



COVER STORY

WITSA in Strategic Alliance with China's CCID



On August 16th, 2011 WITSA signed a Memorandum of Understanding (MOU) with the Center for Information Industry Development (CCID) of China. This historic agreement marks the first time WITSA's has had a formal working relationship with China. Founded in 1986, CCID has its roots in government; however it is now a publicly traded company.

Nearly all of China's leading Information and Communications Technology (ICT) enterprises are clients of CCID, as well as major ICT Multinationals that have a presence in China. CCID combines the best of both worlds for its clients: Information Access and Market Accountability.

The MOU between CCID and WITSA includes cooperating on events, summits, research and co-publishing. Both WITSA and CCID have agreed to provide speaking opportunities for each other's organization to co-hosting events. Finally, both WITSA and CCID have agreed to make efforts to enhance each other's brand and image.

Needless to say, WITSA is very enthusiastic about the future relationship with China, said Dr. Jim Poisant, Secretary General of WITSA.

CCID is headquartered in Beijing with branch offices in Shanghai, Guangzhou, Shenzhen, Chengdu, Nanjing, Hangzhou, Wuhan, Harbin, Dalian and Xi'an. The company also has an unparalleled network that reaches over China's 200 cities. CCID employs over 300 professionals, many with degrees from China's most prestigious universities, with both government and industry experience.

CCID is dedicated to being China's number one brand for advisory services in market and enterprise consultation, and the number one resource for governmental information and development needs.

Focused on China's ICT development for two decades the CCID is overseen by the Ministry of Industry and Information (MIIT). The MIIT appoints the President of CCID.

The CCID produces over 1,000 research reports annually. Its clients include Government, Industry, ICT Enterprises, and Financial Enterprises.

CCID is also responsible for implementing strategic plans for 31 Provincial governments and hosts one large annual conference in Beijing (1,900 attendees).

Find out more about [CCID Family](#)

Historic agreement marks the first time WITSA's has had a formal working relationship with China.

Building future relationship with China

EVENT HIGHLIGHT

Global Public Policy Summit (GPPS) 2011, Fulfilling the Promise of the Digital Age, e-Inclusion in an i-Society

CANIETI introduces GPPS 2011 to the Diplomatic Community in Mexico



The Mexican Chamber for the Electronics, Telecommunications, and Information Technology Industries, CANIETI, introduced the GPPS 2011 in a cocktail to ambassadors and diplomatic representatives of different countries. This cocktail took place at the Mexican Ministry of Foreign Affairs, and served to send out the message of the importance of having the GPPS 2011 in Mexico.

Ambassador Rogelio Granguillhome Morfin, Head of the Economic Affairs Unit at the Ministry of Foreign Relations, was present at the event, as well as Santiago Gutiérrez, President of CANIETI, Dr. Jim Poisant, Secretary-General at WITSA, Víctor Manuel González Romero, Jalisco State Minister of Planning, and Dr. Amado Espinosa, President of the GPPS 2011 Committee.

To read this event's press release enter: <http://www.gpps2011.org/site/noticia/393>



CANIETI Calls the Mexican IT Industry to Take Part at the GPPS 2011

With very satisfactory results, CANIETI used its traditional annual event, the XXXII CANIEIT Annual Convention, as a platform to position the Global Public Policy Summit 2011 and committed its member companies to participate and promote this summit with their IT Industry colleagues.

Jalisco State Governor, Emilio González Márquez, announced to the national media this state's efforts towards developing its IT Industry and positioning it among the most competitive in Mexico and the region; the GPPS 2011 is one of those efforts.

For our audience, a top level World Class Program

Among the GPPS 2011 speakers and panelists, we have the CEOs of Freescale Semiconductor and NASSCOM, Vice Presidents of Hewlett-Packard, Microsoft, Intel and Google as well as representatives from international institutions such as the World Bank, OECD, WTO and ICANN. We will be honored with the participation of expert lecturers from regional IT organisms from all over the world including Taiwan's Institute for Information Industry (III), Multimedia Development Corporation (MDeC), ASOCIO, ALETI, ITAC, IJMA3 and EITESAL.

