

ORGANISED BY:

**WORDLABS**  
BUSINESS NETWORK

# GLOBAL BUSINESS SERVICES NETWORK

GBSN CONFERENCE SERIES 2018

An ASEAN Perspective On The Burgeoning GBS Landscape

Date: 18th October, 2018

Venue: One World Hotel, Petaling Jaya

Time: 8.30am - 5.00pm (Main Conference)

## REGISTER NOW!

Email: [gbsforum@wordlabs.com.my](mailto:gbsforum@wordlabs.com.my)

Call: +603 7880 4200 (Tamyne)

Website: [www.gbsforum.com](http://www.gbsforum.com)



GBSN CHANNEL



OFFICIAL PARTNER:



MEDIA PARTNER:



STRATEGIC PARTNER:



KNOWLEDGE PARTNER:



TECHNOLOGY PARTNER:



VENUE PARTNER:

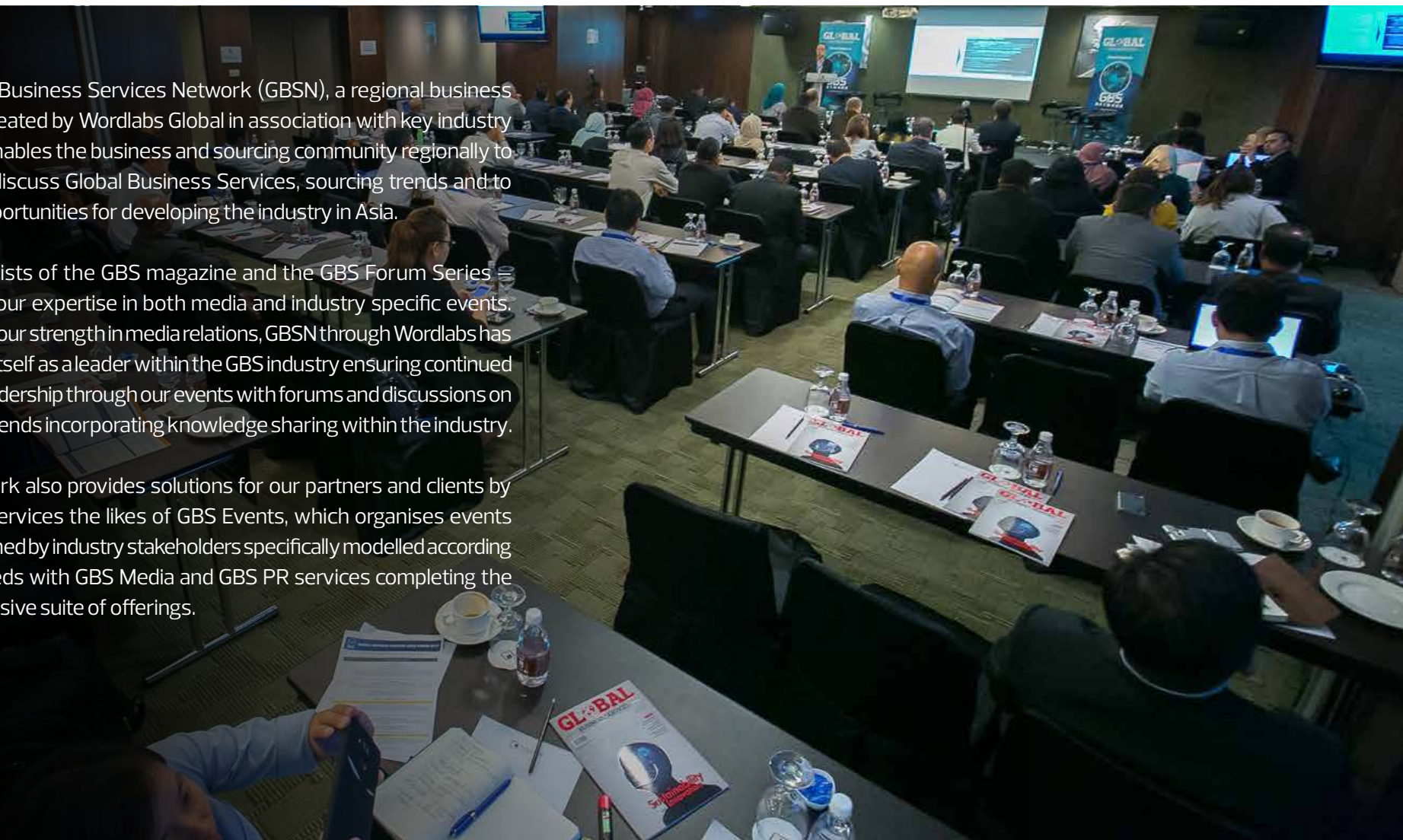


# About Global Business Services Network (GBSN)

The Global Business Services Network (GBSN), a regional business platform created by Wordlabs Global in association with key industry partners, enables the business and sourcing community regionally to meet and discuss Global Business Services, sourcing trends and to explore opportunities for developing the industry in Asia.

