

INTERNATIONAL IT-BPM SUMMIT 2024

Event Details

- **Date:** October 2-3, 2024
- **Venue:** Okada Manila – Grand Ballroom (New Seaside Drive, Entertainment City, Parañaque, Philippines)

About the Summit

The International IT-BPM Summit (IIS) is organized annually by the IT and Business Process Association of the Philippines (IBPAP) to showcase the breakthrough developments and outstanding accomplishments of the IT-BPM industry in the country, as well as its indispensable contributions to society and the economy.

It is the premier summit for the builders, enablers, and innovators of the industry, who want to further strengthen the Philippines' country-level competitiveness as an investment destination for IT-BPM services. The IIS also serves as a venue for IBPAP's stakeholders in the industry, the government, and the academe to gain new insights from global and local subject matter experts, foster meaningful connections with one another, and address the pressing issues of Philippine IT-BPM.

About the Event Theme

This year's 16th International IT-BPM Summit (IIS) marks a monumental 20 years for the Philippine IT-BPM industry. This year's summit's focus is addressing current challenges while setting a forward-looking agenda for the future. The summit will delve into how the Philippine IT-BPM industry can overcome various headwinds—including talent and skills gaps, cybersecurity threats, and geopolitical uncertainties—while embracing opportunities for growth and transformation. By exploring critical issues such as the evolving global landscape, AI's impact, and the industry's competitive edge, the event aims to equip stakeholders with the insights and strategies needed to navigate these challenges and shape the next era of IT-BPM excellence. The summit will highlight the industry's resilience and innovative spirit as it charts a course for continued leadership on the global stage.

About the Organizers

The IT and Business Process Association of the Philippines (IBPAP) is the primary trade body and advocacy group of the country's agile, dynamic, and resilient IT and Business Process Management (IT-BPM) industry.

With over 300 members and six partner associations—the Animation Council of the Philippines, Inc. (ACPI), Global In-House Center Council (GICC) Philippines, Contact Center Association of the Philippines (CCAP), Game Developers Association of the Philippines (GDAP), Healthcare Information Management Association of the Philippines

(HIMAP), and the Philippine Software Industry Association (PSIA)—IBPAP plays a pivotal role in sustaining the growth of the IT-BPM industry by working with stakeholders in the government and academe to ensure an enduring supply of high-quality labor, support service innovation, and provide country visibility.

IBPAP also assists investors in setting up operations easily and quickly in the Philippines through relevant research, introductions to key officials, and a series of briefings at each step of the investment process. Initiatives for human resources, business development, knowledge sharing, and networking opportunities are also made available to members. Ongoing support is then provided through a wide variety of initiatives, including programs for HR development, business development, knowledge sharing, and networking opportunities. IBPAP works closely with the government, academe, and other key stakeholders to make this possible and to reinforce the Philippine IT-BPM industry’s global competitiveness and relevance.

Program Schedule

Day 1 | October 2, 2024

Event Format: Face-to-Face

Start	End	Duration	Session
10:00			Registration
11:00	13:30	2:00:00	Lunch
13:30	13:45	0:15:00	Preliminaries and Opening Number
13:45	14:05	0:20:00	Welcome Remarks and President's Report
14:05	14:35	0:30:00	Plenary: Global Waves and Local Ripples: Economic and IT-BPM Landscape
14:35	15:20	0:45:00	Break
15:20	15:30	0:10:00	Context Setting of Talent Headwind
15:30	15:50	0:20:00	Keynote: The State of Philippine Primary Education
15:50	16:20	0:30:00	Panel: Reinventing the Filipino Talent
16:20	16:30	0:10:00	Context Setting of Competitiveness Headwind
16:30	17:00	0:30:00	Panel: Resetting the Stage: Redefining the PH IT-BPM Edge
17:00	17:15	0:15:00	Break
17:15	17:25	0:10:00	Context Setting of Cyber Resilience Headwind
17:25	17:55	0:30:00	Panel: Overcoming Cyber Insecurity
17:55	18:05	0:10:00	Context Setting on Leadership Pipeline Headwind
18:05	18:50	0:45:00	Panel: The Next Era Leaders on the Future PH IT-BPM
18:50	18:55	0:05:00	Closing
19:30	22:30	3:00:00	Welcome Party