For more information on the GPPS 2011 Program enter: <http://www.gpps2011.org/site/speakers>

“Youth's Perspectives of the Digital World”

The chosen project for this session was one of the winners of WSYA 2009 with his Project “Mobile Doctor” under the category: Fight Poverty, Hunger and Disease!

MobileDoc is a Web 2.0-based application running on mobile phones that is especially tailored for emerging markets and helps to find medical help in emergency situations. MobileDoc is easy to navigate and gets as quickly as possible. In situations where time decides between life and death, finding help quickly and nearby is of vital importance.

At the GPPS 2011, we will have the participation of Gerald Madlmayr, coproducer of this project who will present to the youth, academia, government and IT Industry the scope of this project and the importance of youth getting involved in the efforts towards building the Digital World.

Unforgettable, unique experience for the Spouses/Guests

As the second most important city in Mexico, and one of its top tourist and business destinations, Guadalajara is the capital of Jalisco, one of the 32 States in the country. Visiting Guadalajara provides the opportunity to discover a land full of traditions, which has given Mexico many of its flagship symbols in the world, such as tequila and mariachi. All of these are reflections of the culture that has flourished in this region of radiant sunshine. Guadalajara and surroundings areas offer a higher quality of life to its residents and visitors. The GPPS 2011 Organizing Committee has a truly experience program for all the spouses and guests of the participants of the GPPS 2011.

For more information enter: <http://www.gpps2011.org/site/registration/companion-packages>

For more information regarding the GPPS 2011 visit: <http://www.gpps2011.org>

Press and PR Contact

Brenda Ruiz
CANIETI
Ph: (55) 52 64 0808 Ext. 212
comunicacion@canieti.com.mx

Luis Velázquez
eBeacon Communication
Ph: (55) 3095.4217 al 19
jluisv@e-beaconpr.com



LEADERSHIP UPDATE

The following individuals have been chosen by the WITSA Board of Directors to fill vacant positions (2012-2012 term) within WITSA membership. Congratulations go to:

Argentina: CESSI's Chairman Emeritus to Lead Latin American Region

Dr. Jorge Cassino, Chairman Emeritus of *Cámara de Empresas de Software y Servicios Informáticos* (CESSI) has been appointed as the Regional Vice Chairman for Latin America during WITSA Board of Directors call on August 25th.

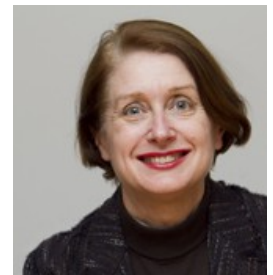
Dr. Cassino, who is also the President of Latin-American, Caribbean and Spain Information Technology Associations (ALETI), brings more than 20 years of experience in the ICT industry. Under his leadership, members from the Latin America will continue to be pro-active in WITSA. Dr. Cassino succeeds Mr. Carlos Allende Macias from the Mexican Information Technology Industry Association (AMITI).



Australia: AIIA's New CEO appointed as WITSA Director

Ms. Suzanne Campbell appointed to serve as a WITSA Director representing AIIA Australia. Ms. Campbell will serve the remaining term left vacant by Mr. Ian Birks.

Ms. Campbell is the newly appointed Chief Executive Officer of Australian Information Industry Association (AIIA). She is an industry leader with the experience and credentials to bring AIIA future further and Australia's ICT globally.



Japan: JISA's New International Affairs Chairman to helm WITSA in Asia Pacific

Mr. Takashi Igarashi from Fujitsu FIP Corporation Directors and Regional Vice Chairman of Asia Pacific has replaced Mr. Hiromi Sugiyama.

Mr. Igarashi is the Vice Chairman of JISA and is the JISA International Affairs Committee Chairman.



Republic of Macedonia: Former President of MASIT to drive WITSA Europe

Mr. Vasko Kronevski, former President of the Macedonian Association of Information Technology (MASIT) has been appointed as WITSA Board of Director and Regional Vice Chairman for Europe. He replaced Mr. Goran Mitreski of MASIT.





