

2012 Latin America

OUTSOURCING SUMMIT

October 1-2, 2012 • Hotel Unique • São Paulo, Brazil

Outsourcing in Latin America: Trends, Challenges and Opportunities

IAOP's second annual Latin America Outsourcing Summit, taking place October 1-2 at Hotel Unique in Sao Paulo, Brazil, brings together IAOP's global community and leaders from across the Latin American business community to examine and leverage the growth taking place across the region.

As companies are increasingly looking to use outsourcing more strategically as a tool to yield significant cost savings, improve efficiency and drive growth, the Summit will focus on the trends, challenges and opportunities in the region, including the findings from IAOP's extensive research on the state of the Latin American outsourcing industry.

The Summit is being produced by IAOP and BRASSCOM with the support of Fortune magazine and will feature keynote sessions, educational breakouts, networking and more.

For information on speaking, registering or sponsoring, visit www.IAOP.org or email info@iaop.org.

October 1	
12:00 pm - 1:00pm	Registration
1:00 pm	Day One Chair: Atul Vashistha, COP, CEO, Neo Group
1:00 pm - 1:15 pm	<p>The 2012 Latin America Outsourcing Summit Welcome & Opening Remarks <i>Debi Hamill, CEO, IAOP, Antonio Gil, President, Brasscom and Michael Corbett, Chairman, IAOP</i> Join the leadership of IAOP and Brasscom as they kick-off the second annual Latin America Outsourcing Summit, welcome delegates and speakers and discuss key goals of the Summit's two-day agenda.</p>
1:15 pm - 1:45 pm	<p>Perspectives of the Brazilian Market <i>Antonio Gil, President, Brasscom</i> A strong domestic market makes Brazil a unique place to do business in the current global economy. Join Mr. Gil as he discusses the country's strategies for keeping external demand strong and encouraging more competition from foreign players on their own home turf.</p>
1:45 pm - 2:45 pm	<p>Driving Long-Term, Differentiated Value from a BPO Relationship <i>Jean-Pierre Bokobza is Managing Director for Accenture's Europe, Africa and Latin America (EALA) Business Process Outsourcing (BPO) practice; Gaspar Carreira Jr., Finance Service Director, Oligo</i> BPO today is about much more than just operating cost reduction – it's about delivering strategic business impact. The Everest Group and The Outsourcing Unit at the London School of Economics recently conducted a major research study sponsored by Accenture to identify specific business outcomes, behaviors and practices that maximize value from BPO engagements. Learn the results of the research and understand the drivers and enablers of High Performance BPO.</p>
2:45 pm - 3:15 pm	Refreshment Break
3:15 pm - 4:00 pm	Educational Track Sessions – Round 1
Meeting Room: Sumatra	Meeting Room: Bora Bora
Latest Trends, Challenges and Opportunities	Where are we Headed?
<p>Innovation Outsourcing in Latin America <i>Vinny Caraballo, President, Global Targeting and Greg McLaughlin, Senior Vice President of Research and Development, Global Targeting</i> This session will focus on how innovation is an endeavor that begins with the individual, and can only be successful when it is planned for appropriately and made predictable in an outsourcing environment.</p>	<p>LATAM SSC Location Analysis: Considerations and Case Study <i>Fabiano Lopes and Anshul Varma, Directors, KPMG</i> This session focuses on the challenges that C-suite and SSC leadership face regarding the successful execution of a location analysis exercise, overall SSC location assessment methodology and key location drivers for LATAM. Key metrics to be considered for each driver, overall LATAM tax environment and tax implications on location assessment will be discussed.</p>
4:00 pm - 4:45 pm	Educational Track Sessions – Round 2
Meeting Room: Sumatra	Meeting Room: Bora Bora
Latest Trends, Challenges and Opportunities	Where are we Headed?
<p>Reducing the Impact of Manpower Shortage in IT <i>Felipe Coelho, Manager, HDI Brasil</i> This session focuses on helping managers in all areas work to lessen the impact of lack of manpower in IT, with a focus on key variables such as recruitment and hiring; training and capacity building; career plan; plan gratification; recognition; motivation; coaching and retaining talent. Speakers will cover best practices and provide a clear set of takeaways.</p>	<p>Mitigating Risk: Outsourcing Best Practices by Multinationals <i>Maria Cristina Cortéz, Partner, Trench, Rossi e Watanabe Advogados; Guillermo Cervio, Carolina Pardo, Carlos Vela, and Diego Ferrada, Partners, Baker & McKenzie</i> The session focuses on providing feedback on matters of importance when dealing with Multi-Country Outsourcing deals in LatAm. In most cases the approach adopted by the different countries in the region is not the same. It is then important to take into account pros and cons of each jurisdiction. The following matters have been identified as relevant for that purpose: core activity; employment; tax; local incentives; dispute resolution; IP; 3rd party licenses; litigation carve-outs; foreign exchange; pricing; inflation and data protection.</p>
4:45 pm - 5:30 pm	<p>Maximizing Sourcing Value Through Supply Intelligence <i>Atul Vashistha, COP, CEO, Neo Group</i> As clients expand operations and leverage outsourcing globally, the risks have risen and often returns are lower. How can one use supply intelligence to increase the value derived from their captive and outsourced operations? This session will cover a supply intelligence, monitoring and management approach that suppliers and buyers can use to increase ROI from sourced and captive operations.</p>
5:30 pm - 7:00 pm	Opening Night Welcome Reception <i>Sponsored by Accenture</i>

