



THE 5th CISOCC CHINA INTERNATIONAL

SERVICE OUTSOURCING COOPERATION CONFERENCE

★ 2012.6.18~6.20 ★ Nanjing International Expo Centre Jiangsu.P.R.China

The Premier Annual International Service Outsourcing Event in China

Hosted by

Ministry of Commerce of the People's Republic of China
China Council for the Promotion of International Trade (CCPIT)
Jiangsu Provincial People's Government

Supported by



www.outsource-china.com.cn

Invitation

Dear Sir or Madam:

With substantial pool of skilled labor, first class infrastructure and strong government support, China has emerged as a global outsourcing leader. It is estimated that in the next three years the Chinese service outsourcing market is expected to grow at an annual rate of 30% and more and more overseas companies are choosing to outsource an increasing number of services to China. Meanwhile, the strong demands for outsourcing services from the Chinese domestic market will offer unprecedented business opportunities for overseas companies in the coming years.

As the China's premier annual international service outsourcing event, China International Service Outsourcing Cooperation Conference (CISOCC) has served as important platform for overseas service outsourcing buyers and vendors aiming to establish new business in China. Since its inception in 2008, CISOCC has attracted hundreds of service outsourcing professionals from Accenture, Capgemini, Dell, HCL Technologies, Gartner, IBM, Microsoft, etc. from 21 countries and regions to take part in conference programs to network with over 7000 partners from China.



5th CISOCC, which is going to be held from June 18 to 20, 2012 in Nanjing, Jiangsu Province, will comprise a wide range of programs including summit forum, one-on-one business meeting, seminars, site visits, etc. It is expected that more than 1200 government officials, international service outsourcing buyers and vendors, consultants and experts from over 20 countries and regions will make the preferred venue to build partnerships, source for investment and get updated on current developments.



Please join us at 5th CISOCC to reach out to the top destination for global service outsourcing business!

Organizing Committee Office of 5th CISOCC

October, 2011

Testimonial

"From my perspective 4th CISOCC was FANTASTIC. During the conference, we have established many contacts with Chinese partners."

—**Greg Gulyas**

Board of Chairman, Centre for Outsourcing Research and Education

As one of the overseas organizers, it is our pleasure to promote the event, which has made impressive progress in the last four years. Many Canadian companies we brought to the conference have entered into outsourcing arrangements with Chinese partners.

—**Dr. Guan Lian and Mr. Kevin Ye**

Association of Senior IT Professionals (ACSIP, Canada)

We're very satisfied with result of the one-on-one business meeting, during which we have reached a preliminary intent with a US Company in developing software.

—*Representative from a vendor in Jiangsu Province, China*

Organized by:

- Nanjing Municipal People's Government
- Department of Commerce of Jiangsu Province
- China Council for International Investment Promotion
- China Council for the Promotion of International Trade, Economic and Information Department
- China Council for the Promotion of International Trade, Jiangsu Sub-council

4. Overseas Cooperators: IOAP, CORE, KOSA, NOA, ACSIP, CIPAC

5. Programs:

Summit forum

Influential leaders, senior executives and academics will share with 500 attendees from over 20 countries and regions about the latest ideas, approaches and opportunities in current global and Chinese service outsourcing industry.

One-On-One Business Meetings

On-request pre-scheduled formal meetings between qualified buyers and vendors at different conference rooms. This invite will be extended only to those companies which is capable of off-shoring, and to service vendors with cutting edge infrastructure to meet buyers' demands. Qualified buyers will enjoy supports in accommodations, interpretation, etc.

Workshops and seminars

Designed to meet different needs of professionals from service outsourcing industry, including Sino-overseas Service Outsourcing CEO Round-table Meeting, workshop and seminars by leading global advisory firms, etc.

General Information

1. Time: June 18-20, 2012

2. Venue:

Nanjing International Exposition Center
(300 Middle Jiangdong Road, Nanjing, P. R. China)

3. Hosted by:

- Ministry of Commerce of the People's Republic of China
- China Council for the Promotion of International Trade
- Jiangsu Provincial People's Government



Awarding Ceremony

promoted jointly by China International Investment Promotion Council and TPI, IDC and Gartner; authoritatively launching the results of the review of top 10 service outsourcing sellers and 100 growing service outsourcing enterprises in China.