Day 2 | October 3, 2024

Event Format: Face-to-Face

Start	End	Duration	Session
9:30	10:30	1:00:00	Workshop 1: Retention Revolution
			Workshop 2: Clear Mind, Clear Sound
10:30	10:45	0:15:00	Break
10:45	11:45	1:00:00	Workshop 3: Workforce 360
			Workshop 4: Digital Shift
11:45	13:30	1:45:00	Lunch
13:30	13:40	0:10:00	Recap of Day 1
13:40	13:50	0:10:00	Context Setting of AI Headwind
13:50	14:30	0:40:00	Keynote Speaker: Reclaiming our Humanity in the Age of AI
14:30	15:00	0:30:00	Panel: AI @ Work: From Reimagined To Reality
15:00	15:03	0:03:00	Introduction of Keynote Speaker
15:03	15:23	0:20:00	Plenary: Government's Commitment to Support the Industry
15:23	15:43	0:20:00	Fireside: The AI and ESG Paradox
15:43	15:58	0:15:00	Break
15:58	16:08	0:10:00	Context Setting of Regulatory and Geopolitics Headwind
16:08	16:38	0:30:00	Panel: Knight Moves: IT-BPM on the Geopolitical Chessboard
16:38	16:58	0:20:00	Panel: Cybercrimes And Punishment
16:58	17:13	0:15:00	Retrospective and 20 Year Celebration Video and Closing Panel
17:13	17:58	0:45:00	Panel: Presidents Panel
17:58	18:03	0:10:00	Raffle
18:03	18:18	0:15:00	Closing
19:00	22:00	3:00:00	Farewell Party

Conference Program Topics

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Welcome Remarks and President's Report

Jack Madrid, President and Chief Executive Officer – IBPAP

The Philippine IT-BPM industry is a significant driver of economic growth, making notable contributions to GDP and employment. However, as the global landscape changes, new challenges and opportunities emerge for the industry. In this session, The President and CEO of IBPAP will set the tone for the summit with a comprehensive report on the state and future of the Philippine IT-BPM industry. Attendees will gain insights into projections for 2024 and 2025, with a focus on improving competitiveness through talent development, optimizing business costs, and leveraging the transformative potential of AI.

Global Waves and Local Ripples: Economic and IT-BPM Landscape

Plenary

Speakers:

Gonzalo Varela, The World Bank

Prashray Kala, The Everest Group

The global IT-BPM landscape is evolving rapidly, shaped by shifting economic trends, technological advancements, and geopolitical changes. In this dialogue, experts from Everest Group and the World Bank will engage in a strategic discussion about the Philippines' position on the global stage. They will provide data-driven insights into the country's competitive standing, highlight emerging opportunities and threats, and offer a macroeconomic perspective on the global trends influencing the industry. This session will equip attendees with the strategic understanding needed to navigate the challenges and maintain the Philippines' leadership in the IT-BPM sector.

Talent and Skills Gap Headwind

Context Setting and Introduction of Keynote Speaker

Celeste Ilagan, Chief Operating Officer, IBPAP

Keynote: The State of Philippine Education

Keynote

Speaker:

Sec. Sonny Angara, Secretary, Department of Education

Primary education is the bedrock of a nation's workforce development, and in the Philippines, it plays a crucial role in shaping the future of the IT-BPM industry. In this keynote address, the Department of Education Secretary will provide an in-depth examination of the current landscape of education in the Philippines. The Secretary will discuss the strategic initiatives aimed at improving educational access and quality, as well as the persistent challenges that

hinder progress. Attendees will gain insights into how these efforts are laying the foundation for a skilled and adaptable workforce that can meet the demands of the IT-BPM sector in the years to come.

Reinventing the Filipino Talent

Panel

Panelists:

Fred Ayala, President and COO/Member, iPeople/PSAC Jobs

Geraldine Acuna-Sunshine, Khan Academy

Rahul Chawla, Partner, AON

Fleurette Navarro, EVP and Global Chief People Officer, iQor

Panel Moderator:

Haidee Enriquez, Chief Executive Officer, MicroSourcing & Beepo

Given the dynamic shifts within the IT-BPM sector, we must rethink how we develop the workforce to stay competitive in a changing landscape. This panel will critically examine the strategies to equip the Philippine workforce with foundational skills and advanced digital competencies. The discussion will focus on innovative approaches to workforce development, challenging conventional thinking and proposing bold actions to ensure the industry remains relevant and competitive amidst the opportunities and threats posed by AI. Attendees will gain insights into how the Philippines can continue to lead globally by preparing its workforce for the future.

