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**BIZZFIZZ**

By Rene Martel

**Canada on IT march in the Philippines**

WHEN it comes to IT projects in the Philippines the Canadians are up there with the best of them.

Earlier this month at his Dasmariñas Village residence, Canadian Ambassador Peter Sutherland launched his country's latest bilateral project in the Philippines that provides for greater transparency in government transactions and an improvement in the delivery of government services.

The five-year Electronic Governance for Efficiency and Effectiveness (E3) project is funded by the Canadian International Development Agency (CIDA), which provided Canadian \$9.92 million (P420 million) for its completion until 2012.

Designed to assist targeted social service agencies in the Philippine government with their implementation plans for e-governance projects, pilot projects will be implemented in selected rural areas of the country to demonstrate and improve the delivery of social services, among them credit assistance, welfare, health, employment, education, microfinance, disaster relief and agriculture.

Now comes the Canadian Chamber of Commerce which is organizing the international Information and Communications Technology (ICT) awards night on March 1 (Thursday—6 p.m.)—the first corporate event to cite the best business process outsourcing (BPO) companies in the Philippines today.

Up to 40 regional heads of major multinational companies are expected to attend the gala at the ballroom of the Renaissance Hotel in Makati City. The event presents a great opportunity for the local BPO sector to showcase to the world the positive features that have made it a dominant player in the ICT industry in the Asia-Pacific region.

While the Philippines is already being regarded as equal or even better than India in the BPO field, there is a need for big events like this to showcase the Philippines as a destination of choice for outsourcing.

According to the Canadian Chamber the country is now entering a critical stage which could be seen by people in the future as the time when the Philippines emerged as one of the economic tigers of Asia.



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Awards to be given away in the BPO sector are Company of the Year, Best New Locator of the Year, Best Mid-Sized Company of the Year, Employer of the Year, Fastest Growing Company of the Year, Most Innovative Company of the Year and the ICT Individual Contributor of the Year Award each for the public and private sectors.

The judges are Belen Bonifacio, managing director of the Cebu Educational Development Foundation for Information Technology; Executive Director Celeste Ilagan of the Board of Investments- Department of Trade and Industry; Mitch Locsin, Executive Director of the Business Process Association of the Philippines; Don Felbaum, head of the ICT Committee of the American Chamber of Commerce of the Philippines; Henry Schu-macher, Executive Director of the European Chamber of Commerce of the Philippines; Sean Georget, Executive Director of the Canadian Chamber of Commerce of the Philippines and Richard Mills, Chairman of Chalre Associates.

Keynote presentations will be made by Jim Dvorkin, CTO of Five9 and one of Silicon Valley USA's foremost technology gurus, and Eric Alberto, Senior Vice-President at PLDT.

It is hoped this event will provide a medium to promote the work and achievements of Category Winners and finalists to the broader Philippine business community and to provide a launching pad for marketing the Philippines as a destination of choice for multinational companies and bringing together senior decision makers in the ICT sector to listen to industry leaders and provide opportunities for networking and discussion.

Organizers of this gala look forward to making this an annual event which will establish it as a landmark the Information and Communications Technology calendar.

For those interested on joining the event to listen to high profile presentations and network amongst senior executives can contact the organizers at 843 6457. ♦

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