

OUTSOURCING ASIA SUMMIT 2009

Singapore

Exploring latest developments in Knowledge process outsourcing, Legal process outsourcing and Clinical research outsourcing across Asia

If "Silk route" was the norm of business in old ages then "Outsourcing" is a norm of the new.

From getting scarce resources to relocating the cheaper one, human history has come a long way. Many factors like reducing the operating cost & headcount have become secondary in the 21st century. Outsourcing was not formally identified as a business strategy until 1989. And today it is considered as driver of sustainable growth for most of the industries. With looming recession and changing nature of economics –

Where are we heading? How do we sustain competitive advantage in the era of stagflation? Or do we need to change the questions and think of next wave of Outsourcing? Has the flat world taken a round turn?

These questions shall be answered when we *think together*.

LEARN FROM INDUSTRY LEADERS AND EXPERTS



Richard Mills
CFA, Chalre Associates
Executive Search,
Philippines



Dr. Umakanta Sahoo
Managing Director,
Chiltern, India



Avinash Vashista
CEO, Tholons Inc,
USA



Ying Luo
Chairman,
Shanghai
Genomics, China



Pradeep K. Mukherji
President & Managing
Partner, Avasant
(formerly Stradling
Global Sourcing),
India



Tom Reilly
Founder & CEO,
Next Horizon,
Hong Kong

and more speakers...

WHY YOU SHOULD ATTEND

- ✓ Learn to develop **effective Outsourcing strategies** from leading players in Asia.
- ✓ **Examine key emerging sectors** in Asia such as Knowledge Process Outsourcing, Legal Process Outsourcing & Clinical Research Outsourcing that are becoming more attractive for global offshore destinations and the benefits of each.
- ✓ **Gain insights** from industry best practitioners who will share with you the tactics, processes, and tools to capitalize on the new evolution of outsourcing.
- ✓ Walk away with **possible solutions** to current challenges faced by those undertaking **Knowledge Processing, Legal Processing & Clinical Research** in Asia.
- ✓ Know proven **risk management and financing strategies** on KPO, LPO and CRO from international speakers.

41+ Presentations from the following organisations

Chalre Associates Executive Search, Philippines TPI South East Asia, Singapore
Kendle International, Singapore BPA/P, Philippines Draco Healthcare, China
Avasant (formerly Stradling Global Sourcing), India NelsonHall, United Kingdom
Hunton & Williams, United Kingdom MOL Accessportal Berhad, Malaysia Quislex, U.S.A
Mindcrest, India MeritTrac Services Pvt.Ltd, India Pangea3, India ICRI India, India
Chiltern, India Asia PharmaNet, Singapore Next Horizon, Hong Kong Tholons Inc, U.S.A
Shanghai Genomics, China Evalueserve, Singapore Exactus, India
Procurement and Sourcing Institute of Asia (PASIA), Singapore

PRE-CONFERENCE WORKSHOP FOR OUTSOURCING PROFESSIONALS

Attend Pre-Conference Workshop and Benefit from the experience of your Workshop Leader



Peter Brudenall,
Partner of Hunton
& Williams,
London, United Kingdom

WORKSHOP HIGHLIGHTS

- ✓ **Essentials of outsourcing initiatives for business success**
- ✓ **Evolution of outsourcing in Asia "You mess for less"**
- ✓ **Negotiating outsourcing contracts**
- ✓ **Project management and governance**
- ✓ **Legal aspects of an outsourcing contract**
- ✓ **Human capital – Managing retained team**

International Marketing Partner



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Held In



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DATE & VENUE

18 – 20 February 2009

Raffles City Convention Centre,
Singapore

STREAM A

KNOWLEDGE PROCESS OUTSOURCING

Discover competitive advantages of KPO to Asia, accurate resource allocation, skill retention, and the KPO functions that can be outsourced. Know how the evolution from BPO to KPO has taken place as a global outsourcing strategy. Discourse burning topics of today such as security and data protection, mitigating risks involved in KPO, successful negotiation to finalization tailored for KPO and talent crunch.

