Conference & Exhibition on BUsiness and ICT

The Asian Hubs in the Service of the Global ICT Industry

Philippine Open Source Summit

CEBU INTERNATIONAL CONVENTION CENTER | JUNE 23-24, 2008

PHILIPPINE OPEN SOURCE SUMMIT 2008

Starting this June 2008, the CBM ICT events shall take on a new and vibrant meaning. Continuity with the past -- ***Cebu ICT 2005 to 2007***; and, moving strategically towards the future, this annual gathering of ICT local and global stakeholders shall henceforth be guided by the Cebu Information & Communications Technology (ICT) Industry Development Blueprint laid down at the **2nd Cebu ICT Strategy Summit of 2006.**

The 2nd Cebu ICT Strategy Summit of 2006

The 2nd Cebu ICT Strategy Summit held in May 2006 was an "internal strategic planning retreat" among the key stakeholders of Cebu's ICT industry, with the primary objective of mapping out the roadmap of Cebu's ICT Industry from 2006 to 2011. It took on the theme "Defining the Tasks Ahead for a UnITed Cebu" as a testament to the sincere hope in the unifying power of a shared vision for ICT. The strategy summit aimed to "take stock of things" in order for Cebu stakeholders --- from the industry, academe, government, and non-government sectors --- to even more cohesively "pull the cart" in the same direction.

The strategy summit brought together the ICT players to make certain that all the essential ingredients in transforming Cebu into an "Innovation Island" be genuinely present, or at least that the work towards making these key components available are being or will be seriously pursued, emulating the Silicon Valley (SV) Model, whose development pillars specifically revolved around four (4) major elements, namely: (1.) The creation of an Innovation Ecosystem; (2.) The promotion of a Culture of Technology Entrepreneurship; (3.) The provision of a Critical Mass of Quality Professionals and Practitioners; and, (4.) The availability of the Legal and Financial Framework.

The Philippine Open Source Summit in June 2008

Aligned to the roadmap indicated by the 2nd Cebu ICT Strategy Summit of 2006, ***and with the consensus and encouragement of its Local Implementing Partners – the foremost Manila-based ICT & ITES associations in the Philippines – expressed and unanimously resolved during the Summit's Preparatory Workshop held in Makati City in April 2008,*** the CBM ICT Committee for 2008 is spearheading the ***Philippine Open Source Summit 2008*** -- a special event that cuts across two key ingredients in the SV Model by advancing the development of an innovation ecosystem and the promotion of technology entrepreneurship.

And, thus, for the very first time -- the major stakeholders, gurus, user groups, advocates, and enthusiasts of Open Source Technology across the world will converge in Cebu City to discuss how the Open Source movement is changing the rules of the game for ICT.

Open Source systems and software, for instance, are increasingly sharing the spotlight -- if not slowly grabbing center stage --- with traditional solutions in the global marketplace. Admittedly, however, the true business value of Open Source is often obscured by the hype coming from both proponents and non-advocates alike. There is therefore a need for more concise and clearer information to firmly evaluate both the opportunities and the threats that Open Source affords the users and thereby optimize its potential advantages.

At this two-day international summit, industry analysts, luminaries and client practitioners will focus on the challenges that the Open Source model introduces into modern mainstream ICT corporations and business enterprises so as to effectively manage Open Source as an integral element in any long-term ICT strategy.

The Asia Open Source Conference and Showcase in October 2008

The Philippine Open Source Summit also seeks to further enhance the rapidly growing support for Open Source systems and software in Asia, which links the event to the thrusts of ***Cebu ICT 2005 and 2007***. The Lead Organizers, the Local Implementing Partners, and, the Corporate Partners of the Philippine Open Source Summit shall strategically collaborate with their counterparts among the proponents of the Asia Open Source Conference & Showcase which is also scheduled to take place in Cebu in October 2008.

Through the synergy of cooperation – the Commission on Information and Communications Technology (CICT), the Philippine Software Industry Association (PSIA), the Philippine Society of IT Educators (PSITE), G2VC, Exist Global, IBM, and Touch Solutions -- hope to transform the Philippine Open Source Summit into a milestone event that will bring together technology entrepreneurs from the different regional growth areas of the country – Davao, General Santos, Cagayan de Oro, Iloilo, Bacolod, Bohol, Dumaguete, Iligan, Koronadal, Albay, Dagupan, Urdaneta, Laguna, Rizal, and, Cagayan – through the invaluable help of the ICT Councils along the Cyber Service Corridor, to converge in Cebu for the First National Meet-up of Open Source User Groups, Advocates, and Enthusiasts.

The First National Meet-up of Open Source User Groups. Advocates, & Enthusiasts

This First National Meet-up has a two-fold purpose.

