

ABOUT CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 117 years ago, it is India's premier business association, with a direct membership of over 6600 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

CII has taken up the agenda of "Business for Livelihood" for the year 2011-12. This converges the fundamental themes of spreading growth to disadvantaged sections of society, building skills for meeting emerging economic compulsions, and fostering a climate of good governance. In line with this, CII is placing increased focus on Affirmative Action, Skills Development and Governance during the year.

With 63 offices including 10 Centres of Excellence in India, and 7 overseas offices in Australia, China, France, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 223 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

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For further information, please contact :



Confederation of Indian Industry

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24 February 2012: Coimbatore



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THEME NOTE

Indian IT industry's consistent growth in both exports and domestic segments and its ongoing expansion into new potentially high growth opportunities reaffirms the continued confidence and global competitiveness of the Indian IT sector. A large part of this growth will be driven from small towns and Tier II cities, especially in Tamil Nadu. A number of IT and ITeS companies are expanding to newer locations as they grow to deliver high-end services in the value chain, says a study carried out by the National Association of Software Services Companies (NASSCOM) and Hewitt Associates.

Coimbatore being the hub of manufacturing industry, little is known on the silent change that the city is undergoing in the IT sector. Today, the IT software export from Coimbatore is close to Rs.150 crore. Coimbatore's vision to become one of the major IT destinations of the country has started turning into a reality with some of the big companies in the sector bringing the city under their expansion map and the existing companies expanding at a fast pace. A large, talented manpower, a conducive business environment, professional work ethics and a stable political climate have made Coimbatore a natural choice for these organizations. Perhaps not as much celebrated is the contribution of entrepreneurs from Coimbatore – small and medium – usually in supporting large players by way of providing outsourced services. These entrepreneurs have really been the powerhouse of innovation and productivity and continue to provide momentum for growth.

As we acknowledge, reinforce and develop current strengths, it is important and in fact our responsibility to build the environment for attracting and growing IT sector in Coimbatore. CII Coimbatore Zone has been organising a series of "Connect Coimbatore" Conferences over the last 11 years, serving as a platform to understand the latest trends in the IT & ITES Sector, tapping the untapped potential of in this region, the role of new entrepreneurs in spurring the growth, key

factors which determines the success of new business, the plans of the big players for Coimbatore and their expectations.

BENEFIT OF ATTENDING

- How to strengthen your influence in strategy and executive decisions
- Drive business results and practically measure productivity and effectiveness
- Which metrics best prove the business value and relevance of IT
- Which technologies and approaches will drive sustained growth and innovation
- Which vendors are best positioned in the local environment to help support business needs
- How best to drive cost optimization across the IT and business landscape
- Understand the evolution and business impact of key emerging technology trends like cloud computing, embedded systems etc
- How to best leverage current and future investments in the infrastructure and applications portfolios of the enterprise

KEY SPEAKERS CONFIRMED

Mr **Ananth Krishnan**
Chief Technology Officer
Tata Consultancy Services

Mr **Chidambaran Kollengode**
Head - Cloud Computing
Nokia

Ms **Vidya Rajarao**
National Leader, Forensic Services
Pricewaterhouse Coopers

Mr **Dattatri Salagame**
General Manager, SAP Practice
Robert Bosch Engineering and Business Solutions Ltd

Mr **Rajesh**
Executive Director
Universal Fertilizers

Mr **Arun Muthukumar**
Co-Founder & Director
Link street Learning

Mr **Dorai Thodla**
Founder
Imorph

Mr **Amol Deshpande**
Head - SME Solution pre sales, India subcontinent
SAP LABS INDIA PVT LTD

*Please visit www.coimbatoreit.com to view the updated list of speakers

RETROSPECT



REGISTRATION DETAILS & CONTACT

Date: 24 February 2012

Registration: 0830 hrs (Prior Registration Essential)

Venue: Hotel Le Méridien, Coimbatore

Delegate Fee: ₹ 1500/- per head

Exclusive Opportunity to Exhibit

For more details please contact

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The Theme of the event is

"INNOVATIVE ICT for WORLD - CLASS ENTERPRISES"

FOCUS SESSIONS

- ERP for Small & Medium Business s (SMB's)
- Emerging Opportunities
- ICT Opportunities in Other sectors (Defence / Education)
- Information Security
- Latest trends - Information Technology for SMB's

WHY SHOULD YOU ATTEND

- A platform for the companies in this region to understand the best practices in business management through ICT.
- An opportunity for IT companies to present themselves to the companies in this region about the new technologies and IT products available.
- Connect Coimbatore defines and strengthens the context by creating an environment in which Entrepreneurs, CIOs, IT Managers can engage with global and local thought leaders as well as network with technologist in exclusive formal sessions.
- Excellent mix of Industry, Government bureaucrats and Academia that create the right eco-system to foster further growth and value creation to the IT Industry in Coimbatore.

WHO SHOULD ATTEND

- Entrepreneurs/ Senior IT Leaders
- Senior Government Officials
- Business Owners
- CIOs / CTOs
- Enterprise Architects
- Technology and Business Strategy Executives
- Application developers
- Integration specialists
- Data architects/analysts/administrators
- Faculty Members from Educational Institutions



To register online www.coimbatoreit.com