8:30 am - 9:00 am	Registration & Coffee	
9:00 am	Day Two Chair: Sergio Pessoa, Director, Brasscom	
9:00 am - 9:45 am	<p>Outsourcing Trends in Latin America: Results of IAOP's 2012 Member Survey Moderated by: Kirk Laughlin, Founder, Nearshore Americas Panelists: Members of IAOP's Latin America Regional Advisory Board – Atul Vashistha, COP, CEO Neo Group; Steve Rudderham, Vice President, Capgemini; Sergio Pessoa, Director, Brasscom, Santiago Pinzon, Executive Director, BPO Chamber, ANDI; Zachary Misko, Vice President, Kelly OCG; Yeda Swirski de Souza, Associate Dean, Graduate School of Business, Unisinos</p> <p>Please join members of IAOP's Latin America Regional Advisory Board for a roundtable discussion on the results of IAOP's current survey on the state of outsourcing in Latin America.</p>	
9:45 am - 10:30 am	<p>BPO Journey at Ambev's Business Service Center <i>Max Carneiro, Head – BPO LATAM, Wipro and Rodrigo Abib Arantes, Gerente de Processos de Gestão do CSC, AmBev</i></p> <p>This session will address the scope of Ambev's BPO project, the results delivered and contract governance model used as well as tackle the lessons learned.</p>	
10:30 am - 11:00 am	Refreshment Break Hosted by BRQ	
11:00am - 11:45 am	<p>Innovation and Latin America: A Panel Discussion Moderated by: Felix Massun, Vice President ,Capgemini Panelists: Adriano Oliveira, Head of the Johnson & Johnson Global Services Center in Brazil; Michael Czellnik, Regional Operations Manager – Latin America, Nokia Siemens Network; Vinny Caraballo, CEO, Global Targeting; and Mauricio Rocha Silva Lemos, Governance Outsourcing Director, Algar</p> <p>Please join our panel of experts for a roundtable discussion on innovation, research & development and the tax benefits available to corporations in Brazil that promote innovation.</p>	
11:45 am - 12:30 pm	<p>Compete or Collaborate? How Latin American Destinations can Gain Market Share <i>Moderated by: Anupam Govil, President, Avasant. Panelists include representatives from Brazil, Colombia, Guatemala, Peru and Trinidad</i></p> <p>Nearshoring is here to stay and the Americas region is brimming with cost competitive and competent destinations, each vying to be the next big thing. But can these contenders co-exist as competitors or should they collaborate to match the more mature offshore destinations? This panel of experts from the region will discuss how various countries can develop policies, raise skills levels and enhance market perception. The panel will address the key challenges facing Latin American service providers and offer strategies to compete against global outsourcing firms.</p>	
12:30 pm - 2:00 pm	<p>IAOP Hall of Fame Awards Luncheon – Hosted by Kelly OCG - Induction of Marco Stefanini, President and Chief Executive Officer, Stefanini Consultoria e Assessoria em Informática S/A</p>	
2:00 pm - 2:45pm	Educational Track Sessions – Round 3	
Meeting Room: Sumatra		Meeting Room: Bora Bora
Latest Trends, Challenges and Opportunities		The Customer Perspective
