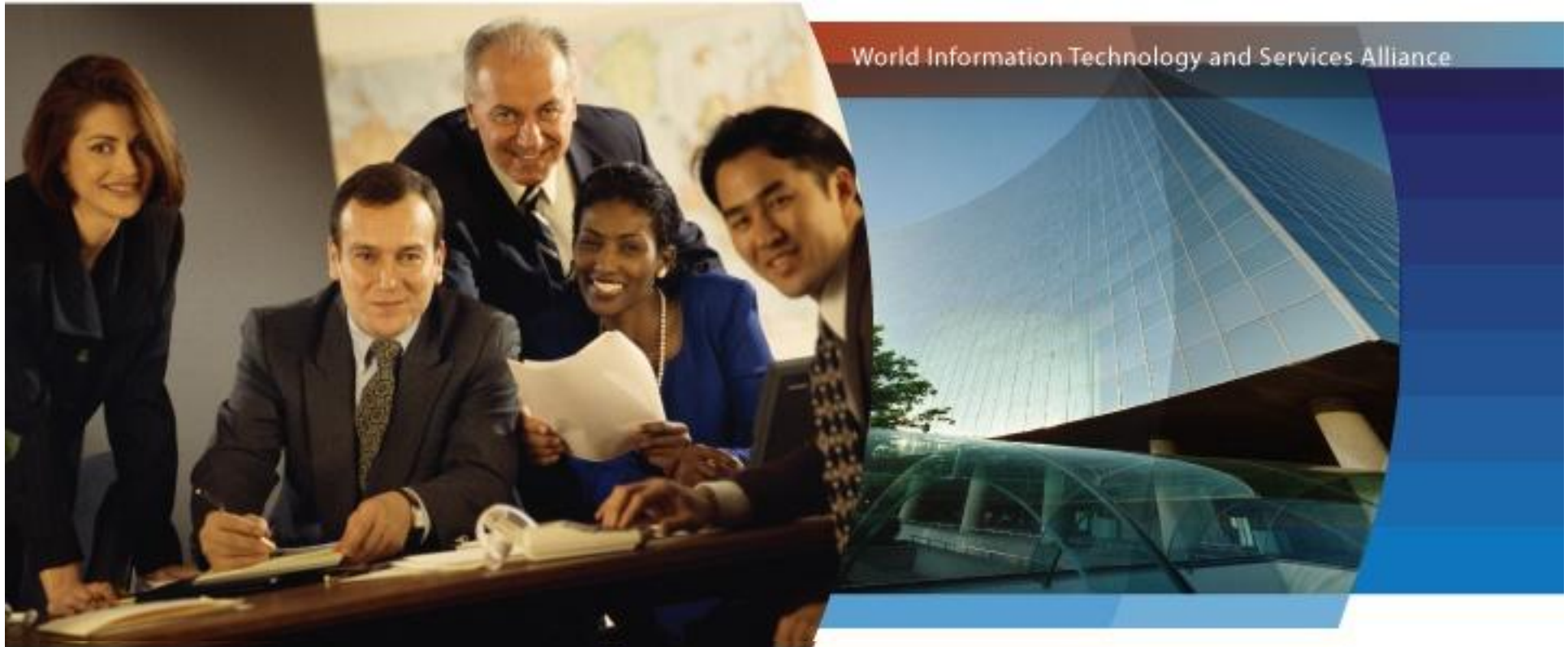




WITSA Trade Mission to Kuala Lumpur

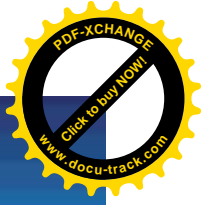
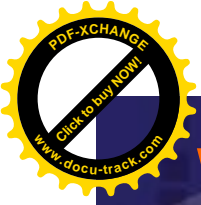
(In conjunction with The 2009 Asia-Pacific Outsourcing Summit)