First, and perhaps relatively still unknown to many -- budding technology entrepreneurs all over the Philippines are using Open Source to establish their start-up business. The Philippine Open Source Summit shall provide the venue and occasion for these technopreneurs to learn the "best practices on creating a start-up company -- the Open Source Way" through a "mini" Tech Boot Camp organized for the purpose.

Second, the First National Meet-up shall be a "convention" hopefully leading up to the formal establishment of the National Open Source Association which in turn will spearhead the launching of the Philippine Open Source Center in October 2008, together with over twenty (20) other Asian countries participating at the Asian Open Source Conference & Showcase.

The Organizers

The Philippine Open Source Summit 2008 is one the principal thrusts of the Cebu Business Month (CBM) for the year that is being held in collaboration with the Commission on Information and Communications Technology (CICT) and in conjunction with the Department of Trade and Industry (DTI). The Provincial and City Governments of Cebu have also adopted the summit as among their pioneering projects for 2008. Recognizing that Open Source is one huge wave of the future in the field of ICT, the CCCI now turns its focus to bring together the world renowned players of various global Open Source initiatives to this two-day summit in Cebu.

Summit Co-Organizer

The Global Gateway Venture Capital (G2VC) -- a technology investor focusing on global-facing Open Source, SaaS and Engineering Services based in Asia, is co-organizing the event. G2VC is the mother company of its various affiliates -- Exist, Webtide, Morph, and Tarsier.

Beyond being a Corporate Sponsor, G2VC is taking on the crucial developmental task for the benefit of the ICT Industry in general, and the advancement of Open Source movement, in particular. Specifically, G2VC shall host the prominent international figures speaking at the summit; and take on a leadership role in "inspiring and guiding" start-ups through the Tech Booth Camp; as well as ensuring that information about the event be widely disseminated with the support of the local media, and directed to further entice prospective delegates and other stakeholders to attend the summit.

Local Implementing Partners

- Business Process Outsourcing Association of the Philippines (BPA/P)
- Philippine Software Industry Association (PSIA)
- Philippine Society of IT Educators (PSITE)
- Philippine Computer Society (PCS)
- Philippine Internet Commerce Society (PICS)
- IT Foundation of the Philippines (ITFP)
- IT Association of the Philippines (ITAP)
- Japan External Trade Organization (JETRO)
- Advanced Science and Technology Institute (ASTI)
- DBP Data Center
- Government CIO Forum
- Medical Transcription Industry Association of the Philippines (MTIAPI)
- American Chamber of Commerce (AMCHAM)

- Cebu Educational Development Foundation for Information Technology (CEDF-IT)
- Cebu Investments Promotion Center (CIPC)
- Association of Computer Resellers Cebu (ACRC)
- Cebu Software Development Industry Association (CebuSoft)
- Internet Cafes Association Cebu (ICAC)

Summit Theme

"Understanding the Business Value of Open Source"

Summit Venue and Inclusive Dates

The Philippine Open Source Summit 2008 will be held on the 23-24 of June 2008 at the Cebu International Convention Center (CICC) in the City of Mandaue.

Summit Learning Objectives

Among many other concerns, through both the plenary and breakout sessions, the participants will find answers to the following vital questions --

- How can mainstream organizations best manage the selection, adoption, and management of Open Source software within their ICT strategies?
- How can Open Source software be integrated into existing ICT strategies for maximum return on investment?
- What are the business factors that are driving Open Source adoption across many markets and industries?
- What inhibitors exist to potentially limit the value of Open Source in conventional ICT strategies? How can IT organizations navigate around these challenges?
- What are the key selection criteria in evaluating Open Source software projects and vendors to maximize ROI and minimize risk? What markets will be most heavily impacted by Open Source software and when?
- How will Open Source software change the way commercial software vendors develop and support products in the future?
- Which Open Source products have the most significant impact today across markets and what trends can we expect within the next several years?

Target Participants

- Top Executives - CEOs, COOs, CIOs, CFOs of ICT companies involved with Open Source decisions from all industries;
- IT leaders and stakeholders from Government, Industry, Academe, and NGOs
- Senior Executives - VPs, Marketing Directors, Customer Service Managers, R&D Heads, Product Sales Directors and Managers, HR Directors of ICT corporations;

- Heads of applications and software infrastructure, integration and development managers, software project managers, technical architects, web technologists, application developers, database and data managers;
- Trainers, instructors and IT practitioners; systems integrators and resellers; and team leaders of ICT and IT-Enabled services firms; and,
- Independent software vendors and IT consultants

Plenary Sessions on Optimizing Open Source Investments. Open Source software promises many advantages to mainstream ICT organizations ranging from investment protection, to quality, to cost. However, thorough planning and governance are key to optimizing Open Source integration and management. For business that successfully navigate these challenges they find long term business value in Open Source technology.

