HOW WE BENEFIT FROM OUTSOURCING



IMPROVING OUTSOURCING OUTCOMES GLOBALLY: AN IAOP OVERVIEW

Michael F. Corbett, Chairman, IAOP
Debi Hamill, Senior Managing Director, IAOP

Learn how IAOP is helping companies improve outsourcing outcomes by tapping the collective knowledge and insights of its practitioners. IAOP has adopted a global leadership structure and has tailored a wide array of services to fit each organization's individual needs. Debi and Michael will discuss the various programs and certifications available.



DOING MULTI-COUNTRY OUTSOURCING DEALS IN LATIN AMERICA TODAY: CHALLENGES AND OPPORTUNITIES

Moderator: Michael Mensik, COP, Partner, Baker & McKenzie
Panelists: Guillermo Cervio, Partner, Baker & McKenzie, Buenos Aires, Argentina
M. Cristina Cortez, Partner, Baker & McKenzie, Sao Paulo, Brazil
Sergio Legorreta-Gonzalez, Partner, Baker & McKenzie, Mexico City, Mexico

Many enterprises today operate across various countries in Latin America and when they outsource any of many non-core services to a third party provider, they expect to be able to structure and implement such relationships in a manner similar to what was used to structure and implement the relationships in other regions of the world, such as Europe or Asia. But structuring and implementing such multi-country relationships in Latin America presents numerous tax and legal challenges that can be traps for the unwary. This interactive session will take a case study and explore key traps and offer practical guidance to avoiding the pitfalls and maximizing the opportunities.



DEVELOPING GLOBALLY-COMPETITIVE TALENT IN THE IT SERVICES INDUSTRY IN LATIN AMERICA

Luis Revilla, Global VP of Human Capital, Softtek

In an economy where services make up more than 60% of worldwide GDP—one in which culture and knowledge management practices separate winners from losers—talent strategy becomes the make-or-buy practice to thrive and lead. Survival depends on the ability of corporations to create a compelling value proposition to employees. In this session, Luis Revilla, Global VP of Human Capital for Softtek, lays out the basic building blocks to strategically attract, develop and engage the right talent in the IT services industry.

3:30 PM - 4:00 PM REFRESHMENT BREAK

For more information and to register, visit
WWW.IAOP.ORG

4:00 PM - 5:00 PM: THE FUTURE OF OUTSOURCING IN LATAM AND THE WORLD



ESCM-SP SOURCING BEST PRACTICES: BENEFITS FOR PROVIDERS AND THEIR CLIENTS

Jane Siegel, Ph.D., Director, ITSqc
Victor Munoz, Global Business Director, Carvajal Services & Technology
Jorge Osinski, PMP, Manager, New Business Acquisitions, IBM, Argentina

The eSourcing Capability Model for Service Providers (eSCM-SP) helps sourcing organizations manage and improve their capabilities across the entire sourcing lifecycle. Service providers use the eSCM-SP to evaluate and enhance their capabilities and to become eSCM-SP certified. Senior managers from two major Latin American provider organizations will describe their eSCM-SP adoption efforts and the significant benefits they are realizing from applying eSCM-SP to their businesses.



OUTSOURCING GOVERNANCE: CASE STUDIES ON HOW COMPANIES CORRECTED COMMON MISTAKES TO ACHIEVE SUCCESS

Pablo Velasco, Director, TPI
Cynthia Batty, Director, Sourcing Management & Governance, TPI

During the past ten years, awareness of the need for service provider governance has been growing among Latin American firms – sometimes as a result of painful and expensive lessons learned. In this session TPI subject matter experts Pablo Velasco and Cynthia Batty will explore case studies of real company experiences with governance, showing what they have done right, what they have done wrong, and what previous assumptions they have needed to eventually reconsider to reach a more mature state of governance. Pablo and Cynthia will also touch on perceptions of policy and procedures manuals, standing governance meetings, and appropriate team member selection and training, plus clarify the management steps and attitudes that will ensure success for your organization.

