

GLOBAL SUMMIT BRICS+ BUSINESS SERVICES 2016

July 12-14, 2016 Moscow, Russia

BRICS+ BUSINESS SERVICES 2016 Global Summit

BRICS+ BUSINESS SERVICES 2016 summit will take place in Moscow, Russia during 12-14 July 2016. This is a landmark international event in the area of business services, outsourcing and service governance. Leading Russian and international experts will share their experience in reducing operational costs, introducing new services, and will discuss new business models in current economic situation. This year summit will become a platform for representatives from government departments, private industry and service companies experiencing similar issues in various BRICS+ countries to discuss possible solutions and approaches.

Association of strategic outsourcing ASTRA together with software development association RUSSOFT is organizing this summit. The main theme of the conference is **innovation in services and outsourcing** including service integration and multisourcing, digital services, social outsourcing, international service supply chain, Internet of Things that converts traditional industries into service industries, customer experience in services and outsourcing.

Current global challenges, economic and geopolitical turbulence in Russia and the world create new risks. This demands new approaches and business models both for service suppliers and outsourcing customers. Summit participants will receive latest information about current status and market trends from leading international experts. Russian and foreign outsourcing customers will share their experience and real life business cases.

An important item on the agenda is the third meeting of leaders of national service associations in BRICS+ countries aimed at creation of the international association confederation **GSSI** (Global Sourcing Silkway Initiative). Executives of national associations of China (CITSA), Mexico (CANIETI), Brasil (BRASSCOM), Latin America (ALES), Belorussia (Infopark) and Baltic states (INFOBALT) are invited to attend. They will discuss cooperation in the global markets, localization programs, government support of local industry and service export.

AGENDA

July 12, Tuesday

16.00 – 18.00	Delegate registration
18.00 – 20.00	Russian Vodka&Caviar Party (For foreign guests, summit sponsors and Premium delegates)

July 13, Wednesday

VIP breakfast

08.15 – 08.30	Participants' registration (invitation only)
08.30 – 10.00	25th anniversary of Russian ICT Industry: results and perspectives. ICT Industry impact on Russian economy development. Russian ICT in today's Global Economy. Experience of BRICS+ nations to drive Innovations, develop national IT Economies and Export support.

Main track

09.00 – 10.00	Registration of summit participants, welcome-coffee
10.00 – 10.15	Opening Session
10.15 – 12.00	Plenary Session. Corporate Service and Sourcing Strategy business impact: capturing economical value in turbulent times. Digital Economy and Digital Services today – digital and service business transformation. Co-operation and competition at Global Services and Sourcing markets, Services' global value-chains. BRICS+ national governments' support for Services' Industries as well as Services' Export. Session Co-Chairs: <i>Sergei Makedonski, ASTRA Partners, President (Russia)</i> <i>Stephan Sunn, China IT&Sourcing Association (CITSA), Executive Director (China)</i> Session speakers: <i>Mike Beals, Governance Academy, President (US)</i> <i>Haitao Qi, Devott Inc. CEO (China)</i> <i>Jaime Arias, ProMexico CEO Russia, Belarus&Armenia (Mexico)</i> <i>Sergey Soloviev, ICL Services, CEO (Russia)</i> <i>BRASSCOM (Brasil), InfoPark (Belarus), INFOBALT (Baltics) tbc</i>
12.00 – 12.15	Coffee-break
12.15 – 14.00	Session 1. Russian and Global Outsourcing market. ICT & Services export from Russia: efficient promotion and sales strategies. International and local Outsourcing models. First results of "import substitution" policy: successful experience of production and usage of local software. Session Chairman: <i>Valentin Makarov, RUSSOFT President</i> Session Speakers: <i>Luxoft, EPAM, Reksoft tbc.</i>
14.00 – 15.00	Lunch
15.00 – 16.30	Session 2. Innovations and Services Industry. Robotic Process Automation, Customer Experience in B2B, Rural/Impact Sourcing, Internet of Things, Managed Services&Multi-Sourcing, Service Integration.