PROVISIONAL AGENDA - MONDAY, 23RD OF JUNE 2008	
Plenary Sessions on Optimizing Open Source Investments	
0800-0850	**Registration and Coffee**
0850-0900	**Invocation & National Anthem**
0900-0905	**Welcome Remarks: Honorable Tomas R. Osmeña, Mayor, City of Cebu**
0905-0910	**Opening Message: Dr. Ed Gaisano, President, Cebu Chamber of Commerce**
0910-0925	**Cebu Business Month 2008: Ms. Tess Chan, CBM Chair**
0925-0930	**CBM ICT Events for 2008: Mr. Lito Fruelda, ICT Committee Chair**
0930-0940	**Philippine OS Summit 2008 Overview: Mr. Bonifacio D. Belen, Summit Director**
0940-1000	**Opening Keynote Address: Sec. Ray Anthony Roxas-Chua, CICT Chair**
1000-1030	**Coffee & Networking Break**
1030-1115	**Plenary 1: Taking Leadership in the Transformational Changes in Technologies & Business Models in the Telecommunications Industry: Mr. Manuel V. Pangilinan, Chairman, Philippine Long Distance Company (PLDT)**
1115-1145	**Plenary 2: Open Source Software Is it Ready for Prime Time?: Mr. Winston Damarillo, Chair and Co-Founder, Exist Global**
1200-1330	**Lunch**
1330-1415	**Panel A – Open or Close?** **Introductory Speaker: Mr. James G. Velasquez, President & General Manager, IBM Philippines, Inc.**
1415-1500	**Panel B – Open Source Business Models** **Introductory Speaker: Mr. Matt Asay, Sales & Business Dev't Manager, Alfresco**
1500-1530	**Coffee & Networking Break**
1530-1615	**Panel C – Open Source Communities** **Introductory Speaker: Mr. Ken Coar, Vice President, Apache Software Foundation**
1615-1700	**Panel D – I Just Deployed OSS – Now What?** **Introductory Speaker: Ms. Danese Cooper, Secretary & Treasurer, Open Source Initiative**
1700-1800	**Exhibition Viewing & Networking Break**
1800	**Welcome Dinner Welcome Remarks: Hon. Gwen Garcia, Governor, Province of Cebu**

Technology Breakout Sessions on Open Source Innovations for Tech Self-Reliance. The Technology Breakout Sessions will focus on Open Source Operating Systems and Applications for business and enterprise users through workshops and proof-of-concept presentations by Open Source Experts and Pioneers. Open Source innovation holds a lot of promise for the technology entrepreneur and is the veritable key to strategic self-reliance. The Open Source software model continues to have an ever more extensive impact in an increasing number of software markets. But Open Source itself needs to develop to meet essential challenges as well. The Open Source blueprint for the future has to be laid out more definitively to maximize any investment made today.

Tech Boot Camp for Open Source User Groups, Advocates, and Enthusiasts. A "mini" Tech Boot Camp to explore technology entrepreneurship fundamentals -- from evaluating ideas; to defining needs and identifying customers; to licensing and legal considerations; to sourcing funding and perfecting a business plan shall all be tackled. More importantly, the summit will be the golden chance to network with the people who can help make ideas become reality. The Tech Boot Camp shall be taught in "an interesting, novel, and practical manner" by leaders in the regional venture capital, legal and entrepreneurship service communities.

<table>
<tr><th colspan="3">PROVISIONAL AGENDA - TUESDAY, 24th OF JUNE 2008</th></tr>
<tr><th colspan="3">Technology Breakout Sessions on Open Source Innovations for Tech Self-Reliance</th></tr>
<tr><td>0800-0900</td><td colspan="2">Registration and Coffee</td></tr>
<tr><td>0900-1030</td><td>Breakout Session Track 1:
Open Source Applications
• SugarCRM
• ADempiere
• Pentaho
• Drupal</td><td>Breakout Session Track 2:
Open Source for the Academe
• IBM Open Source Initiative</td></tr>
<tr><td>1030-1200</td><td>Breakout Session Track 2:
Open Source Tools and Platforms
• RoR
• Eclipse
• Maven
• Tomcat/Jetty
• MySQL</td><td>Breakout Session Track 4:
Open Source for the Government
• ASTI, Government CIO Forum & DBP Data Center</td></tr>
<tr><td>1330-1600</td><td colspan="2">National Meet-up via "Mini" Tech Boot Camp & PSIA Industry Networking Session with ICT Councils</td></tr>
<tr><td>1600-1700</td><td colspan="2">National Meet-up to Initiate the Open Source Association and the Philippine Open Source Center</td></tr>
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