Sponsored by



RIGHTSOURCING: MAKING OUTSOURCING DELIVER RESULTS

Mimi Gourley, Vice President of Vendor Optimization, AT&T
John Abou, Telecom Vertical Head, Sutherland Global Services

This session will include an overview of AT&T's outsourcing history and current footprint; 10 steps to developing an effective outsourcing strategy; Outsourcing – the do's and don'ts; Latin America – AT&T's experience; The AT&T – Sutherland Partnership.

7:30 PM - 12:00 AM COCKTAIL RECEPTION, *Sponsored by Teleperformance Corporation*

For more information and to register, visit
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FRIDAY, MAY 27, 2011



8:00 AM - 9:00 AM: LEVERAGING INTERNATIONAL BEST PRACTICES
Jitendra Puri, Vice President, Colombia Stock Exchange

Through the technology lens mainly, Jitendra will share his experiences in leveraging international best practices in capital market technologies to integrate equity capital markets of Peru, Chile and Colombia. This will include how main challenges were addressed and the key lessons learned during the journey.

9:00 AM - 10:00 AM: CUSTOMER EXPERIENCES



OUTSOURCING IN LATIN AMERICA: A CUSTOMER PERSPECTIVE

Diego Tovar, Regional
Operations and Services Lead, SABMiller

The sourcing strategy is a key component of a transformation program for a global company. This session will explore with a practical approach the primary causes of sourcing failures, the critical issues for sourcing in a complex environment and how to align the sourcing strategy with the business challenges in a case of business expansion and changing business strategy.



INFOSYS: CUSTOMER CASE STUDY

A customer of one of the IT industry's leading service providers will present a case study featuring best practices, and insights into their successful partnership.



GLOBAL SOURCING OF TESTING SERVICES: A CUSTOMER CASE STUDY WITH HEINEKEN

Cicero Willis, CIO, Cerveceria Cuauhtemoc Moctezuma, Heineken
Sergio R. Ibarra, QA & Testing Manager, Cuautemoc Moctezuma, Heineken (not pictured)
Hector Arteaga, Solution Innovations Manager, Hexaware Technologies
Javier L. Acosta, Vice President Global Operations, Hexaware Technologies (not pictured)

Outsourcing no longer means handing over the keys. Strategic Sourcing replaces outsourcing. It is an evolving process of identifying strengths and opportunity areas in terms of processes, services and leveraging culture, locations and propitiating a beneficial situation for both parties. This presentation will highlight the new trends in sourcing testing services, walk through various sourcing scenarios, highlight parameters to select a service provider and dive deep into steps and consulting techniques to create a rightsourcing strategy.

**For more information and to register, visit
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10:00 AM - 11:00 AM: HOW WE BENEFIT FROM OUTSOURCING



OUTSOURCING AS A TOOL FOR REGIONAL TRANSFORMATION

Eliacim Manriquez, Dept. of Planning and IT Governance, Telefonica Chile (not pictured)
Mariano Lavecchia, Sr. Executive in Communications & High Tech Industry, Accenture

Telefónica's experience transforming IT, leveraging the successful implementation of a regional outsourcing model outsourcing.



FREE TRADE REGIME AS A BUSINESS TOOL

Juan Pablo Rivera,
President, Zona Franca Bogota

Colombia has identified the BPO industry as one of the sectors for promoting the productive transformation of the Country. The Free Trade Zones Regime in Colombia is an efficient tax, foreign exchange and customs support tool for promoting and attracting new domestic and foreign investments. In the long run, these norms have structural objectives such as encouraging employment, incorporating modern, clean and high-value technologies to increase the productivity of the industry, as well as to promote the creation of "clusters" in order to develop the competitiveness of different sectors, particularly those identified as world-class sectors. The creation and development of new BPO companies under the Free Trade Zone Regime enables a 6% reduction in costs and a tax decrease such as a 56% reduction in income taxes, which facilitate the acquisition of new capital goods at lower costs and in turn encourage the use of state-of-the-art equipment for all production processes of the real sector, thus providing one of the best opportunities for Colombia's integration into the global market.



THE BENEFITS OUTSOURCING BRINGS TO THE NEARSHORE, AND THE CHALLENGES OF SUSTAINABILITY

Steve Rudderham, VP – Global Transition and Delivery Excellence Leader,
Capgemini

The recent acceleration of outsourcing to the nearshore community has brought tremendous benefits for country, the people and the industry. What can we do now as a community to continue driving these benefits whilst also providing sustainability to this model.

