



Cebu IT BPM.Organization (formerly CEDFIT)

"The Main IT BPM Industry Association of Cebu"

May 16, 2018

Opening Message- 2018 Transformation Summit

To our very esteemed guests and speakers - Acting Secretary Eliseo Rio of Dept of ICT and USec Mon Ibrahim , the Director General of PEZA- Hon. Charito Plaza, Mayor Tom Osmena-our main supporter of the IT/BPM industry. He can't join us today but he promised to be present tomorrow in the 4th Cebu IT/BPM Recognition Night. He is very well represented by Hon Joy Augustus Young, our City Councilor and Head of the local school board. And our partners from the different Govt. Agencies. We are also honored with the presence of the Cebu Chamber of Commerce President Mr. Antonio Chiu(who will join us later and the Immediate Past Presidents of Cebu Chamber, –Ms. Melanie Ng and Maam Tess Chan. And my Trustees at CIB.O headed by our Chairman Mr Francis Monera. We also have the NICP Family who represents the different ICT Councils from all over the Phils. I would like to welcome some of our new industry players- Dover Business Solutions, Kuhne Nagel, and Fujitsu who all opened in 2017 and our latest feather to our cap and definitely not a small fish- Amazon

And let me welcome one of our key speakers who flew all the way from London, the Chairman and CEO of Tholons, Inc- Mr Avinash Vashistha. Just to refresh everybody, Tholons was responsible for putting Cebu in the Global Outsourcing map. Lastly, I would like to welcome all the delegates who have found time to be here with us today. Maayong Buntag/Good morning and welcome to Cebu !

Let me just briefly explain why this summit has been called the Transformation Summit . Since 2001, we have never seen an industry such as the IT/BPM industry which has caused the major transformation of Cebu City. Cebu IT Park was the old airport and Cebu Business Park was a former Golf Course and both were in its early stages of development when the industry came to Cebu.

In 2010 , Cebu City reached the tipping point in growing the IT/BPM industry and thus followed massive building constructions , the inflow of more jobs,



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businesses, and economic opportunities not only for Cebuanos but also for people in the Visayas and Mindanao and even some from Manila and Luzon. Cebu City became the model and inspiration of other Philippine Cities with its success in bringing the IT/BPM industry outside of Metro Manila. It currently has about 150,000 direct employees and most probably about 450,000 indirect employees due to its multiplier effect. And the good news is that these direct employees are earning more than the minimum wage or even very much higher.

The IT/BPM industry remains to be very competitive and is ever changing thus the need to embrace the new realities of AI/automation/the higher value services, digital transformation, and our own challenge of the K to 12 transition. We have to learn, unlearn, and compete globally. We finally caught up with the rest of the globe in our education system. And the better news is we have more talents potentially available. Through the Transformation Summit, we want to continue what we started and even bring the opportunities to more areas for inclusive growth.

Let me just share this insight in my recent trip to Oslo, Norway. Being one of the richest country in the world, my host and friend Haakon Faanes told me that they were not as rich before until they discovered oil in the 70's and properly managed their oil money. At that very instant, I said to myself that the Philippines has already discovered its oil with our young, talented, and very trainable manpower in the outsourcing industry. So we just need to upskill and reskill them. And for our new senior high graduates, we need to provide them with the foundational skills and immerse them right in the industries to make them more employable.

And lastly, seeing Rome with its grand Colosseum tells you without doubt that the ancient past belongs to them. The present mainly to America and China. But the future will be a different story, because it may belong even to cities who will embrace the new realities fast, and do it very well.

Jun Sa-a/2018 Summit Chair



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