STREAM B

LEGAL PROCESSING OUTSOURCING

Analyze the right method of introducing LPO along with potential pitfalls of outsourcing legal work to Asia. At the same time, figure out best LPO model for business and identify typical transition processes. Extend your focus on iterating advantages and obstruction of LPO to India followed by identifying improvements required to compete with low cost countries such as Philippines, and Malaysia.

STREAM C

CLINICAL RESEARCH OUTSOURCING

Evaluate the significance of CRO, key opportunities and success factors in oncology development in Asia and differentiate academic and commercial CRO. This platform will direct strengths and weaknesses of CRO in china, drug development, cost benefit analysis and different types of CRO management/models. Discuss trial complexity and its impact and also conduction Phase III and IV trials in low cost countries.

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Researched & Convened by



OUTSOURCING ASIA SUMMIT 2009

Pre – Conference Workshop for Outsourcing Professionals

18 February 2009

08:30	Registration
09:00	Evolution of outsourcing in Asia – “You mess for less” * Evolution from subcontracting to outsourcing * Know popular types of outsourcing * Understanding latest innovative models of outsourcing in practice * Identifying circumstances when outsourcing becomes uncompetitive
10:00	Essentials of outsourcing initiatives for business success * Effectively managing regulatory and operational risks in outsourcing * Budgetary consideration when entering into a partnership * Understanding standard process and consideration when submitting request for proposal (RFP) * Unsaid ways of effective communication for bringing customers and service providers together
11:00	Coffee Break
11:30	Legal aspect of an outsourcing contract * Developing an overall strategy for contract preparation and management * The In's and Out's of outsourcing contracts * Reviewing contract penalties and rewards * Documenting scope of services, standards of performance and how they're measured
12:30	Luncheon
14:00	Negotiating outsourcing contracts * Implementing 'Game Theory' in negotiation * Understanding terms and conditions of an outsourcing agreement * Exemption clauses: Unfair contract terms act * Negotiating vendor contracts * Approach to disentanglement
15:00	<i>Human Capital: Managing retained team</i> * Know profile of retained team: Skills required * Defining roles and responsibilities of the retained team * Budgeting for the retained team * Importance of motivating the retained staff and effectively communicating the goal of business
15:30	Coffee Break
16:00	Project management and governance * Overview of an outsourcing project management structure * Understanding tools for creating consistency in communications between outsourcer and the user. * How to create a link between an outsourcer and its user organisation at all levels * Analysing risk assessment planning system as a forward-looking tool * Need for developing early warning system of potential opportunities and problems
17:00	Closing Remarks
17:05	End of Pre-Conference Seminar

Attend this pre-conference workshop and benefit from the experience of your workshop leader



Peter Brudenall, Partner of Hunton & Williams, London, United Kingdom

Peter Brudenall is a partner in the firm's Global Technology and Outsourcing Group. Peter has extensive experience in all areas of Outsourcing and Information Technology law including advising on the outsourcing of technology development, remote infrastructure management, business process outsourcing, complex systems integration, data migration issues, licensing and exploitation of intellectual property, software development projects, data protection, Internet and e-commerce issues.

He acts for both customers and suppliers, and has significant experience in acting for Indian-based outsourcing vendors. He is ranked as a "leading individual" for outsourcing and technology advice by Chambers legal directory.

It is stated in the 2008 edition that he "knows how the market is developing and its key issues, so he knows how to add value in terms of constructing the contract." Peter is a frequent speaker on technology law and outsourcing issues, and has been widely published in legal journals in the UK and internationally.

He is the editor and co-author of Technology and Offshore Outsourcing Strategies published by Palgrave Macmillan in June 2005, and a co-author of The Secure Online Business Handbook, published by Kogan-Page in 2006.

