



## For Immediate Release

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## The Global Public Policy Summit 2011, to be held in Guadalajara, Mexico

**Guadalajara, Jalisco.** In order to discuss the “state of the world” in relation to public policies affecting the Information and Communication Technology (ICT) industry, more than 500 government officials and policy makers from more than 50 countries will gather at the Global Public Policy Summit 2011, to be held on November 6<sup>th</sup> - 8<sup>th</sup>, 2011, in Guadalajara, Jalisco, Mexico.

Previously hosted in Argentina (1999), Malaysia (2005), Egypt (2007), and Bermuda (2009), the GPPS is a flagship event of the World Information Technology and Services Alliance (WITSA), a consortium of over 70 national ICT industry associations with members representing more than 90 percent of the world ICT market.

The GPPS 2011 in Guadalajara is coordinated by MexicoIT, an initiative executed by the Mexican Chamber for the Electronics, Telecommunications & Information Technologies Industries (CANIETI), with the support of the Mexican Ministry of Economy.

Basically, the event aims to promote and educate industry and governments regarding the growth potential of the digital economy and at the same time, examine key IT public policy issues and explore the key policy concerns of IT businesses.

“ICTs play a key role in supporting daily life in today’s digital society. They are a valuable tool to extract economic and environmental benefit from the increased needs, and can contribute to breaking the negative trend, in which increased growth leads to greater environmental impact”, said WITSA Chairman Dato’ Dan E. Khoo.

The theme for the GPPS 2011 is “e-Inclusion for an i-Society: How to Innovate for a Sustainable Growth”, which reflects the key role played by ICTs in supporting daily life in today’s digital society.

The event will provide a series of high-level conferences and panels, addressing critical issues for public policies to review in multi-stakeholder set-ups. Participants will have structured opportunities for networking, to learn and share in the pluralistic discussions and consultations on the ICT initiatives to develop a global Information Society.

“Combining history, traditions and world-class infrastructure, Guadalajara is the perfect place to host the WITSA Global Public Policy Summit 2011, with a magical touch never seen before”, said Santiago Gutierrez, President of MexicoIT.

“Recognized as Mexico’s High Tech Capital, the city enjoys a unique environment formed by government, industry and academia, an outstanding combination committed to the successful outcome of the GPPS 2011”, he continued.

As the second most important city in Mexico, and one of its top tourist destinations, Guadalajara is known throughout the entire planet as the Mexican Silicon Valley, boasting a powerful cluster of more than 600 high tech companies and 78,000 professionals, providing a wide range of services, such as electronics manufacturing and design, ITO/BPO services, animation and visual effects development.

Since Mexico was selected as host for the GPPS 2011 in November, 2009, MexicoIT has been working full-time to guarantee the success of the event, involving the government, industry and academic sectors.

“We have already gather a creative team for coordinating the event, we have created promotional material and a powerful Website with all the information about the event, and we are currently working in different Public Relations strategies involving Government and industry organizations, in order to raise awareness in every sector”, said Amado Espinosa, Chairman of the GPPS 2011.

For more information, visit [www.gpps2011.org](http://www.gpps2011.org).

## **About the GPPS**

The Global Public Policy Summit (GPPS) is a signature event of WITSA aimed at enhancing international dialogue and global cooperation on key public policy issues that affect the growth of the ICT industry and use of ICT. Between 300-500 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.

## **About WITSA**

Founded in 1978, the World Information Technology and Services Alliance (WITSA) is a leading consortium of ICT industry associations from 74 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. More information: [www.witsa.org](http://www.witsa.org).

## **About MexicoIT**

MexicoIT is the first program in Mexico with the mission to promote the Mexican IT services industry abroad. MexicoIT is operated by the Mexican Chamber for the Electronics, Telecommunications & Information Technologies Industries (CANIETI), and supported by the Mexican Ministry of Economy. More information: [www.mexico-it.com](http://www.mexico-it.com).