



Office of the President of the Philippines  
COMMISSION ON INFORMATION AND COMMUNICATIONS TECHNOLOGY

**CISCO EXPRESS NOW BPO NIGHT**  
**29 January 2008, 8:00 PM**  
**Elbow Room, MetroWalk Commercial Complex, Meralco Ave.,**  
**Ortigas Center, Pasig City**

---

***Message***

**SECRETARY RAY ANTHONY ROXAS-CHUA III**  
***Chairman, Commission on Information and Communications Technology***

**Mr. Luichi Robles, Country Manager of Cisco Philippines, officers and staff of Cisco Philippines, Mr. Oscar Sañez, CEO of the Business Processing Association of the Philippines, or BPA/P, Mr. Dan Reyes, President of BPA/P, other distinguished stakeholders of the offshoring and outsourcing sector, guests, ladies and gentlemen, a pleasant good evening to you all!**

**It is an honor to have been invited to deliver the keynote address at this Cisco Express Network-on-Wheels BPO Night. The Commission on Information and Communications Technology, or CICT, views Cisco as a key partner in achieving our vision of transforming the country into an ICT-enabled society. I actually had the pleasure of meeting Cisco CEO John Chambers during the Consumer Electronics Show in Las Vegas earlier this month and the CICT shares in his vision of an increasingly networked future.**

**As the government's lead ICT agency, the CICT has focused its efforts in three key areas – e-Government, human capital development, and cyberservices. The e-Government Development Group coordinates and assists in the implementation of ICT strategies of government agencies and local government units to achieve better, more transparent and more efficient public service. These strategies include computerizing frontline services to enable the citizens to interact effectively with the government, developing a services portal to enable consumers to readily access government services and establishing an online payment gateway to facilitate online transactions with the government. The CICT's goal is to design an electronic bureaucracy that addresses the needs of the Filipinos effectively and efficiently.**

The CICT is cognizant that the information age has also brought forth a greater need for ICT professionals. These are the people that design networks and systems, manage information, and produce innovative applications that make the ICT industry highly dynamic. Our Human Capital Development Group collaborates with industry players, other government bodies and international entities in conceptualizing and administering learning and certification strategies that uplift the ICT competency levels of Filipinos. The CICT's thrust has always been global excellence of the Filipino workforce.

Through the support of our component agency, the National Computer Center, the CICT currently has three major certification programs in place. The International Computer Driving License allows individuals to assess their competency level in the use of personal computers. The IT Proficiency Exam measures an individual's ability to perform critical tasks such as programming, systems analysis and design functions. The National ICT Competency Standards test gauges an individual's ICT-related knowledge and skills in relation to given levels of proficiency.

In addition, our iSchools Project provides computer labs with broadband internet connectivity and digital learning content to public high schools throughout the country, with the goal of improving the students' ICT skills for future professional opportunities. This year alone we are planning to set up over 300 of these computer labs. Our eSkwela Project, on the other hand, delivers a computer-based alternative learning system for out-of-school youths and adults. We currently have four pilot sites around the country and we are looking for partners who may be interested in setting up their own eSkwela sites.

Through our Cyberservices Group, the CICT acts as the prime advocate of the offshoring and outsourcing, or O&O, industry. With the boom in the O&O sector, President Macapagal-Arroyo named the Cyber Corridor as one of the Super Regions in her 2006 State of the Nation Address and, through Executive Order 561, designated the Chairman of the CICT as the Development Champion of the Cyber Corridor Superregion. The Cyber Corridor is a virtual channel across the country that houses O&O service providers from Baguio City in the north to Davao City in the south. It has been instrumental in creating 320,000 jobs to date and generating 5 billion USD of revenues in 2007. It is our goal to strengthen the readiness of cities and regions outside Metro Manila to become preferred destinations for O&O investors. We are currently targeting about 30-35 regional ICT hubs by 2010. With this strategy, we decongest Metro Manila and spread the economic growth opportunities to other parts of the country. Our next wave cities include Baguio, Cabanatuan, Clark, Bacoor, Sta. Rosa, Lipa, Naga, Legaspi, Cebu, Iloilo, Dumaguete, Bacolod, Cagayan de Oro and Davao.

As the recently designated Outsourcing Czar and the champion of the O&O industry in government, it is with great pride that I share with you two distinctions received by the Philippines last year. One is the National Outsourcing Association's "Offshoring Destination of the Year" award. The

**other is securing the number 2 spot in International Data Corporation's Top 10 List of BPO Destinations in the Asia-Pacific region. While the Philippines has steadily gained a reputation as a preferred outsourcing destination, finally achieving global recognition inspires us to work harder to strengthen the competitiveness of our O&O industry. This commitment is shared by our partners in the Business Processing Association of the Philippines, or BPA/P, the Philippine Call Center Alliance, or PHILCALL, and other ICT associations which have been very supportive of all our endeavors.**

**Before I close, I would like to note Cisco's contribution to our common goal of leveraging ICT for national development. The unprecedented growth of the O&O sector could not have been possible without the participation of networking equipment providers such as Cisco. The Cisco Express Network on Wheels which we are witnessing tonight is a compelling showcase of the company's commitment to produce cutting edge networking solutions for Filipino ICT stakeholders. The CICT commends this noteworthy endeavor of designing an innovative vehicle for bringing the company's technological tools closer to the people. I hope everyone enjoys the displays and leaves this event with an increased awareness of our country's efforts to fully integrate with the global information society.**

**Congratulations to everyone and best wishes for a successful launch of the Cisco Express Net on Wheels Philippine Tour!**