

FINAL – FOR IMMEDIATE RELEASE

World BPO/ITO Summit 2010 Established as the Premier Knowledge Sharing Conference for Strategic Sourcing and Off-shoring

New York, NY- August 12, 2010 - The World BPO/ITO Forum just concluded its third annual Summit in New York July 28th-29th. With over 250 'C' level executives in attendance and 6 of the world's top 10 service providers as keynote speakers (IBM, Accenture, TCS, Wipro, HCL & CGI), this conference has now established itself as the premier thought leadership forum for Information Technology Outsourcing (ITO) and Business Process Outsourcing (BPO). Strategic sourcing has become an integral part of all company's core business agenda, and the World BPO/ITO Forum has emerged as the leading destination to learn and share best practices with the best in the world.

This year's Summit was tailored towards CIOs, CFOs, COOs and senior sourcing executives representing Fortune 500 companies across a wide range of industries: FINANCIAL SERVICES (Ameriprise Financial; Deutsche Bank; Citigroup); MEDIA (Forbes; McGraw-Hill; Viacom); INSURANCE (Chartis; Guardian Life; ACE Insurance); ENERGY (Talisman; Sunoco); ACADEMIA (Columbia University; Carnegie Mellon University)..

At last year's World BPO/ITO Summit, it was quite clear that part of the 'new normal' would lie in transformational outsourcing and the exploitation of synergies between ITO and BPO.

"The former is no longer just a cost play, and the latter cannot simply layer on top of existing IT systems," explained Mr. Jim Noble, chairman, World BPO/ITO Forum. "Taken together there is an opportunity for transformational change."

This year's conference theme was therefore the essential integration of ITO and BPO.

The Summit was attended by current leading offshore country delegations from India, the Philippines and China, as well as delegates from 'near-shoring' destinations such as Brazil, Canada and Uruguay. Also attending were delegations from emerging 'offshore destinations' such as Hungary, Poland, Scotland and Northern Ireland.

"Our delegate list is a clear indication that 'global delivery centers' are rapidly becoming the norm," stated Mr. Kartik Kilachand, CEO and co-founder, World BPO Forum, Inc.

American jobs going overseas is an emotive subject, but based on the views of speakers at the conference, there is widespread accord that the resulting efficiency improvements will allow better use of skilled U.S. professionals to gain productivity and spearhead innovation – thereby maintaining America's position as the undisputed leader in the post-industrial world.

"The World BPO/ITO Forum has become the leading venue for C Level executives to share best practices and lessons learned," stated Emmet B. Keefe III, CEO and co-founder of iRise, one of the event's sponsors. "When leveraged correctly from a people, process and

technology point of view, global sourcing can be a powerful way to both cut cost and accelerate delivery of new revenue generating innovation for U.S. companies.”

“With a strong roster of speakers, practitioners & service providers participating in World BPO/ITO Summit 2010, I believe we are well on our way to our goal of becoming ‘The Davos’ for strategic sourcing,” continued Mr. Kilachand.

For more information, visit www.worldbpoforum.com.

About The World BPO/ITO Forum, Inc.

The World BPO Forum Summit is in its third year, and getting close to its aspirations to become ‘The Davos’ of BPO/ITO. The unique value proposition is that it offers a "one stop shop" for mid-cap executives (CIOs, CFOs, COOs) to hear about best practices from speakers who have done this well, and to meet with representatives from service providers from many (low cost) countries. The latter is achieved by our "Country Pavilion" where there is strong representation from India, the Philippines, Brazil, Poland; etc. Whereas the decision-makers in large-cap companies can afford to travel the world in search of the right business partners in these low-cost countries, we are trying to reverse that model for the mid-cap companies and bring the service providers to them. The conference is also strongly supported by the Society for Information Management, which is the professional association for over 4,000 CIOs and the IBM Center for CIO Leadership (2,200 members).

Media Contact:

Kartik Kilachand
President
T: 917.470.9022
kartik@worldbpoforum.com