Competitiveness Headwind

Context Setting

Marco de la Rosa, Philippines Country Head, Kearney

Resetting the Stage: Redefining the PH IT-BPM Edge

Panel

Panelists:

Ivic Mueco, Managing Director, Optum Global Solutions Philippines

Rahul Jolly, CEO, Teleperformance PH

Aseem Roy, Country Head, Wipro Philippines, and Trustee, IBPAP Board

Benjamin Romualdez, Managing Director, Telstra Philippines; President, ANZCHAM

Panel Moderator:

Coy Macaspac Ordonez, Country Executive, President and Chairman of the Board, Northern Operating Services Asia Inc.

Industry players and experts will provide insights into the competitiveness of the Philippines in IT-BPM, amidst improved competitiveness of other geographies. The panel will discuss what makes the Philippines still an attractive IT-BPM destination, identify areas for improvement, and explore what can be learned from other global locations. With a continuously evolving global IT-BPM landscape, attendees will gain practical strategies and actionable insights on how to enhance the Philippines' position in the global IT-BPM by addressing key drivers and overcoming constraints.

Cyber Threats Headwind

Context Setting

Anne-Marie Brooks, Commercial Officer from U.S. Foreign Commercial Service

Overcoming Cyber Insecurity

Panel

Panelists:

Angel Redoble, Chairman and Founding President, Philippine Institute of the Cybersecurity Professionals, and Managing Partner and Chairman, Angel T. Redoble and Associates

Maria Rosell Gomez, Partner and Risk Services Leader, PwC Philippines

Saira Acuna, Country Director Global Delivery and Operations Centre, NCC Group

Raymund Cueva, Vice President for Security Architecture, Design, and Engineering, Globe

Panel Moderator:

Lianne Collantes – Global Head of Risk Management and Compliance, Acquire BPO, and BPO Security Council Member

As cyber threats become increasingly sophisticated, organizations must move beyond traditional security measures to build true resilience. This panel will explore how businesses can anticipate and adapt to emerging cyber threats by integrating cybersecurity into their core strategies. Industry experts will discuss practical approaches to transforming cybersecurity from a reactive measure into a proactive, strategic advantage that not only protects digital assets but also supports long-term business growth. Attendees will gain actionable insights on making cybersecurity an integral part of their organization's strategy.

Leadership Pipeline Headwind

Context Setting

Benedict Hernandez, Global Delivery Lead – Operations, Accenture, Chairman, IBPAP

Next Era Leaders Take on the Future

Panel

Panelists:

Claire Alfonso, Global Vice President, Concentrix

Barbie dela Torre- Quizan, Vice President Operations, TTEC

Monica Maralit, Senior Vice President, PSG Global Solutions/TP

Carlo Mata, Managing Director - Philippine Operations, White & Case
Mitchelle Sotelo, Head Global Business Services, CBRE Asia Pacific

Panel Moderator:

Nicki Agcaoili, Vice President and Chief Country Executive, Carelon Global Solutions Philippines, and Board of Trustee, IBPAP

Closing Day 1, this dynamic panel brings together visionary leaders who are set to shape the future of the Philippine IT-BPM industry. They will share bold strategies for navigating digital transformation, enhancing talent development, and staying ahead in global competition. The conversation will also focus on the urgent need to build a strong leadership pipeline, ensuring the industry continues to thrive in the years to come.

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Recap of Day 1

Jimbo Borja, President, S&P Global, Philippines

AI Headwind

Context Setting

Peter Maquera, CEO, Microsoft Philippines

Reclaiming our Humanity in the Age of AI

Keynote

Speaker:

Nathalie Nahai, Author and Expert in Psychology, Human Behavior, and Persuasive Tech

How do we ensure that our humanity remains at the forefront in a world increasingly driven by AI? Nathalie Nahai will explore this critical question, offering insights into how AI and human collaboration can create a wiser, more ethical trajectory for the IT-BPM industry. Her keynote will challenge the audience to think beyond technology, focusing on the importance of empathy, ethics, and human-centered design in leveraging AI for the greater good.

AI @ Work: From Reimagined to Reality

Panel

Panelists:

Ettikan Karuppiah, Technologist/Director, NVIDIA, Asia Pacific South Region

Michelle Alarcon, President, Analytics and Artificial Intelligence Association of the Philippines

Sanjiv Gupta, President & Country Head at IBM Solutions Delivery, IBM

Gina Romero, Founder and Head of Special Projects, Mettamatch

Panel Moderator:

Parikshat 'Parry' Nagpal, CEO, KMC Teams

In the past, discussions about AI's impact on the workplace were largely speculative. Today, that AI's impact on how work is done is seen and felt. This panel brings together leading AI practitioners to explore how AI has moved from concept to reality. AI is not only reshaping job roles and redefining essential skills but also revolutionizing the very nature of work. The discussion will delve into the emergence of new job categories, the evolution of skill sets in response to AI advancements, and the innovative work environments that are now a reality in this AI-driven landscape.

