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### **Global Industry Body Selects Venue for 2008 "IT Olympics", Adds New Members**

**Athens, Greece** – IT Association Executives from the world's premier high tech organization today awarded the 2008 World Congress on IT to the Association of the Computer and Multimedia Industry Malaysia (PIKOM). The WCIT is the flagship event of the World Information Technology and Services Alliance (WITSA), a group of high tech associations from around the world, representing over 90 percent of the global IT market. Every two years, some 1,500 senior executives and government officials from more than 50 countries gather at this IT Olympics event, which offers unprecedented networking opportunities, and is a must see event for anyone wishing to get a first-hand look at where the industry is headed, as told by some of the very leaders who will shape its course in the years ahead. Recent World Congress events have featured a plethora of world and industry leaders, including Bill Clinton, Margaret Thatcher, Mikhail Gorbachev, Bill Gates, Michael Dell, Carly Fiorina, and Larry Ellison.

"I am extremely proud that PIKOM was awarded the 2008 World Congress on IT", said WITSA Chairman George Newstrom. "The industry and government of Malaysia has come together to present a very impressive bid to host this event, which will be sure to bring the world's attention to Kuala Lumpur in four years from now".

At the General Assembly meeting, executives also voted to enter eight new member countries into WITSA, including Costa Rica, Hungary, Armenia, Lebanon, the Philippines, Egypt, Tanzania and Uganda. The new member associations are:

- ❑ CaproSOFT, The Chamber of Software Companies of Costa Rica
- ❑ IVSZ, the Hungarian Association of IT Companies
- ❑ UITE, the Armenian Union of Information Technology Enterprises
- ❑ PCA, the Professional Computer Association of Lebanon
- ❑ ITAP, Information Technology Association of the Philippines
- ❑ The Egyptian Information Technology, Electronics and Software Alliance ("EITESAL")
- ❑ The Tanzania Information and Communication Technologies Association (TICTA)
- ❑ PICTA - the Private-Sector ICT Association of Uganda

"I am very pleased that WITSA over the last few years have expanded dramatically into developing countries and emerging markets", said WITSA President Harris N. Miller. "The Alliance has transformed from 22 highly industrialized country members in the mid 1990s to 60 associations today". "By integrating industry executives from developing countries into our global alliance, we are able to share experiences and to channel lessons learned directly to these associations, and through their membership to a vast number of budding IT companies and enterprises", said WITSA Public Policy Chairman David A. Olive. "Through our extensive policy outreach, WITSA is taking an active part in bridging the digital gap".

The WITSA General Assembly meeting took place in conjunction with the XIV World Congress on IT, which is held in Athens, Greece, on May 19-21, 2004. For more information on WCIT2004, see their Web Site at <http://www.worldcongress2004.org/>.

The World Information Technology and Services Alliance (WITSA) is a consortium of information technology (IT) industry associations from 60 economies around the world, representing over 90 percent of the world's IT market. As the global voice of the IT industry, WITSA is dedicated to advocating policies

that advance industry growth and development; facilitating international trade and investment in IT products and services; strengthening WITSA's national industry associations; providing members with a broad network of contacts; and overseeing the World Congress on Information Technology, the premier industry sponsored global IT policy event. For more information on WITSA's programs and activities, please go to <http://www.witsa.org>.

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