This conference will have the target audience as follows:

Chief Executive Officers, Chief Investment Officers, Chief Financial Officers, Chief Operating Officers, Managing Directors, Vice Presidents, Directors/Head's of Enterprise Process, Research & Development, Corporate Governance, Information Technology, Procurement & Logistics, Accounting & Finance, Governance & Administration, In-house Legal Consultancy from various industries ranging from:

- Medicine
- Pharmacy
- Engineering
- Information Technology
- Analytics
- Multimedia & Animation
- Law
- Bio-Tech
- Education & Training
- Research & Development
- Paralegal Content
- Intelligent Services
- Networking & Communications



Also Consultants and Attorneys specialised in Patent Litigation/Intellectual Property, Operations Executives, Strategic Planners, Business Unit Executives, General Managers, Human Resources Professionals, Solution Providers and Service Providers of: BPO, KPO, CRO, Legal Consultancy etc. Outsourcing Asia 2009 is crucial for all professionals, whether directly or indirectly looking into outsourcing and off shoring needs of high end processes of their organizations, to understand how to employ and improve sourcing as a strategy to save money, enhance their organisation's competence or achieve greater profitability.

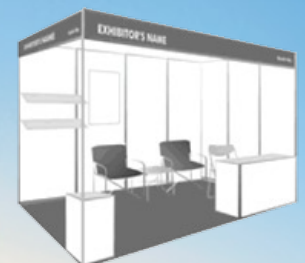
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Do you have solutions for Asia's Outsourcing Industry? If yes, maximize your business exposure by reserving a prominent booth space at Outsourcing Asia Summit 2009



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STREAM A – KNOWLEDGE PROCESS OUTSOURCING

Day 1 (February 19)

08:30	Registration
09:00	Chairperson's Opening Remarks: Avinash Vashistha , CEO, Tholons Inc, USA
09:10	Unwinding outsourcing business in Asia * Analysing current market scenario in Asia * Identifying the primary drivers in outsourcing * Critically analysing the impact of global slowdown on the outsourcing industry. * Spotting trends and opportunities in the troubled times * Reaching out to various sectors in which outsourcing is likely to be implemented soon Confirmed Speaker: Oscar Sañez , Chief Executive Officer, BPA/P
09:45	Organisational Case Study Key success factors for outsourcing in Asia: Learn from practical experiences Confirmed Speaker: John Willmott , CEO, NelsonHall 
10:30	Coffee Break
11:00	Next Generation Outsourcing * How outsourcing has evolved * Examination of multi-sourcing models * Case studies of next generation deals * Issues of risk associated with next generation deals Confirmed Speaker: Peter Brudenall , Partner, Hunton & Williams
11:45	Strategic Outsourcing Best Practices & Emerging Trends – Implications For Asia * How do you decide on what to source globally? * What is the optimal business model for global sourcing? * Choosing an outsourcing location - How can Asian countries/ locations position themselves * Global Best Practices & Trends in providing an effective governance, risk management and compliance * Trends in "Higher Value Outsourcing" * Future Perspectives in Global Sourcing Confirmed Speaker: Pradeep K. Mukherji , President & Managing, Partner, Avasant
12:30	Luncheon
14:00	Chairperson's Opening Remarks: Richard Mills , CFA, Charle Associates Executive Search
14:10	Evolution of Asia as a KPO destination * Identifying competitive advantages of KPO to Asia * Measuring value proportion-resource allocation, revenue growth & ROI * Examining intellectual arbitrage as a prime motivator * Recognising KPO functions that can be outsourced * Overcoming challenges-skill retention, availability of resources & talent, etc Confirmed Speaker: Tom Reilly , Founder & CEO, Next Horizon
14:45	KPO as a global outsourcing strategy * Impact of KPO on business: Evolution from BPO to KPO * Looking at the emerging dynamics of customer-supplier relationship in KPO space * Analysing KPO delivery models * Discussing future KPO growth in Asia * Case study: Successful KPO Confirmed Speaker: Richard Mills , CFA, Chale Associates Executive Search
15:30	Coffee Break
16:00	Trends in offshore outsourcing: Service science, KPO and knowledge technology * IT, BPO and service science * Trends in KPO * Emergence of knowledge technology Confirmed Speaker: Daniel Sadhu , Director of Sales – Asia Pacific, Evalueserve
16:45	Closing Remarks
16:50	End of Day 1

Day 2 (February 20)

