

# Eurasian Business Forum

10 October 2008

Tüyap Fair Convention and Congress Center  
Room KARADENİZ

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International Trade Fair for  
Information Technology,  
Telecommunications, Software & Services

7-12 October 2008  
Istanbul, Turkey

**CeBIT**  
eurasia  
Bilişim

## FACING GLOBAL CHALLENGES

10.30 Registration

11.00 Opening Speeches

**Presenter:** Hans Gäng, CEO, Local Global GmbH  
Tuğrul Tekbulut, President, TÜBİSAD  
Gülara Tırpançeker, President, YASAD  
Murat Yalçıntaş, President, İstanbul Chamber of Commerce  
Kürşat Tüzmen, Minister of State, Turkey

**Key Note:**

Walter Hirche, Minister of Economics, Niedersachsen, Germany  
(The initiative of European Regions: Boosting infrastructure, competitiveness and collaboration for a globalized world)

12.30 Innovation Policies and ICT Infrastructure linking societies and business of the region

**Moderator:** Hans Gäng, CEO, Local Global GmbH

**The Future of Service Economy: The role and requirements of a globalized service industry in the region**

Ralph Schuler, Country Leader Turkey, IBM Global Business Services

**Infrastructure: Linking an economy to the world industries. The Tunisian Example**

Youssef Neji, CEO, Centre de Promotion des Exportations Cepex Tunisia

13.00 Lunch Break

14.00 Offshoring, Nearshoring, Brain Drain? Business Going to Brains or brains shifting towards business?

**Of Tigers and Talents: A European View on Global Competitiveness of European companies in ICT Service Industries**

**Session Chairman:** Ulrich Dietz, CEO, GFT Technologies AG, Member of the BITKOM Governing Board

**Bulgaria - Location for Nearshoring**

Georgi Alipiev, Senior Expert, Bulgaria Invest Agency

**Turkey as a Center of Software and IT Services of Eurasia**

Tuğrul Tekbulut, President, TÜBİSAD

**Evaluation of Gartner Offshore Services**

Arzu Gençoğlu, General Manager, Gartner Turkey

**Finance Capabilities for Software and IT Companies**

Raymond J. Ellis, Vice President & Manager, US Eximbank

15.30 Coffee Break

15.45 Panel: The Turkish ICT industry on the move to new markets, Opportunities and Experiences

**Moderator:** Eyüp Can Sağlık, Chief Editor, Referans Newspaper

**Panelists:** Ali Güven, CEO, Logo Software - Özkan Erener, General Manager, Veripark - Ferda Kertmelioğlu, CEO, Mobilera - Mehmet Nalbantoğlu, General Manager, Koç Bilgi Grubu - Salih Güreş, General Manager, Tepe Teknoloji - Gülara Tırpançeker, President, YASAD - Aydın Kendir, Global Sales Director, Telenity -

**Quality and User Friendliness - Key issues for Software Export and Localisation**

Michael Fritz, Director, TEKOM / TC World

17.00 Speed Presentations

Entrust Inc., Canada - Qos Design, France - Sisteer, France - Isitec, France- Redknee, Canada

18.00 Closing Cocktail

Partner



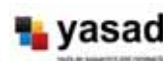
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