May 11-13, 2009

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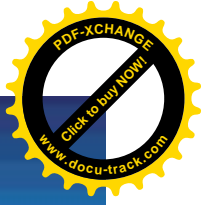
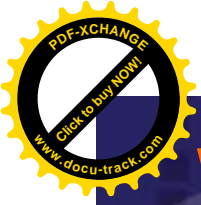




WTM KL | Content |

- I. At-a-Glance
- II. Objectives
- III. Expected Outcome
- IV. Target Audience
- V. Program
- VI. About 2009 APOS
- VII. About the Partners
- VIII. About the Host - PIKOM
- IX. About Malaysia
- X. Registration Information

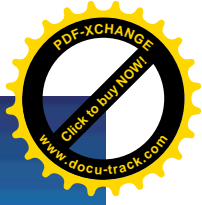
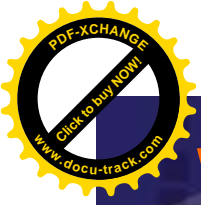




WTM KL | At-a-Glance |

Event	<i>WITSA Trade Mission to Kuala Lumpur (WTM KL) (In conjunction with The 2009 Asia-Pacific Outsourcing Summit (2009 APOS))</i>
Date	<i>May 11-13, 2009</i>
Venue	<i>Kuala Lumpur</i>
Organizer	<i>WITSA Global Trade Committee & WITSA Secretariat</i>
Host	<i>Association of the Computer and Multimedia Industry of Malaysia (PIKOM)</i>
Main Activities	<i>§ Networking Sessions § Tour to Cyberjaya and Putrajaya § 2009 APOS Conference § WITSA-APOS B2B Session</i>





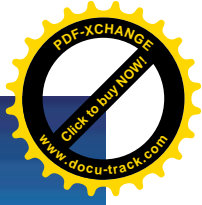
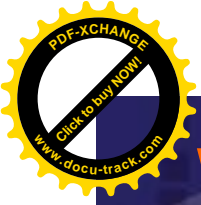
WTM KL | Objectives

WTM KL is one of the WITSA's activities that promote trade and provide business opportunities across the border.

Objectives:

1. Create global business opportunities, identify areas of trade and investment and explore joint ventures.
2. Promote greater co-operation between host economy and WITSA members.
3. Identify favorable local business policies and environment through exchange of ideas, technologies and best practices.
4. Provide a networking platform for the members leverage on WITSA's global network.
5. Participate in The 2009 Asia-Pacific Outsourcing Summit Conference and Exposition.



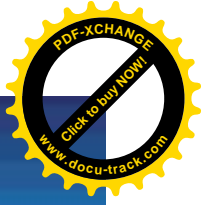
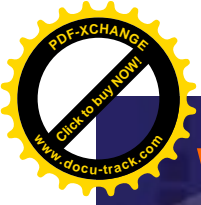


WTM KL | Expected Outcome |

Expected Outcome:

1. Understand the local business culture, business policies and investment environment and ICT industry.
2. Establish business partnership and joint venture.
3. Invest in local businesses and industries.
4. Build closer business relationship with the host economy.
5. Gain learning and professional experience in high-level executive outsourcing conference.
6. Potentially discover new buyers and suppliers, industry contacts and new creative ideas amongst 500 APOS delegates from 65 countries, 1,200 PIKOM members and 1,800 MSC Malaysia Status Companies.





WTM KL | Target Audience |

§ Target Audience:

§ ICT industry CEOs, senior managers, business development managers and decision makers

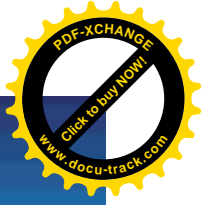
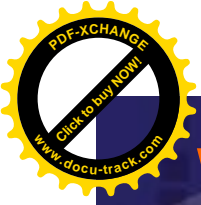
§ Trade Association Executives