08:30	Registration
09:00	Why it will be the fastest rising BPO/KPO in this global economic Crisis * Procurement on spotlight in a global economic crisis * You will outsource procurement: Here is why and how * Outsourcing for operational excellence and making a strong bottom-line * Procurement Outsourcing in a "Flat World"- Reaping the Benefits with Offshoring * Getting Started with Managing Spend * Business Case: You need your CFO's to get on board! Confirmed Speaker: Charlie Villasenor , Chairman, PASIA
10:00	Best practices for contracting KPO * Reviewing due diligence and pre-contracting model * Clauses to safeguard intellectual property * Ensuring security & data protection * Mitigating risks involved in KPO * Post deal relationship management vs. conflict management mechanism * Successful 'negotiation to finalisation' tailored for KPO Confirmed Speaker: Madan Padaki , Co-Founder & CEO, MeritTrac
11:00	Coffee Break
11:30	Panel Discussion Learning from experiences  * Viability of co-sourcing projects to share project risk * Overcoming issues: Talent crunch and attrition * Examining the transition process and competitiveness of different destinations in Asia and rest of the world Confirmed Panellist: Madan Padaki , Charlie Villasenor
12:00	Luncheon
14:00	Financing outsourcing and shared services * Global trends in financing outsourcing services * Understanding financing options for outsourcing and shared services models * Analysing financial implications of outsourcing and shared services model * Pre- requisites of a successful outsourcing service provider * Analysing benefits of a venture partner and contributions by the venture partner Confirmed Speaker: Avinash Vashistha , CEO, Tholons
14:45	Future of the captive: Monetisation, Commercialisation and Beyond * Addressing role of the captive in future global services delivery model * What would drive future growth – delivering sustainable business value, managing attrition, drive innovation and profit impact * Valuating pros and cons of virtual and co- operative captives * Identifying issues with illustrative deal structures- privacy, IP, potential balance sheet implications * Monetisation: capabilities of existing management to morph into a provider * Evaluating strength of commercialisation for captive turned provide- will other corporations buy? Confirmed Speaker: Ganesh Kumar Bangah , President & CEO, MOL Accessportal Berhad
15:30	Coffee Break
16:00	Panel Discussion Evolving trends of outsourcing  * Highlighting advantages and disadvantages of nearshoring * Impact of tax issues on cross-border outsourcing * What are the rising outsourcing models - both buy and sell side Confirmed Panellists: Avinash Vashistha , Ganesh Kumar Bangah
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12:30	Luncheon
14:00	Chairperson's Opening Remarks: Ram Vasudevan, Chief Executive Officer, Quislex
14:10	Current trends of LPO market * Examining the right method to introduce LPO * Measuring driving forces for corporations and law firms for LPO: Cost saving, resource allocation, revenue growth, transitions and timelines * Know the benefits and potential pitfalls of outsourcing legal work to Asia * Evaluating the scope and length of outsourcing projects Confirmed Speaker: Rohan Dalal, Managing Director, Mindcrest
14:45	Determining best LPO model for your business goal * Examining associated costs, cost savings and tax advantages * Know typical transition processes and timelines * Considerations when leveraging a global labour pool * Identifying the right LPO service provider through due diligence Confirmed Speaker: Vivek Hurry, COO, Exactus
15:30	Coffee Break
16:00	Doing LPO business in India * Efficiency and ethical issues of off shoring legal process to India * Iterating advantages and impediments of LPO to India * Identifying areas of improvements required to compete with low-cost countries like Philippines, Malaysia and China Confirmed Speaker: Sanjay Kamlani, Co-founder & Co-CEO, Pangea3
16:45	Closing Remarks
16:50	End of Day 1

Day 2 (February 20)


