

# WITSA Trade Mission (WTM)

WTM-Amsterdam, The Netherlands

May 24-27, 2010



World Information Technology and Services Alliance

[www.witsa.org](http://www.witsa.org)

*in conjunction with....*



# WITSA Trade Mission (WTM)

## WITSA Trade Mission (WTM) to Amsterdam, The Netherlands

Dates	May 24 – 27, 2010
Venue	<b>Amsterdam, The Netherlands</b>
Target Audience /Participants	Investors/Business Decision Makers who are interested to explore opportunities in Europe specifically and the world in general
Purpose	The WTM-Amsterdam is held in conjunction with:- <ul style="list-style-type: none"><li>• WCIT2010 – an event bringing together over 2,500 captains of industry, government leaders and academics from more than 80 economies.</li><li>• WCIT2010 is the premier global ICT forum and flagship event of WITSA and is themed “Challenges of Change”.</li></ul>
Objective	To enable the WTM delegates to gain a better understanding of the local ICT market and explore business opportunities to enhance global trade

# WTM Amsterdam Activities

## Activities Overview (tentative)

<b>Activity</b>	<b>May 23 (Sun)</b>	<b>Day-0 May 24 (Mon)</b>	<b>Day-1 May 25 (Tue)</b>	<b>Day-2 May 26 (Wed)</b>	<b>Day-3 May 27 (Thu)</b>	<b>Day-4 May 28 (Fri)</b>
Arrival						
<b>WTM Activity 1 – VIP Speakers</b>						
<b>WTM Activity 2 – Presentations on Trade</b>						
<b>WTM Activity 3 – Networking Session hosted by Mexico-IT</b>						
<b>WCIT2010 Congress &amp; Exhibition</b>						
<b>WCIT2010 Business Matching</b>						
<b>WTM Activity 5 – Leisure tour – “Amsterdam Canal tour on boat” (TBC)</b> <i>*Optional and subject to a fee</i>						

- *WITSA reserves the right to make changes without further notice*
- *All participants will also receive a copy of the Trade Mission Delegation Directory Booklet*

# WTM Amsterdam - Agenda

Date	Time	Program	Remarks
<b>May 24</b> <b>(Monday)</b>	1530 – 1600	Gathering of Delegation and Registration	
	1600 -1800	WITSA Global Partners Presentations	
		VIP Speakers	TBA
	1800 - 2000	Networking session hosted by Mexico-IT	TBA
<b>May 25 - 27</b> <b>(Tue – Thurs)</b>	<b><i>WCIT 2010 – Congress , Exhibition &amp; Business Matching</i></b>		
<b>May 28</b> <b>(Friday)</b>	am	<i>Optional tour</i> “Amsterdam Canal tour on boat”	TBC

- *WITSA reserves the right to make changes without further notice*

# WTM Participation Fees

Item	Description	Cost (EUR)
1	<b>WTM Participation-cum-WCIT2010 Congress Fee</b> - Inclusive of WCIT2010 Conference Ticket (excludes Gala dinner) - WITSA Trade Mission Delegation Directory Booklet - Including VAT (19%)	<b>1190</b>
2	<b>Gala Dinner (Congress Day-2)* optional</b> - Gala dinner tickets subject to availability of seats - Including VAT (19%)	<b>417</b>
3	<b>Leisure tour – “Amsterdam Canal tour on boat” (TBC)</b> <b>*Optional and subject to a fee</b>	<b>tba</b>

- **Registered Participants of WCIT2010 can also sign up for WTM at no additional cost . Please register with WITSA Global Trade Secretariat at [globaltrade@witsa.org](mailto:globaltrade@witsa.org) (Limited to the first 100 delegates only)**

**\* Note: Other Costs not included in the above are Accommodation, Airfare, Visa, Credit Card Charges / Bank Charges for Wire Transfer, leisure tour, etc**



Amsterdam City



RAI Convention Center



Exhibition



Premium Country pavilion shown 2x7 meter



Savoy Hotel  
Amsterdam

## The World Congress On Information Technology

Amsterdam, The Netherlands , May 25-27

**Don't miss this one!!**

- The **World Congress on Information Technology (WCIT)** is the premier global ICT forum and a flagship event of WITSA.
- It brings together over **2,500** captains of industry, government leaders and academics from more than **80 economies**.
- During the three day summit, delegates will address global impact issues that impact on economic and social development.
- It is also a platform for the exchange of policies and ideas on how IT can enable change and innovation in every part of the world.

**Unlimited business opportunities, thousands of participants, 80 economies.  
Three days of technology, trade and innovation.**

**One chance.**

<http://www.wcit2010.org/>

# WCIT 2010 Program at-a-Glance

Day 1 May 25 (Tue)		Day 2 May 26 (Wed)			Day 3 May 27 (Thurs)	
				<u>Financial Special</u>		
0915 1015	Registration and Coffee	0900 1030	<b>Keynote Speeches</b>	Finance Landscape & Challenges	0900 1030	Track Sessions 1 (10 tracks)
1015 1230	<b>GRAND OPENING</b>	1030 1115	<i>Coffee Break (pavilions)</i>	Business Innovation in Finance Part 1	1030 1115	<i>Coffee Break (pavilions)</i>
1230 1400	<i>Lunch (pavilions)</i>	1115 1245	Track Sessions 1 (10 tracks)		1115 1245	Track Sessions 2 (10 tracks)
1400 1530	Track Sessions 1 (10 tracks)	1245 1400	<i>Lunch (pavilions)</i>		1245 1400	<i>Lunch (pavilions)</i>
1530 1615	Tea break (pavilions)	1400 1530	Track Sessions 2 (10 tracks)	Business Innovation in Finance Part 2	1400 1600	<b>CLOSING CEREMONY</b>
1615 1745	Track Sessions 2 (10 tracks)	1530 1600	<i>Tea break (pavilions)</i>		1600 1800	<i>Drinks &amp; Snacks (pavilions)</i>
		1600 1730	<b>Keynote Speeches</b>	Finance in other WCIT tracks		
1830 2200	City of Amsterdam <b>Welcome Reception and Dinner</b>	1815 2200	Netherlands Ministry of Economic Affairs <b>Gala Dinner</b>		<b>- The End -</b>	

# Contact Us

If you are interested to participate, kindly contact us at:-

## **THE WITSA HOST SECRETARIAT**

Contact Person : Nisha Deivenathan

Email : [globaltrade@witsa.org](mailto:globaltrade@witsa.org)

Tel# +603 8320 1898

**Closing Date : May 10, 2010**

Note: Interested Participants will be provided with a Registration Form

**SEE YOU IN  
AMSTERDAM !!**

