

The Mexican bid to WITSA was made through a joint effort by the Mexican Information Technology Industry Association (AMITI), the Mexican Chamber for the Electronics, Telecommunications and Information Technology Industries (CANIETI), the Federal Government, and the Jalisco State Government, working together under the program of Mexico IT.

Said Dr. Jorge Cassino, WITSA Vice Chairman for Latin America, “Staging GPPS 2011 will give us the opportunity to showcase the great strides not only Mexico but Latin America and the Caribbean has made in information and communications technology and what we can offer investors and buyers of ICT products and services.”

The proposed theme for GPPS 2011 is “e-Inclusion for an i-Society: How to Innovate for Sustainable Growth”.

In their bid, AMITI and CANIETI wrote of its theme: “We believe it reflects the key role played by ICT in supporting daily life in today’s digital society.”

Guadalajara is recognized as the nation’s ‘high-tech capital’, with a total IT turnover of close to one billion US dollars, having in place a world-class digital infrastructure, a growing base of human capital and a unique environment formed by the convergence of government, industry and academia.

It is home to more than 600 technology companies employing some 78,000 professionals to provide a wide range of services from electronics manufacturing and design, ITO/BPO services to animation, videogames and visual effects development.

Representing almost 200 companies, AMITI is a private organization created to position ICT as the key ingredient to Mexico’s competitiveness, promoting the industry’s growth by seeking a regulatory and legal framework which facilitates business development.

CANIETI is an organization that represents the electronics, telecommunications and information technology sectors in Mexico, comprising more than 600 member companies spread throughout the country.

About WITSA

Founded in 1978, the World Information Technology and Services Alliance (WITSA) is a leading consortium of ICT industry associations from 72 economies. WITSA's members represent more than 90 percent of the world ICT market.

As the leading global voice of the ICT industry, WITSA aims to drive transformation and grow the industry. WITSA believes ICT is the key driving force to enable governments, businesses and societies for global development and economic growth.

WITSA is dedicated to the following:

- Advocating international public policies that promote the industry's growth and development;
- Facilitating international trade and investment of ICT products and services through our global network of contacts;
- Promoting industry cooperation and strengthening our national associations through the sharing of knowledge, experience, and critical information;
- Publishing global ICT research through the WITSA Digital Planet;
- Awarding signature events, World Congress on Information Technology (WCIT) and Global Public Policy Summit (GPPS), to different host countries around the world; and
- Organizing and hosting the Global ICT Excellence Awards to recognize the most outstanding ICT users and innovators.

For more information on WITSA, please visit www.witsa.org

About MexicoIT

MexicoIT is the first program in Mexico with the mission to promote the Mexican IT (Information Technology) services industry abroad. MexicoIT is operated by the National Chamber of Electronics, Telecommunications and Information Technologies (CANIETI), an industry association of leading IT companies in Mexico. The Mexican Ministry of Economy supports MexicoIT through the Software Industry Development Program (PROSOFT).

For more information on MexicoIT, please refer to www.mexico-it.com

About AMITI

AMITI is a private organization created to position Information Technologies as the key engine to increase Mexico's competitiveness, promoting the industry's growth by seeking a regulatory, commercial and legal frameworks that facilitates business development.

About CANIETI

The Mexican Electronics Telecommunications and Information Technologies Industries Chamber has more than 25 years in our country and is an entity representing the Electronics, Telecommunications and Information Technology Sector in Mexico, which promotes the development of said sector in a global environment with high quality services.

CANIETI is a public interest, autonomous institution with legal status and capital of its own, different from that of its members, established according to what is provided in the Act of Business Chambers and their Confederations.

Objectives

- To achieve the competitive development of the National Industry with a guild sense and social responsibility.
- To give CANIETI and its members a globalized presence in an institutional way.
- To promote doing business for the associates by presenting the companies and their products in the world sphere.
- To consolidate, develop and drive the competitiveness of the sectors we represent.
- To manage all the activities which strengthen the industry, to work with a guild view and a commitment which allows taking the benefits of technology all over the country.
- To represent and defend the interests of the members.