§ Professional Association Executives

§ Non-profit Organization Executives

§ Government and Investment Promotion Agencies





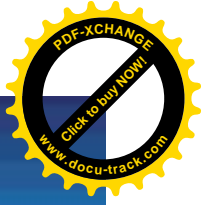
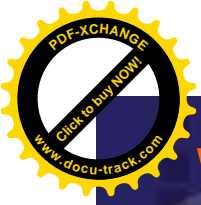
WTM KL | Program Overview |

The highlights of WTM KL:

- § Welcome and Introduction by PIKOM
- § Networking Session with PIKOM members and MSC Malaysia Status Companies
- § Tour to Cyberjaya and Putrajaya
- § 2009 APOS Conference
- § WITSA-APOS B2B Session

May 10 (Sun)	May 11 (Mon)	May 12 (Tue)	May 13 (Wed)	May 14 (Thu)
<i>Arrival of Delegates</i>	<i>Welcome, Networking & Tour</i>	<i>WITSA-APOS B2B Session & APOS Conference</i>	<i>APOS Conference</i>	<i>Departure of Delegates</i>



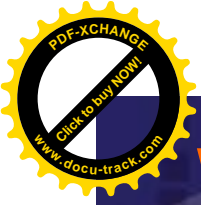


WTM KL | Detailed Program |

Day	Time	Program
May 11 (Monday)	9:00am	Gather at Traders Hotel lobby Depart for MAMPU @Putrajaya
	10:00am – 12:00pm	Presentation by MAMPU
	12:00pm – 12:30pm	Transfer to Lunch Venue
	12:30pm – 2:00pm	Lunch at Putrajaya/Cyberjaya
	2:00pm – 2:30pm	Transfer to MCMC @Cyberjaya
	2:30pm – 5:30pm	Presentation by MCMC
	5:30pm – 6:00pm	Transfer to Cocktail Reception Venue
	6:00pm – 9:00pm	Networking Session with MSC Malaysia status companies and PIKOM members
May 12 (Tuesday)	9:00am – 5:30pm	Asia Pacific Outsourcing Summit (APOS)
	3:50pm – 6:00pm	WITSA-APOS B2B Matching
May 13 (Wednesday)	9:00am – 5:30pm	Asia Pacific Outsourcing Summit (APOS)

WITSA reserves the right to cancel or reschedule any program. In the event of program cancellation, we make every effort to notify participants 3 weeks prior to the event. Please be advised that WITSA is not responsible for any airfare penalties, travel, or hotel charges that may be incurred due to cancelled or rescheduled events.

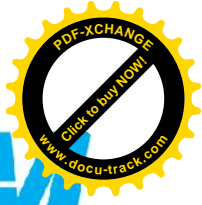
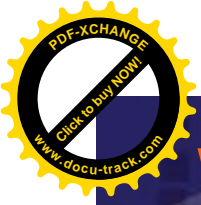




WTM KL | About 2009 APOS |

Event	<i>The 2009 Asia-Pacific Outsourcing Summit (2009 APOS)</i>
Date	<i>May 12 – 13, 2009</i>
Venue	<i>Kuala Lumpur Convention Center Kuala Lumpur, Malaysia</i>
Organizer	<i>International Association of Outsourcing Professionals (IAOP) and Association of the Computer and Multimedia Industry of Malaysia (PIKOM) - Outsourcing Malaysia (OM)</i>
Main Activities	<i>The 2009 APOS brings the world's top outsourcing practitioners and business leaders together for a once-a-year, one-of-a-kind gathering to explore and set the future of outsourcing in Asia. The Summit will explore and showcase the critical role Asia now plays in the global outsourcing marketplace. The highlights are: Pre-event Golf, 2 days Conference, WITSA-APOS B2B Session, Gala Dinner and Post-event Tour to Cyberjaya.</i>





WTM KL | About the Host |



PIKOM, THE NATIONAL ICT ASSOCIATION OF MALAYSIA

PIKOM is the association representing the information and communications technology (ICT) industry in Malaysia. Its membership currently stands at over 1000 comprising companies involved in a whole spectrum of ICT products and services which commands 80 per cent of the total ICT trade in Malaysia.