Introduction of Keynote Speaker

Celeste Ilagan, Chief Operating Officer, IBPAP

Keynote from the Special Assistant to the President for Investment and Economic Affairs

Keynote

Speaker:

Sec. Frederick Go, Special Assistant to the President for Investment and Economic Affairs

Secretary Frederick Go, Presidential Adviser on Investment and Economic Affairs, will provide insights into the nation's economic policies and investment strategies. He will focus on initiatives that foster a business-friendly environment and drive economic growth, highlighting key investment opportunities and the government's efforts to enhance the Philippines' competitiveness on the global stage.

The AI and ESG Paradox

Fireside

Speaker:

Ambe Tierro, Country Managing Director, Accenture
Malou Ocampo-Quiambao, Philippines Site Leader, DXC Technology

Moderator:

Raymond Go, EY GDS Consulting Philippines Leader, EY

AI's rapid development offers opportunities and challenges in meeting Environmental, Social, and Governance (ESG) goals. This fireside chat will explore the paradoxes of aligning AI advancements with ESG practices, discussing how AI can drive sustainability and ethical governance while posing risks such as biases and environmental impact. Attendees will gain a nuanced perspective on navigating the complex relationship between AI and ESG within the IT-BPM industry.

Regulatory and Geopolitical Headwind

Context Setting

Professor Dindo Manhit, CEO and Managing Director, Stratbase

Knight Moves: IT-BPM on the Geopolitical Chessboard

Panel

Panelists:

Ragnar Gudmundsson, Resident Representative, International Monetary Fund
Hazel Delos Santos, Country Head, ING Hubs
Bong Borja, President, Alorica - Asia
Ethan Flowers, General Manager, Chevron

Moderator:

Atty Mimi Lopez-Malvar, Sr. Director, Country Legal Head, Procter & Gamble

Global shifts in geopolitics are reshaping the landscape of international business, with significant implications for the IT-BPM industry. This session will explore how trade tensions, regulatory changes, and shifting alliances influence outsourcing strategies and operational decisions. Industry experts will discuss how companies can navigate these complexities, identify new opportunities, and build resilience amid geopolitical uncertainties.

Cybercrimes And Punishment

Fireside

Panelists:

PCol. Jay Guillermo, Chief, Cyber Response Unit, PNP-ACG

Panel Moderator:

Atty Mike Montero, Asia Pacific Regional General Counsel, Concentrix

This fireside will bring together law enforcement agencies to examine the complexities of combating cybercrime. The conversation will focus on the legal challenges, enforcement of cybercrime regulations, and the collaboration needed between businesses and law enforcement to effectively protect against cybercrimes. Attendees will gain insights into how companies can safeguard themselves from crimes of this nature, ensure compliance with international standards, and avoid legal pitfalls.

In The Beginning...

20th Anniversary Retrospective

Mitch Locsin, First Vice President and Head of Enterprise and International Core Business, PLDT and Smart, and BPAP's 1st Executive Director

Presidents Round Table: Vision for the Next Decade

Panel

Panelists:

Oscar Sanez, Health & Fitness Coach, and BPAP CEO (2007 – 2011)

Benedict Hernandez, Global Delivery Lead – Operations, Accenture, Chairman, IBPAP, and BPAP/IBPAP President (2011 – 2013, 2016)

Jomari Mercado, Consultant and Executive Coach, and IBPAP President (2013 – 2016)

Rey Untal, Country Managing Director, NCS Philippines, and IBPAP President (2017 – 2021)

Jack Madrid, IBPAP President (2021 – Present)

Moderator:

Ayhee Campos, Country Head and Business Head, Infosys BPM, and Vice Chair, IBPAP Board

As we conclude the International IT-BPM Summit, former IBPAP presidents will come together to share their perspectives on the evolution of the IT-BPM industry and offer their insights on its future trajectory. This panel will provide a unique blend of historical context and strategic foresight, discussing the lessons learned over the past 20 years and how they can inform the industry's path forward. Attendees will gain valuable insights into the continuity of leadership and vision that has driven the industry's success.



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