



# NASSCOM'S INDIA LEADERSHIP FORUM 2010

## New Ideas, New Directions

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**A**fter an extremely challenging two-year period following the global economic slowdown, the Indian industry is now gradually coming back to normalcy. The country's IT-BPO sector, impacted by changes in the international environment, is also viewing the year ahead, with cautious optimism and defining fresh strategies as it exits the slowdown.

This positivism and planning is sure to get reflected in NASSCOM's India Leadership Forum 2010, which will roll out in Mumbai, in February next year.

The recovery and the form it takes, will serve as the focal point for the forum deliberations, which appropriately has 'Looking ahead: New ideas, new directions' as its theme.

Clearly, there is light at the end of the tunnel and the industry is in a stronger position to face the year ahead. IT-BPO companies are already drawing up plans for the year, centred around

new investments and a foray into emerging markets, to build a more secured future and avoid another debacle.

NASSCOM's India Leadership Forum 2010, will spotlight the key issues and challenges that IT-BPO companies are likely to face as they move out of the economic recession.

Experts, representing different stakeholders of the IT-BPO industry, will gather under one roof, and provide insights on the emerging world economy and how companies can get back on the growth track and achieve their new milestones. After the sudden shock, companies have been working towards sustaining, consolidating and looking for growth. The conference, which has been scheduled at the cusp of the recovery, will be the perfect time for business and technology leaders to share their vision and provide a roadmap for the next wave of industry growth.

The three-day conference will provide attendees with a peek into the major market trends in



2010 and suggest how companies can ride the recovery wave.

With everyone talking about emerging economies, the conference will also focus on these regions, with speakers analysing the scale of business opportunity they represent. The balance of power, seems to be tilting towards the Asian markets and the mega conference will discuss how a global alliance can be formed between the emerging and developed nations, to ensure that the world is the gainer and there are no losers.

Besides providing delegates with a macro picture of the sector, the forum will help organisations to understand how they can future-proof themselves, without compromising on growth imperatives. Analysts and CEOs will talk about, how companies can take calculated risks and re-engineer their fundamental planning.

Participants at the conference can pick from a host of tracks. There will be sessions dedicated to leadership and vision; emerging economies

and segments; smart use of technology to further growth; strategic alignments to match customer expectations and the importance of marketing and its role in tough times. Attendees will have a chance to engage with industry luminaries and catalysts of change and network with peers.

With its reputed line up of speakers from different sectors and countries, the NASSCOM India Leadership Forum 2010 will provide delegates with an unmatched sharing and learning experience. Apart from industry representatives, we are also expecting a large number of people from the customer side, so as to provide a balanced perspective on the issues under discussion.

On NASSCOM's list of speakers are names such as, Professor Dipak Jain of the Kellogg School of Management, Filippo Passerini, CIO, P&G, Arvind Tawde, CIO, Mahindra & Mahindra, Dr Jai Menon, CIO, Bharti Enterprises, Paul Hermelin, Group CEO, Capgemini and Stephen Roach, Chairman Morgan Stanley Asia.