PROMISE OF THE DIGITAL AGE

Name Change for GPPS to Reflect Wider Scope

During the WITSA Board of Directors call on August 25, 2011, the Board has approved a proposal from the **WITSA Global Trade Committee** to change the name of WITSA's **Global Public Policy Summit (GPPS)** to the **Global Policy Action and Trade Summit (GPATS)**.

The new name will take effect in the year 2013. One rationale behind the name change was to formally bring together public policy and trade delegates to the summit. In addition, the change will provide added value to WITSA members interested in developing global business opportunities in GPATS locations, and there will be an added emphasis on WITSA Trade Missions that run concurrent with the summits.

Mr. David Wong, Chairman of Global Trade Committee said that "he is excited to be working together with the WITSA Policy team enhance the scope of the summit".

Another rationale for the name change is the need to align the Summit with WITSA's recently rebranded Global Policy Action Committee (GPAC). GPAC Chairman Mr. John Higgins explained the reasons for this change are as follows:

"As Chairman of WITSA's Global Policy Action Committee, formerly known as the Global Public Policy Committee, I wanted to maximize the visibility and relevance of the Summit by aligning it with WITSA's vision and mission", said Higgins. "The word **Global** reinforces our global reach while **Policy** is what WITSA is about – not procedures or processes", Higgins continued. "**Action** emphasizes that WITSA is about more than talk and debates; that we promote action – by governments and all stakeholders – to deliver the promise of the digital age."

CALLING FOR HOSTS

Request for Proposals for Summit 2013 and Congress 2016



WITSA recently published requests for proposals to host its two flagship events – The World Congress on Information Technology (WCIT) and the Global Policy Action and Trade Summit (GPATS), which are both held every two years in different WITSA member countries.

2016 World Congress on Information Technology (WCIT 2016)

The WCIT 2010 took place in Amsterdam also included delegates from over 90 countries and won the European Best Event Awards (EuBEA) Award as the best European Congress and Convention in 2010. The WCIT 2012 will take place in fall in Montreal, Canada. The WCIT 2014 will be held in Guadalajara, Mexico (exact dates to be determined).

WITSA members in good standing are invited to submit proposals to host WCIT 2016 no later than Sunday, July 1, 2012. The award of WCIT 2016 will be based primarily on the financial and organizational viability of the proposal. WITSA will also view the level of commitment expressed by the host to organize a world class conference that will reflect positively on the host country and on WITSA. It is important for the host to demonstrate that the WCIT will receive support from not only the ICT industry but government as well. Any member of WITSA in good standing is eligible to be selected as the host association. The WITSA Board of Directors will consider all

proposals for final selection at its fall 2012 meeting. The WCIT 2016 RFP is available at http://www.witsa.org/v2/request/images/WCIT2016RFP_final.pdf.

2013 Global Policy Action and Trade Summit (GPATS)

Formerly known as the Global Public Policy Summit (GPPS), GPATS is the other flagship event of WITSA. GPATS enhances international dialogue and global cooperation on key public policy issues that affect the growth of the ICT industry and the expanded use of ICT. Between 350-500 senior industry executives, government officials and policy makers from across the globe gather at this event, offering the most current and comprehensive information on the state of public policy related to ICT as well as unprecedented networking opportunities.

Recent host associations include:

- 2011 Guadalajara, Mexico CANIETI / AMITI, Mexico (Nov. 6-8, 2011)
- 2009 Hamilton, Bermuda Business Technology Division of the Bermuda Chamber of Commerce
- 2007 Cairo, Egypt Egyptian Information Technology, Electronics and Software Alliance (EITESAL)
- 2005 Kuala Lumpur, Association of the Computer and Multimedia Industry of Malaysia (PIKOM)
- 1999 Buenos Aires, Cámara de Empresas de Software y Servicios Informáticos' (CESSI)

WITSA members in good standing are invited to submit proposals to host GPATS 2013 no later than Sunday, October 2, 2011.