PIKOM works to improve the business climate in the interests of all its member companies and to promote industry growth in line with national aspirations.

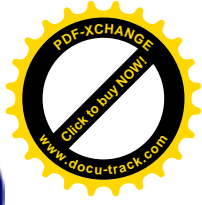
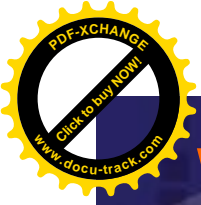
PIKOM's members include:

- §Suppliers of equipment in computing and telecommunications
- §Software developers and suppliers
- §Providers of professional and educational ICT services
- §Network operators
- §Suppliers of value added services in ICT

By facilitating Malaysia's business growth and competitiveness through application of information technology, PIKOM is positioned to be the voice of the Malaysian ICT industry.

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WTM KL | About MAMPU |



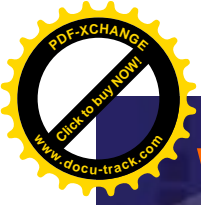
Malaysian Administrative Modernization and Management Planning Unit (MAMPU)

MAMPU is established to handle the functions of administrative modernization and human resources of the Government administration.

MAMPU plays a leading role in implementing modernization strategies for Malaysian Public Service by focusing on initiatives that could upgrade the quality, efficiency, effectiveness, and integrity. All these initiatives encompass the areas of quality acculturation, organizational development, the management integrity, ICT development, and enhancing the relationship between public sector and private sector.

The modernization initiatives implemented by MAMPU have to be conveyed widely to all government agencies. To learn more about MAMPU's services, please visit <http://www.mampu.gov.my/>.





WTM KL | About MCMC |



Malaysian Communications and Multimedia Commission (MCMC)

MCMC is the regulator for the converging communications and multimedia industry. The role of MCMC is to implement and promote the Government's national policy objectives for the communications and multimedia sector. The MCMC is also charged with overseeing the new regulatory framework for the converging industries of telecommunications, broadcasting, on-line activities and the Postal Industry.

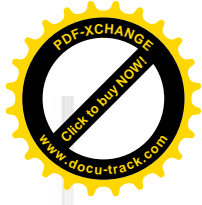
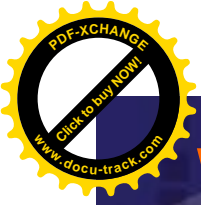
Economic regulation, which includes the promotion of competition and prohibition of anti-competitive conduct, as well as the development and enforcement of access codes and standards. It also includes licensing, enforcement of license conditions for network and application providers and ensuring compliance to rules and performance/service quality.

Technical regulation, includes efficient frequency spectrum assignment, the development and enforcement of technical codes and standards, and the administration of numbering and electronic addressing.

Consumer protection, which emphasizes the empowerment of consumers while at the same time ensures adequate protection measures in areas such as dispute resolution, affordability of services and service availability.

Social regulation which includes the twin areas of content development as well as content regulation; the latter includes the prohibition of offensive content as well as public education on content-related issues. Information is also available at <http://www.skmm.gov.my/>.





WTM KL | About MSC Malaysia |



MSC Malaysia

MSC Malaysia (formerly known as the Multimedia Super Corridor; <http://www.mscomalaysia.my/home>) is a Malaysian initiative for the global information and communication technology (ICT) industry.

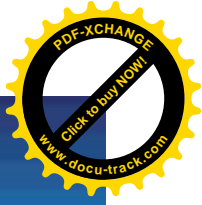
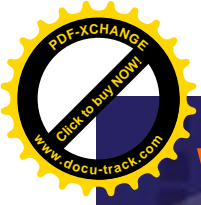
Since 1996, MSC Malaysia has steadily spearheaded the nation towards a technology-rich and knowledge-based economy. MSC Malaysia has since grown into a thriving and dynamic ICT hub, hosting more than 1000 multinationals, foreign-owned and home-grown companies, focusing on multimedia and communications products, solutions, services and research and development.