Business Tour

Site visits to local service outsourcing cities, parks and enterprises upon request.

Monday, June 18, 2012	
09:00-17:00	Registration
17:00-20:00	Welcome Reception
Tuesday, June 19, 2012	
09:00-12:00	Summit Forum
12:00-13:30	Luncheon
14:00-17:00	One-On-One Business Meetings (Parallel) Software outsourcing Bio-medicine R & D outsourcing Cartoon and animation outsourcing Industry design outsourcing Financial services outsourcing
	Sino-overseas Service Outsourcing CEO Round-table Meeting Strategic dialogue between foreign and Chinese executives on such topics as development strategies, business mode, etc.
	Software & Service Outsourcing Seminar (IBM, Microsoft)
	Seminar on Jiangsusourcing.com
	18:30-20:30
Wednesday, June 20, 2012	
09:00-12:00	2012 Awarding Ceremony for China's Leading & Growing Service Providers
	Symposium on Global Position of China Service Outsourcing Market
	Seminar on Service Outsourcing Talent Training
14:00-17:00	Matchmaking Meeting Between Service Outsourcing Enterprises and Financial Institutions

The program is subject to change.

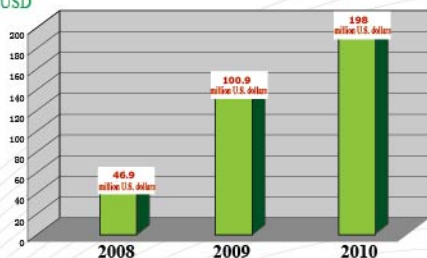
Why attend?

1. China has emerged as a global outsourcing leader and its strong domestic market will provide abundant opportunities for overseas companies.

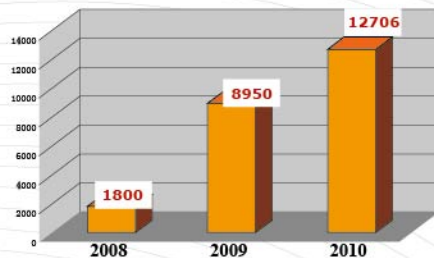
In 2010, the service outsourcing contracts signed reached USD 27.4 billion, an increase of 37 percent, and the contract value of offshore outsourcing reached USD 14.5 billion, an increase of 43 percent. Over 12,000 vendors can provide overseas buyers quality and cost-effective services, especially in following six sectors: software outsourcing, animation & cartoon outsourcing,

industry design outsourcing, medicine R&D outsourcing, financial services outsourcing. Besides, with rapid development of China's economy, the strong demands for R&D design, network maintenance, business consultation, financial management, talent cultivation, maintenance support, etc. will offer unprecedented business opportunities for overseas companies in the coming years.

USD



■ The contract value of offshore outsourcing from 2008-2010 in China



■ Service Outsourcing Vendors' Number from 2008-2010 in China

2. Ideal place to learn latest trends and best practices in China's service outsourcing industry, meet with top Chinese vendors.

As the service outsourcing premier event in China, the summit forum and seminars will give you a unique opportunity to learn from the high rank officials from Ministry of Commerce, CCPIT, etc. about the current situations, new opportunities and government supports in China's service outsourcing industry. Besides, senior executives from top international and Chinese buyers and vendors will share with you the best practices in how to outsource to China and avoid typical mistakes when doing business in China, etc. One-on-one meeting and awarding ceremony will give you chances to meet with top 10 and 100 growing Chinese vendors.



3. Pre-matchmaking, site visits and other special supports to ensure your success.

Through the strong networks of the organizers and complete database of Chinese buyers and vendors, pre-matchmaking service will help you find your potential business partners before the conference. Site visits to local service outsourcing cities, parks and vendors will give you a deep understanding of Chinese service outsourcing industry. Besides, special supports will be provided for overseas buyers which are capable of off-shoring and willing to outsource to China.