11:00 AM - 11:30 AM REFRESHMENT BREAK

**For more information and to register, visit
WWW.IAOP.ORG**

11:30 AM - 12:30 PM: THE FUTURE OF OUTSOURCING IN LATAM AND THE WORLD



WHOSE VALUE ARE WE EMPHASIZING? THE TRYST WITH EMERGING LATAM MARKETS, GOVERNMENT EFFORT & COMPETITIVE POSITIONING

Bobby Varanasi, COP, CEO, Matryzel Consulting

With over 25 emerging nations globally, and 7 nations regionally competing for a piece of the global sourcing pie, the choices have not only grown multi-fold, but have become more complex. Location assessments [top-down or bottom-up] have added an additional layer of ambiguity and contributed to a one-sided conversation, adversely impacting the ability to decide wisely. Growing economies in the LATAM region are pursuing various strategies to leverage the opportunity. However not much emphasis has been placed by the marketplace at large in distilling "reality" from "expectations." Sustainable value creation seems to have taken a backseat. The session will emphasize on the LATAM region's endeavors, their impacts, and exposures created, while also prescribing solutions on the way forward so as to retain relevance and client mind-share.



KEY FACTORS IN THE REGION'S IT OUTSOURCING REVOLUTION

Leonardo Covalschi
CEO, Synapsis

During the last 25 years, the region of Latin America has undergone a radical change in its offering to the world. It has evolved from an agricultural and prime materials-based economy to offering a much larger gamut, including added value such as global services. Within 20 years, there has been a 180° change within the region's countries, and governments and companies from the private sector have been motivated to take advantage of the offering of services. The outsourcing sector, in the case of technology, is also aware of these tendencies, and its continual evolution in the region is constantly driving the companies to reinvent themselves. The future of IT outsourcing is based on innovation, in constantly reinventing ourselves, believing in our human resources, and competing wholeheartedly. After all, in the large multinational companies we can find our very own friends, Latin American professionals.



CLOUD COMPUTING

Lalo Steinman, Director of New Technologies – Latin America,
Microsoft

Cloud computing represents an important change in the way people are using technology. The goal of this presentation is to give an in-depth view of those trends. They are motivating and creating a new era of computing processing. This new technology landscape presents a set of opportunities and challenges to all organizations. In game changing times it is important to try to identify the forces that can affect industries. Microsoft, as a player in the information technologies industry, is no stranger to this change, but it is an actor on it. Lalo Steinman will present the strategies of the organization for this scenario.

For more information and to register, visit
WWW.IAOP.ORG

FRIDAY, MAY 27, 2011 (cont.)

12:30 PM - 2:00 PM **IAOP AWARDS LUNCHEON**

2:00 PM – 3:00 PM

IT'S ALL ABOUT CHOICES: THE TRUTH BEHIND SOUTH AMERICA'S NEW COMPETITIVENESS

Stephen Johnson, Americas Program Director, CSIS



A scant 30 years ago, South America was largely a region of closed markets and insular, manipulated political systems. Few investors thought it was a good risk. Today, the region's openness and growing competitiveness has helped it triumph over the great recession of 2009, in remarkable contrast to North American and European countries whose policies caused them to slide backwards. What caused South American countries to become more connected to global markets than ever before? Why are foreign investment flows at peak levels? Why have several of the region's countries assumed leadership roles in the global arena in political, financial, and security matters? On the other hand, South America's success story could easily be reversed. It is still difficult to start a business in some states, and, in a very few cases, a regression to old authoritarian models threatens political and economic instability. Yet, South America seems to be taking on the world in productivity, innovation, and, most important of all, ideas.

3:00 PM – 3:30 PM **REFRESHMENT BREAK**

3:30 PM – 4:30 PM

THE FUTURE OF OUTSOURCING IN LATIN AMERICA: A ROUNDTABLE DISCUSSION



Moderator: Kirk Laughlin, Director, Nearshore Americas

Panelists:

- Atul Vashistha, COP, Chairman, NeoGroup
- Santiago Pinzon Galan, Executive Director, Chamber of BPO&IT, ANDI
- Fabrizio Operti, Senior Official, Interamerican Development Bank (IDB)
- Jane Siegel, Ph.D., Co-director CSMIC & Senior Scientist, Carnegie Mellon
- Eugene M. Kublanov, Director, KPMG LLP

The panel will analyze regional trends, strenghts and challanges.