	<p>Modeling Outsourcing Businesses with Convergence in Mind: Vested vs. Traditional <i>Bobby Varanasi, COP, CEO, Matryzel Consulting</i></p> <p>This session delves into a host of business models where on the one end distinctions between ITO, BPO and KPO are dying and on the other end, entrenchment with businesses and risk-sharing are growing. Learn how to best leverage technologies to offer services oriented at the business layer, with the linchpin being engagement and delivery models, so that the vendor community is able to share in both risks and rewards for its clients.</p>	<p>Creating a New Environment – The Bancolombia Outsourcing Business Case <i>Luisa F. Toro Castro, Manager, Outsourcing Strategy, Bancolombia</i></p> <p>The session provides a chronologic evolution on the Outsourcing Corporative Strategy of Bancolombia that shows the most relevant facts and experiences when the group has taken significant advantages of the methodology for our employees and for the complete community, including our clients. For Bancolombia, outsourcing plays an important role: It is a contract of people for the people, and is well lined with our corporative slogan strategy “we are giving our souls-”, a metaphor that wants to say that we are doing our best _to improve everything.</p>
2:45 pm - 3:30 pm	<p>The Future of Outsourcing in Latin America: A Roundtable Discussion Moderated by: Sergio Pessoa, Director, Brasscom Panelists: Cesar Gon, Ci&T; Alexandre C. Perez, BRQ IT Services; Luiz Henrique de Oliveira, Toutatis, Inc; Dominic Asta, Kelly OCG; Joe Gudino, Matkey Softtek</p> <p>Latin American outsourcing service providers share their best practices and forecasts for the future of the industry.</p>	
3:30 pm - 4:00 pm	Refreshment Break Hosted by BRQ	
4:00 pm - 5:00 pm	<p>Perspectives from the C-Suite Moderated by: Brian O'Keefe, Assistant. Managing Editor, Fortune Magazine Panelists: Vishal Ahluwalia, Executive Director, UBS Wealth Management Americas; Fernando Birman, CIO, Rhodia, Marco Stefanini, CEO, Stefanini; Michael Corbett, Chairman, IAOP</p> <p>This panel examines high-level outsourcing issues from multiple perspectives, including key topics in strategy, global business and operations, and more. They will also address how to balance competing tensions and stakeholder concerns, while driving organizational capability to enhance competitive advantage.</p>	
5:00 pm	<p>Thank You and Closing Comments <i>Sergio Pessoa, Director, Brasscom and Debi Hamill, CEO, IAOP</i></p>	
6:00 pm	Farewell Cocktails	

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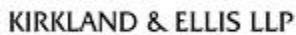
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Outsourcing has fast become a strategic tool and preferred business model that has a powerful impact on a company's growth and financial stability. Kirkland lawyers have experience in IT outsourcing matters that predates the use of the term "outsourcing" (i.e., facilities management), handling some of the largest, most comprehensive outsourcing transactions in history. Kirkland's experience covers not only IT outsourcing but also business process outsourcing. Kirkland lawyers have represented both service providers and customers in manufacturing, service, financial and other businesses that seek to outsource critical functions.



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