08:30	Registration
09:00	Organizational Case Study Can Legal Process Outsourcing be considered both valued and efficient? Confirmed Speaker: Ram Vasudevan, CEO, Quislex
10:00	Legal Process Outsourcing - Client concealment and privacy issues while working global * Approach to deal with the issue of confidentiality, data security, conflict of interest and ethical values * Identifying the safety measure for Legal Process Outsourcing * Understanding and minimizing the possible impact of collaboration in outsourcing legal work * Negotiating and structuring outsourced legal work to ensure quality and cost management Confirmed Speaker: Rajesh Sreenivasen, Partner, itec practice, Rajah & Tann LLP
11:00	Coffee Break
11:30	Panel Discussion Managing outsourcing relationships * Discussing different legal services that are being outsourced * Learn the actual benefits and drawbacks associated with outsourcing legal work * Describing steps necessary in locating a suitable outsourcing partner, negotiating the contract with the partner * Case study on offshore legal outsourcing relationships Confirmed Panellist: Rohan Dalal, Ram Vasudevan, Vivek Hurry 
12:00	Luncheon
14:00	Financing outsourcing and shared services * Global trends in financing outsourcing services * Understanding financing options for outsourcing and shared services models * Analysing financial implications of outsourcing and shared services model * Pre- requisites of a successful outsourcing service provider * Analysing benefits of a venture partner and contributions by the venture partner Confirmed Speaker: Avinash Vashistha, CEO, Tholons
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12:30	Luncheon
14:00	Chairperson's Opening Remarks: Dr. Ross Horsburg , Vice President, Global Clinical development, Asia Pacific Kendle International
14:10	Examining future markets of CRO * Identifying the primary significance of CRO in Asia * Analysing growth of R&D spending, in-house and out-house * Evaluation: Academic vs. Commercial CRO * Checking the investment viability of CRO in Asia Confirmed Speaker: Dr. Umakanta Sahoo , Managing Director, Chiltern International Pvt. Ltd
14:45	Intensifying oncology clinical development in Asia * Determining key opportunities and challenges in oncology development in Asia * Incorporating Asia Pacific countries into the global development plan * Specifying key success factors in oncology development in Asian countries * Selecting the optimal clinical sites for exploratory oncology trials Confirmed Speaker: Dr. Ross Horsburg , Vice President, Global Clinical development, Asia Pacific Kendle International
15:30	Coffee Break
16:00	CRO in China: Outsourcing or not; if yes, then how to make it successful for you * Introduction to China's CRO industry – Industry size, type of services, trend * Outsource or not? Examining strengths and weaknesses of CRO in China, cost benefit analysis, roadmap of CRO selections * CRO management – CRO management vs. Partner-relationship development, Trust vs. Monitor vs. Both Confirmed Speaker: Linda Zhao , PhD, President and CEO, Draco Healthcare
16:45	Closing Remarks
16:50	End of Day 1

Day 2 (February 20)

08:30	Registration
09:00	Determining trial complexity * Understanding trial complexity and its impact on trials * Determining the impact Therapeutic Area and Phase have on trial complexity and costs * Creating a cost forecast for a trial for site reimbursement or CRO tasks * Using a database of negotiated cost data to benchmark the costs of sponsor and CRO trials Confirmed Speaker: Emily Tan , Director Clinical Research - Asia PharmaNet
10:00	Outsourcing to China changes the landscape of local pharmaceutical industry * Identifying co-development as the new wave of outsourcing * Studying potential weakness of the current outsourcing model * Analyzing what is missing in drug development of China * Evaluating opportunities for Chinese pharmas under the current financial turmoil Confirmed Speaker: Ying Luo , Chairman, Shanghai Genomics
11:00	Coffee Break
11:30	Panel Discussion Conducting Phase III and Phase IV trials in low-cost countries * Considering regulatory issues before off shoring * Understanding impediments likely to affect CRO * Efficient selection and management of sites * Impact of patient segments on successful CRO Confirmed Panellists: Linda Zhao , Dr. Umakanta Sahoo, Emily Tan
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16:50	End of Conference

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Registration Form

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Conference: OUTSOURCING ASIA SUMMIT 2009

Date(s): 18, 19, 20 FEBRUARY 2009

Venue: SINGAPORE

Conference Fee and Discounts: (Please indicate your selection with checkmarks)

	Pay by 12 Dec 2008	Pay by 16 Jan 2009	Regular Price
2 Days Conference Only	Save USD 400 USD 2100 <input type="checkbox"/>	Save USD 200 USD 2300 <input type="checkbox"/>	USD 2500 <input type="checkbox"/>
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