4:30 PM

FINAL REMARKS

- Sergio Diazgranados Guida, Ministry of Trade, Industry and Tourism
- Diego Molano, Ministry of Information Technology and Telecommunications



The ministers will cover how the public-private partnership is helping develop the outsourcing industry.

SPONSORS & EXHIBITORS



To learn more about sponsor/exhibitor opportunities, please contact Renee Preston at +1.845.452.0600 ext. 109 or via email at renee.preston@iaop.org.



For more information and to register, visit
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TUESDAY MAY 24, 2011



OPTIONAL CITY TOUR - MEDELLIN*

MEDELLIN: A melting pot for innovation and progressive business activity

The Latin American Outsourcing Summit 2011 and the city of Medellín through its Agency for Cooperation and Investment (ACI) offers you the chance to discover what makes this place one of the most important business centers in Latin America.

8:00 a.m.: Why Medellín?

Meeting with ACI to approach Medellín from a business perspective: economic figures, industries, infrastructure, universities, human talent, business opportunities, among others.

10:00 a.m.: Infrastructure

Visit to UNE, a milestone and key player of the Colombian Telco business currently based in Medellín.

12:00 p.m.: Enjoy the city

Enjoy the flavors of Medellín. Lunch at the Botanical Garden, invited by ACI.

2:00 p.m.: Human Talent

Visit an important campus to gain a closer view of the education system and human talent available in the city.

4:00 p.m.: Talk to your peers

Visit a large multinational operation center in the BPO sector.

Note: The order of the agenda may change depending on the host companies' availability.

*ACI will cover ground transportation from/to the Airport of Medellín as well as one hotel night for one delegate per company, if needed. Ground transportation will be provided by ACI. Flights to/from Medellín should be purchased by each company. Due to limited resources, a maximum of 4 companies will be accepted upon previous selection made by ACI. For more information and details please contact: Carlos Jaramillo - cjaramillo@acimedellin.org.

WEDNESDAY, MAY 25, 2011



OPTIONAL CITY TOUR - BARRANQUILLA*

10:00 a.m.: Departure to Barranquilla

ProBarranquilla, Investment Promotion Agency of Barranquilla and the State of Atlántico, has organized an agenda in Barranquilla for the attendees of the IAOP LATAM Summit.

11:30 a.m.: Visit to Bilateral

Colombian call center, one of the two largest bilingual BPO operations in the country. Bilateral is exporting 100% of its services to the US market. Bilateral's main clients served from Barranquilla are Tracfone and Net10, wireless mobile companies from the US.

12:30 p.m.: Lunch at La Cueva Restaurant

National and cultural heritage that was home to the so-called "Grupo de Barranquilla" comprised of the famous writers Gabriel García Márquez, Álvaro Cepeda Samudio and Alfonso Fuenmayor, amongst other artists. A presentation about the BPO sector in Barranquilla will take place here.

2:30 p.m.: Visit to Sutherland Global Services

Indian call center installed in Barranquilla since November 2010. Sutherland's clients are from various industry verticals including retail, insurance, mortgage, banking, healthcare, telecommunications and technology. Some of them are: AT&T, Xerox, Amazon, HP, Dell, Intuit, and Gateway.

4:00 p.m.: Visit to the Caribbean Cultural Park

First regional museum of Colombia. Cultural park dedicated to promote the natural, cultural and historical heritage of the Colombian Caribbean. The park has the Caribbean Museum, the Gabriel García Márquez room, amongst others.

5:30 p.m.: Departure to Cartagena

The IAOP LATAM Summit attendees will return to Cartagena in order to start the next day with the official agenda of the event.

*ProBarranquilla will be in charge of the transportation, lunch and all the logistics in Barranquilla. For more information and to sign up, email info@probarranquilla.org.

For more information and to register, visit
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