

**BRIC IT Associations – RUSSOFT of Russia and BRASSCOM of Brazil – together with China Council for international investment promotion (CCIIP) combine efforts in promotion of the idea of the accelerated development of information technologies' industry in BRICs**

1 October, St. Petersburg – RUSSOFT Association in cooperation with BRASSCOM Association organized a video-conference “BRIC IT-Initiative” during the “Russian Innovation Week” Forum in Lenexpo Exhibition Center.

The video-conference was devoted to the discussion of the necessity of concerted action of BRIC countries aimed at the development of ICT sector as a tool for overcoming crisis and its aftereffects, as well as for building the New Economy.

The video-conference connected three points on the Globe: New-York, Hong-Kong and Saint Petersburg, thus giving the floor to IT community members to share their opinions about the questions of using the period of the crisis for accelerated development of ICT sector and building a New Economy based on knowledge and innovations.

The participants of the conference were **Valentin Makarov**, President of RUSSOFT Association, **Sergio Pessoa**, Marketing and export director of BRASSCOM, **Egidio Zarrella**, KPMG Global Partner in Charge, IT Advisory, **Dr.-Ing. Liang-Han Hsieh**, director of the International center of ITRI and **Dr. Nick Puntikov**, President, Offshore Delivery, Exigen Services.

The speakers introduced the ICT industry in Russia, Brazil and China and approved the text of the appeal to the governments of BRIC countries to develop the IT sector and to support international cooperation between these countries in the ICT field. The appeal specifically draws the governments' attention to the necessity of development of ICT infrastructure, of increasing the level of ICT education, of stimulation of IT deployment in the government, economy and social sphere. This appeal had also been approved by CCIIP that joined RUSSOFT and BRASSCOM in appealing the BRIC countries.

“The opportunity created by IT has to be seen by the national authorities and decision makers as a priority and tools for both - recovery from the crisis and creation of New Economy based on Knowledge and Innovations”, said **Valentin Makarov**, President of RUSSOFT. “This is especially true for the BRIC countries, once the emerging economies need a broad support from the Government in order to intensify the implementation of IT into their respective countries and to expand their competitiveness in the global market”, he complements.

In the conference, it was discussed the promotion of joint efforts for the countries to be able to meet new challenges which arise from the crisis. “A well shared coherent vision on the problems and continuous cooperation between IT Associations and respective Governments can contribute a lot to the development of the IT sector worldwide”, said **Sergio Pessoa**, BRASSCOM Marketing & Exports Director – USA.

In the letter to the organizers of the video-conference CCIIP representative also joined the appeal: “Amid the financial crises, all the governments have put in place measures to stimulate economy. Chinese president Hu Jintao said in the G20 Summit that all the countries needed to launch all types of substantive and physical cooperation in trade and investment to facilitate restructuring, stabilize market and recover economy.

Since early 2009, Chinese government has launched comprehensive policies for outsourcing industry. The State Council has identified 20 cities to focus on the development of outsourcing, giving

more support to the outsourcing industry. As a non-governmental organization, CCIIP is also actively working with relevant departments to implement these policies and measures. CCIIP sincerely hopes relevant organizations in BRIC countries can further strengthen cooperation so as to make our due contribution for the development of outsourcing industry.”

“We strongly believe that investing in the emerging technologies in IT is a key to success. Every PC being installed right now is creating job opportunity. This opportunity is not limited only to the person who uses it but also for many others. Altogether we need to fight against digital divide and bring digital freedom to every person who want it. In this respect it becomes essential to ramp WiMax and beyond infrastructure to enable more people utilize internet technologies for work and benefit from them. There are no doubts that it will influence the market by creating strong opportunity for the workforce removing distance barriers. And coming online can be the only way to create more jobs for some distant geographical areas. Bringing personal mobility along with computing performance and energy efficiency can boost the economy and Intel is ready to support that with the technology.” – **Wolfgang Petersen**, EMEA SSG Director of Intel said. – “The other thing that is definitely worth for investing resources is the software development. We see a strong raising opportunity in the software development area for BRIC countries which are the source forge for the world. We provide technical support for the developers community and ready to do that with R&D projects originated by government as we do that in Ireland, Germany, France, Israel.”

After the video-conference was finished the discussion in St Petersburg studio continued and touched upon the topic of the development of information technologies as a crisis management tool and an instrument of government support of innovative sector of economy which is ready to become the basis of the New Economy based on knowledge. Among the participants of the discussion were top managers of Russian and multinational software developing companies including **Julia Khitrova** (CEO, Speech Technology Center), **Dr. Nick Puntikov** (President, Offshore Delivery, Exigen Services), **Dr.-Ing. Liang-Han Hsieh** (director of the International center of ITRI).

Exigen Services also kindly sponsored the video-conference technically.

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**RUSSOFT Association ([www.russoft.org](http://www.russoft.org)) is the biggest and the most influential association of software developing companies in Russia. The association is the result of merging of “Fort-Ross” consortium and National Association of Software Developers in may 2004.**

**At the present day RUSSOFT unites more than 60 companies with 23000+ of highly qualified programmers and software engineers with advanced graduate level degrees in Technology & Computer Science. RUSSOFT keeps close relations with world’s leading associations, professional communities and schools.**

**Being the largest association of software developers in Russia RUSSOFT publishes annual reports on the Russian software export market, in which displays the most precise and trusted information about software developing industry in Russia.**