MSC Malaysia welcomes and provides leading ICT companies from around the world to use its highly advanced infrastructural facilities as a global test-bed for ICT applications and its cost-effective location as a hub for their regional operations in Asia.

In 2004, the second phase of MSC Malaysia began, which involves the rolling out of the MSC Malaysia nationwide. By the year 2020, the MSC Malaysia Agenda will be extended to the whole country. It will be a national transformation for Malaysia to become a Knowledge-based Economy and Society, as envisaged in Vision 2020.

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WTM KL | About Malaysia |

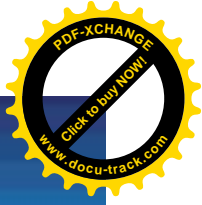
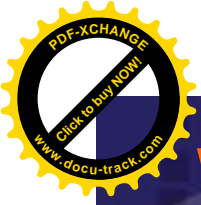
Malaysia has a strong, open economy and a government committed to international competitiveness in terms of trade and investment. The country focuses on improving productivity and innovation in order to leverage on globalization and an increasingly borderless world. Continuous productivity improvement is seen as central to its growth and competitiveness.



- § Malaysia is one of the world's largest producer of microchips. A leading producer of air conditioners, rubber gloves and palm oil.
- § Malaysia's communications links are among the best in Asia. The country is taking a co-ordinated and integrated approach to expand and upgrade its infrastructure.
- § A dynamic ICT development program is being implemented across all sectors to establish a sound knowledge-based economy in order to add value to all economic sectors.
- § Malaysia has a well developed financial and banking sector. Malaysia also enjoys a natural niche market in Islamic banking and finance.
- § Strong synergy and co-operation within the country's public and private sectors helps in continuous improvements in efficiency and reliability.

With a robust ICT industry, Malaysia is one of the best locations in the world to invest in especially in the ICT industry. Low wage inflation, high staff retention rates, a well-educated and multilingual workforce, world-class infrastructures and conducive business environment have certainly made Malaysia one of the most cost-effective and easiest places to do business.





WTM KL | About Cyberjaya |

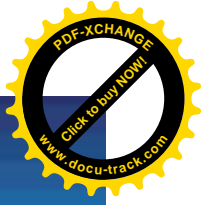
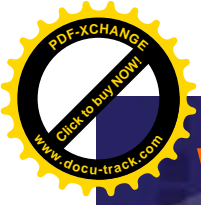
Cyberjaya is a new planned township with a science park as the core that forms a key part of the MSC Malaysia. This town aspires to be known as the Silicon Valley of Malaysia.

The MSC Malaysia was born out of the Malaysia government's initiative to transform the country from a manufacturing-based economy to knowledge-based economy. It was in 1997 that the government put forward

a plan to build a national ICT hub as one of the key milestone of the MSC Malaysia visions. The new ICT hub, Cyberjaya, was conceptualized as a model intelligent city for the world. It has been designed as a leading edge multimedia centre to attract international standard multimedia and ICT companies, developed with sophisticated and state of art integrated infrastructure and ICT system, complete with efficient transportation service.

Cyberjaya offers ideal business and living conditions. Location is ideal, midway between KLIA and KL city. Twin city Putrajaya, the nation's administrative capital, is mere minutes away. Today, Cyberjaya is home to many multinational companies such as BMW, HSBC, DHL, Shell, Nokia, Ericsson, Motorola, and many more. It is also the chosen location for institutions such as Limkokwing University College of Creative Technology, Multimedia University and Cyberjaya University College of Medical Sciences (CUCMS).





WTM KL | About Putrajaya |

Kuala Lumpur is the country's capital city as well as premiere financial and commercial centre of Malaysia, whereas Putrajaya plays the role as the new Federal Government Administrative Center. It is targeted that most of the Federal Government agencies will have moved to Putrajaya by 2010.



Location

Putrajaya sits on a magnificent 4,931 hectares of land within the MSC Malaysia. It is located 25km south of Kuala Lumpur and 20km north of the Kuala Lumpur International Airport (KLIA). Being served by a network of highways, it is highly accessible from all parts of the country.