Who should attend

- Officials, decision makers, senior executives and strategic experts from
- Related Government Departments
- Multinational Corporations
- Service Outsourcing Buyers & Vendors
- Related Industrial Associations and Institutions
- Academia
- Third-party Consultant Firms
- Software Parks & Universities



How to attend?

1. For overseas applicants who will attend the one-on-one business meeting.

a. Participation Fees

No participation fees will be charged to the applicants who submit their applications to attend the one-on-one business meeting before May 15, 2012.

If the applicant have detailed cooperation initiatives with Chinese companies and get verification from the organizer, the applicant will enjoy the supports as follows: matchmaking services to find the potential Chinese partners prior to the conference, interpretation services during the 1:1 meetings, 3-night four-star above hotel accommodations for one person per company, free participation at other programs during the conference.

b. Participation Procedures

May 15, 2012

Overseas buyers and vendors submit application with detailed cooperation initiatives



May 31, 2012

Organizer confirm the participation of overseas buyers and vendors and select Chinese partners upon the requests



June 10, 2012

Organizer arrange 1:1 business meeting



June 12, 2012

Confirm and inform the meeting arrangement to the buyers and vendors



June 19, 2012

1:1 business meeting

2.For the other overseas applicants who won't attend the one-on-one business meeting.

a.Participation Fees

Registration Fee of 600 USD/ person will cover conference materials, pick-up service at the Nanjing Lukou Airport or Nanjing Railway Station, 3-night four-star above hotel accommodations and meals for one person, participation in all programs except one-on-one business meeting during the conference.

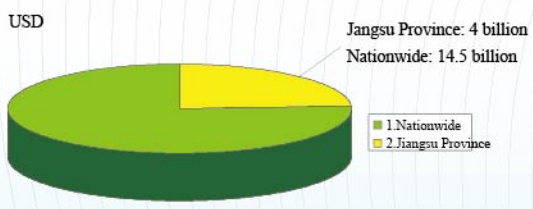
b.Participation Procedures

May 30, 2012	Overseas applicants submit applications and make payment of the registration fee
June 6, 2012	Organizer confirm overseas applicants' participation
June 10, 2012	Overseas applicants inform organizer their arrival information



Why in Jiangsu?

Jiangsu Province leads China's service outsourcing industry. By the end of 2010, the offshore outsourcing amount in actual use reached US\$ 4bn, with 485,000 people employed in this field and more than 3,800 service outsourcing companies registered, each of the figure taking up about one third of China's total amount. Currently, Jiangsu has established a service outsourcing industrial cluster featuring software outsourcing, bio-medicine R & D outsourcing, cartoon and animation outsourcing, Industry design outsourcing, financial services outsourcing, supply chain management, etc. and more and many world-famous service outsourcers have established their offices in Jiangsu in Jiangsu one by one, including Microsoft, IBM, BearingPoint, Accenture, Capgemini, Britain-based UBI Group, Japan's Hitachi, Fujitsu, Mexican Softek, etc.



The contract value of offshore outsourcing in China and Jiangsu Province in 2010



Service Outsourcing Vendors' Number in China and Jiangsu Province

Previous CISOCC

4th CISOCC, held in Nanjing, China from June 8 to 10, 2011, attracted more than 700 companies from 21 countries and regions, such as the US, Japan, Canada, UK, France, India, South Korea, Netherlands, etc., and initially reached intention totaled US\$ 670mn in outsourcing, investment, joint exploitation for overseas market.

4th CISOCC Highlights

- 17 seminars and workshops
- 716 companies
- 1077 delegates
- 21 countries and regions
- 312 one-on-meetings
- 670mn US\$ intention of cooperation



Participants:

Accentur,Capgemini ,Fujitsu ,Gartner ,Genpack ,Hitachi ,IBM ,Infosys ,Johnson & Johnson, Lucent,Lilly ,LOTTE ,Microsoft ,NEC ,Price Waterhouse Coopers ,Prizer ,Softtek , WuXi AppTec Co., Ltd,Neusoft Corporation,INSIGMA Technology Co.,Ltd.,hiSoft Technology International Limited,iSoftStone,VancelInfo Technologies Inc.,Chinasoft International Limited, ShangPharma Co., Ltd.,Dalian Hi-Think Computer Technology, Corp,Inspur Group

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