

STATE OF THE BPO INDUSTRY

JUNE 16, 2009 FROM 7:00 A.M. TO 10:00 A.M. • THE TOWER CLUB, 32/F PHILAMLIFE BUILDING, PASEO DE ROXAS, MAKATI

SPONSORSHIP PROPOSAL FOR BPA/P AND O2P SENIOR EXECUTIVE BREAKFAST BRIEFING

The Business Processing Association of the Philippines (BPA/P) and Outsource2Philippines (O2P), in cooperation with TeamAsia, are organizing another exclusive senior executive breakfast briefing entitled *State of the BPO Industry—Mid-year Report*. The briefing will take place June 16, 2009 from 7:00 a.m. to 10:00 a.m. at the Tower Club, 32/F Philamlife Building, Paseo de Roxas, Makati.

Expanding demand for outsourced services in general and the profound impact of the global economic crisis have generated exciting opportunities and significant challenges for the Philippine business process outsourcing (BPO) industry. Companies of all sizes are searching for ever more cost-efficient alternatives for delivery of a continually expanding range of increasingly complex processes. As a result, growth projections for the industry remain strongly positive.

The potential global IT-BPO market is estimated to be worth \$450 billion. By 2010, the penetrated global IT-BPO market is expected to be \$130 billion. The Philippine BPO industry aims to capture 10% of the penetrated global IT-BPO market by 2010 and is expected to grow by 20-30% this year.

The *State of the BPO Industry* will examine Philippine BPO mid-year to determine how well the industry is responding to these opportunities and threats. It will feature an in-depth examination of the results of the latest BPA/P/O2P industry survey. Analysts and key industry players will discuss their outlook for the industry in the context of developments so far this year as well as new, emerging trends

A limited number of sponsorship opportunities are available to partners who understand the significant benefits of participation in BPA/P-O2P's well-attended briefings, including access to top industry executives. A representative of TeamAsia will be in touch shortly to confirm your sponsorship. In the meantime, for questions please call Rona Castillo at Mobile +63 917 881 3706; Tel +63 2 757-3500 Ext. 311; or, e-mail her at rccastillo@teamasia.com.

Sincerely yours,



Oscar Sañez
Chief Executive Officer
Business Processing Association of the Philippines (BPA/P)

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Provisional Agenda

7:00 – 8:00	Registration and Breakfast
8:00 – 8:05	Welcome Remarks: Mr. Oscar Sañez , CEO, Business Processing Association of the Philippines (BPA/P)
8:05 – 8:25	Presentation: Results of BPA/P/O2P Survey: State of the BPO Industry—Mid Year Report The results of the most recent BPA/P-O2P study provide some surprising insights.
	Speaker: Ms. Gigi Virata , Executive Director for Information and Research, BPA/P
8:25 – 8:40	Presentation: Trends in BPO in Tumultuous Times—Analyst Perspective Keeping up with BPO trends has never been more challenging. What does research tell us about the future? Who will be the winners and losers?
	Speaker: Mr. Christopher Beshouri , President, McKinsey & Company Philippines*
8:40 – 8:55	Presentation: Trends in BPO in Tumultuous Times — Industry Perspective On the ground, how does the industry see the Philippine BPO industry evolving? Will demand be sustained? Will the Philippines continue to move up the value chain? Is growth limited by labor supply?
	Speaker: Mike Henderson , Managing Director, Sykes
8:55 – 9:55	Panel: State of the Philippine BPO Industry—Developments and Projections The Everest Research Institute recently projected that by 2012 the potential global business process outsourcing (BPO) market would be \$220-280 billion, with 90% of this market in non-voice services. The Philippine business process outsourcing (BPO) industry aims to capture 10 percent of the penetrated global BPO market by 2010 and is expected to grow by 20-30% this year. The most recent BPA/P-O2P survey, however, shows that Philippine BPO companies have been affected by the global financial crisis. Most often, that impact has been in demand. The panel discussion provides perspective from seven senior executives representing key BPO sectors.
	Panel Discussion: How the BPO Industry is Responding to the Global Financial Crisis, and Where It Will Go from Here Panel chair: Mr. Michael Alan Hamlin , Managing Director, TeamAsia Industry panelists: Ms. Marife Zamora , Vice President Country General Manager, Convergys Ms. Beth Lui , Country Managing Director, Accenture Mr. Benedict Hernandez , Vice President for Philippines Operations, e-Telecare Global Solutions* Mr. Maulik Parekh , Vice President and General Manager, TeleTech* Mr. Neil Elias , Country Director, LogicaCMG Mr. Fred Ayala , President and CEO, LiveIT Solutions*
9:55 – 10:00	Closing Remarks: Mr. Fred Ayala , President and CEO, LiveIT Solutions*

*invited

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Sponsorship Opportunities

We invite you to leverage the visibility this prestigious event is expected to generate by participating as a sponsor. Here are two sponsorship options to consider:

Investment*	Major	Minor
Value of investment (in PhP) *please add 12% VAT	100,000*	50,000*

Benefits	Major	Minor
Inclusion of logo in event collateral (invitations, banners, backdrop)	Company logo equivalent to 80% of Conference logo in all collateral	Company logo equivalent to 60% of Conference logo in all collateral
Recognition during the program	Yes	Yes
Recognition in Survey Report	Yes	No
Participation in Program	For discussion	No
Attendance at Event	2	1
Participant list	Yes	No
Corporate AVP during breakfast	Shown twice	Shown once
Hyperlink to sponsor's site	Provided	Provided
Opportunity to hand out material to participants	Yes	Yes

You may wish to leverage this opportunity by becoming the Exclusive Partner. This opportunity is available at PhP500,000 and provides absolute exclusivity other than BPA/P, O2P, and TeamAsia branding. A partner that desires to participate as the Exclusive Major Partner may do so at an investment of PhP300,000. This level provides exclusivity at the major partnership level, but Minor Sponsorships will be available to other partners.

Investment Terms

Fifty percent of the investment is due upon signing of the Agreement, with the balance due within 15 days following the submission of a final report. Corporate checks are to be made out to "Hamlin-Iturralde Corporation".

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Sponsorship Confirmation

To: TeamAsia
Fax: +63 2 757 3510
Attn: Monette Hamlin/Rona Castillo

Yes! We agree to participate in the BPA/P, O2P breakfast briefing conducted in cooperation with TeamAsia, *State of the BPO Industry—Mid-Year Report* as:

- Exclusive Briefing Partner at an Investment Level of PhP500,000 plus VAT.
- Exclusive Major Sponsor at an Investment Level of PhP300,000 plus VAT.
- Major Sponsor at an Investment Level of PhP100,000 plus VAT.
- Minor Sponsor at an Investment Level of PhP50,000 plus VAT.

By causing the signature of our authorized representative to be affixed below, we confirm our sponsorship of the event.

Agreement

Agreed as indicated above:

Authorized Signature	
Name	
Designation	
Organization	
Date	

For and on behalf of TeamAsia:

Authorized Signature	
Name	Michael Alan Hamlin
Designation	Managing Director
Organization	Hamlin-Iturralde Corporation
Date	

For questions, please contact:

Monette Iturralde-Hamlin at +63 917 521-2771, +63 2 757-3513 or mihamlin@teamasia.com
Rona Castillo at +63 917 881-3706, +63 2 757-3500 or rccastillo@teamasia.com