The Garden City

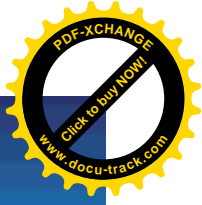
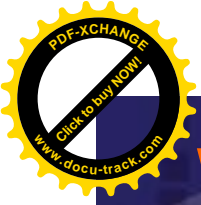
Putrajaya is being developed based on the theme of City in A Garden. The undulating nature of the land lends itself to the creation of a city of this identity. It has allowed for the creation of generous open spaces and parks, and a 600 hectare man-made lake as its principal landscape feature.

The Intelligent City

Being located within the MSC Malaysia, and in line with the Government's e-Government initiative, Putrajaya is also developed as an intelligent city. Multimedia technologies will be in place to facilitate communication and interaction between Government offices, between the Government and the business community, as well as between the Government and local population and general public.

www.witsa.org





WTM KL | Registration Information 1 |

1. Registration Fee:

§ WTM KL - USD 100 per delegate

§ Registration fee covers the organizing expenses incurred, which includes the staffing and administration and meals during the event period **

§ Domestic ground transportation during the event period is sponsored by host

§ 2009 APOS - USD 750 per delegate

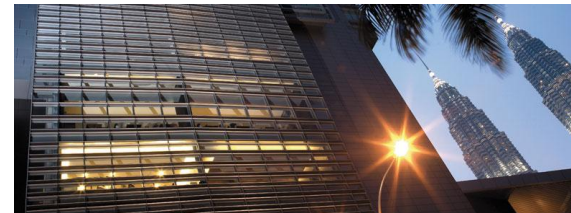
§ Registration fee of the full delegate pass for 2009 APOS **

Note: **flight, hotel and airport pickup is not included

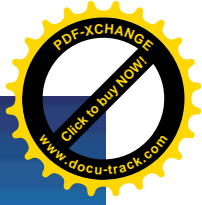
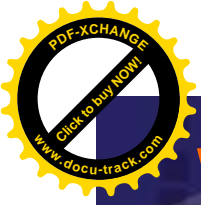
2. Accommodation

§ Hotel Booking – WITSA Secretariat will assist in room booking as per request by successful registered delegates or delegates may liaise with the hotel directly

Hotel	Room Type	Rate/Night	Remarks
Traders Hotel Kuala Lumpur Kuala Lumpur City Centre 50088 Kuala Lumpur Tel: + 603 23329888 Fax: +603 23322666 Contact: Ms Miki Sia URL: www.tradershotels.com	Single or Double	RM400++ to RM440++ (~USD115++ to USD126++)	4 star deluxe hotel



www



WTM KL | Registration Information 2 |

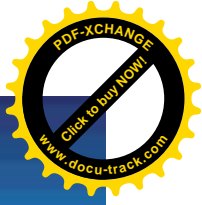
3. Payment Account

Account Name	PIKOM
Account Number	5141-5032-7167
Bank Name	Malayan Banking Berhad
Branch Name	Jalan Raja Laut
Bank Address	G-Floor(Utara), Wisma PKNS, Jalan Raja Laut Tambahan, 50350 Kuala Lumpur, Malaysia.
Swift Code	MBBEMYKL

4. Submission of Registration

§ Kindly complete the registration form and email to Ms Doreen at doreen@witsa.org or fax to +603 83188499





WTM KL | Registration Information 3 |

5. Contact

Registration Information	Overall Coordination
Ms Doreen Kamal Email: doreen@witsa.org Mobile: +6017 332 4351	Ms Soo Pei Ling Email: soopl@witsa.org Mobile: +6012 2883927

6. Terms and Conditions

- § Application will only be considered successful upon FULL payment of registration fee
- § Registration fee is NON-REFUNDABLE
- § WITSA reserves the right to reject any application or late submission
- § WITSA or its partner organization reserves the right to alter the program at any time