	<p>Session Chair: <i>Pavel Klepinin, SIBUR Holding, IT Director</i></p> <p>Session Speakers: <i>Igor Agamirzyan, Russian Venture Company CEO & Board Chairman tbc</i> <i>Igor Bogachev, Skolkovo Foundation, ICT Cluster Director tbc</i> <i>Alexandre Hedayat, Integrated Services Group, Director</i> <i>Andrey Yatsenko, GorSviaz, CEO</i> <i>Mumin A'zamhuzhaev, Caterpillar CIS, CEO</i></p>
16.30 – 16.45	Coffee-break
16.45 – 18.15	<p>Session 3. Services&Sourcing Industry Standards. Benchmarking: from IT indexes to Service Catalogue. International and local benchmark experience in Oil&Gaz and Energy Industries. Cases of Industry Standards, promotion of new Industry standards.</p> <p>Session Co-Chairs: <i>Maxim Tambiev, in4media/Forrester Russia, Chair of ASTRA Innovations Committee</i> <i>Alexander Savchuk, Cominfo Consulting, Co-Chair of ASTRA MS&MSI Committee</i></p> <p>Session Speakers: <i>Alexander Pruzhinin, Lukoil-Inform, Executive Director</i> <i>Sergey Emelchenkov, Russian Post, CIO</i> <i>Denis Kirienko, Inter RAO, Project Director, Retail Department tbc</i> <i>Vladimir Chistyunin, Rosneft, Head of IT Department</i> <i>Igor Kalyuzniy, Bashneft, VP IT tbc</i></p>
18.15 – 20.00	Evening reception, Dinner

Special track

12.00 – 13.00	<p>“One Belt – One Road”, China presentation&briefing <i>Host: Stephan Sunn, CITSA Executive Director</i></p>
13.00 – 14.00	<p>Mexico presentation <i>Host: Jaime Arias, ProMexico CEO, Russia, Belarus&Armenia (Mexico)</i></p>
14.00 – 15.00	<p>3-d meeting of BRICS+ national Service&Sourcing associations. <i>Host: Sergei Makedonski, ASTRA President</i></p>
15.00 – 16.00	Press-briefing
16.00 – 17.00	<p>SIG University & Governance Academy Sourcing Governance Master Class, Mike Beals, Governance Academy & Matt Shocklee, GSOS</p>

July 14, Thursday

14 июля, четверг

09.00 – 13.00	Business visits to Moscow enterprises (invitation only)
15.00 – 18.00	The Sight-seeing program (invitation only)

Questions and bookings can be addressed to:

Mr Leonid Molchanovsky, Vice President

In4Media Ltd

+7 (499) 488 03 54, lmolchanovsky@in4media.ru

Mr Sergei Sobolev, Business Development Director

Association «ASTRA»

+7 (963) 768 31 07, ssobolev@astra-partners.ru

Association of Strategic Outsourcing «ASTRA»



Association «ASTRA» Not-for-profit professional partnership of market leaders and active players working in Russian & CIS Outsourcing and Shared Services Industry. It is a member of international outsourcing association IAOP since March 2010. ASTRA mission is to assist establishment and dynamic development of innovative Outsourcing and Services Industry in Russia.

Members are leading companies such as: Infosystems JET, CROC, ANT-Inform, IBS DataFort, ICL-Services, in4media/Forrester, Optima Services, BDO Outsourcing Division, MAYKOR, CTI, Team Forc, Kelly Services, Cloudhill Systems, Beeper, OPEN, ISG, SAP, CFT, White&Case, ITIS, HSE and MSU.

Web site: www.astra-partners.ru

Not-for-profit Partnership RUSSOFT



РУС®СОФТ

RUSSOFT Association is a Nation wide Association of the most technically competent software developing companies from Russia. The head-quarters is located in Saint-Petersburg. Today we unite more than 100 companies with 25000+ of highly qualified software engineers with advanced graduate level degrees in Technology & Computer Science.

RUSSOFT Association cooperates with the leading Universities of Russia, which are many times winners of the ACM International Collegiate Programming Contests. RUSSOFT software vendors are often rated in the Gartner Magic Quadrants, while our software development service providers are always listed among 100 Global leading outsourcing companies.

Web site: <http://russoft.org/>