GBSN consists of the GBS magazine and the GBS Forum Series – combining our expertise in both media and industry specific events. Leveraging our strength in media relations, GBSN through Wordlabs has positioned itself as a leader within the GBS industry ensuring continued thought leadership through our events with forums and discussions on the latest trends incorporating knowledge sharing within the industry.

GBS Network also provides solutions for our partners and clients by providing services the likes of GBS Events, which organises events commissioned by industry stakeholders specifically modelled according to their needs with GBS Media and GBS PR services completing the comprehensive suite of offerings.



# What They Say: Global Business Services (GBS) Forum



"AS MORE COMPANIES ARE LEVERAGING ON GBS STRATEGIES TO ALIGN THEIR BUSINESS OBJECTIVES AND OBTAIN ECONOMIES OF SCALE, IT IS VITAL TO HAVE A NEUTRAL STAGE TO ACCESS BEST PRACTICES AND REAP INDUSTRY OPPORTUNITIES."

Patrik Stålberg  
(Chief Financial Controller, Microsoft Malaysia)



"DUE TO THE DIVERSE RANGE OF PARTICIPANTS AT THE FORUM, IT ALLOWS US TO BENCHMARK OURSELVES AGAINST OUR PEERS AND TO TAP INTO BEST PRACTICES AND INNOVATIVE SOLUTIONS FROM INDUSTRY EXPERTS AND THOUGHT LEADERS TO OVERCOME CHALLENGES WE FACE."

Adrian Lim  
(Managing Director, Operations & Infrastructure Services, Accenture)



"THE EVENT HAS INDEED SUCCESSFULLY SET THE STAGE FOR COMPLEX CONVERSATIONS WITH REGARDS TO THE GBS INDUSTRY."

Mohamed Abdel Razek  
(Global Head CrC & Tech Ops, GBS Malaysia Technology Head, Standard Chartered GBS)



"GBS FORUM HAS SUCCESSFULLY CREATED A SOLID STAGE FOR INTERACTION WITHIN THE BUSINESS COMMUNITY TO SHARE KNOWLEDGE AND GAIN BEST PRACTICES."

Tony Collingridge  
(OBE, British High Commission Kuala Lumpur Director of Trade and Investment)



"IT'S A RELEVANT FORUM FOR BOTH BUSINESSES AND SERVICE PROVIDERS. THIS IS THE PERFECT PLATFORM TO GET BOTH PARTIES TOGETHER AND HIGHLIGHT THE VALUE PROPOSITION THAT EACH SHOULD BRING TO THE TABLE."

Eddy Wong  
(General Manager, Experian Global Delivery Centre Malaysia)



"DUE TO THE MIX OF POLICY MAKERS, INFLUENCERS, THOUGHT LEADERS, VENDORS AND BUYERS THAT ATTEND THE GBS EVENTS, THE OPPORTUNITY EXISTS FOR THE INDUSTRY TO BE ABLE TO VOICE ITS CONCERNS AND TO BE ABLE TO INFLUENCE THE OUTCOMES THEY ARE LOOKING FOR."

Rishesinger Ramasamy  
Head, Malaysia Engineering Centre, BAE Systems



"PRIMARY BENEFIT OF THE GBSN EVENT IS THE SHARING OF KNOWLEDGE AND BEST PRACTICES. WITH PRACTITIONERS GETTING TOGETHER TO TALK ABOUT THEIR CHALLENGES AND THE SOLUTIONS THEY HAVE IN PLACE. THESE CONVERSATIONS WILL IMPROVE THE INDUSTRY AS A WHOLE AND THOSE INVOLVED IN IT."

David Hand  
Director of Global Business Services (ACCA)



"THE GBS EVENT IS VERY BENEFICIAL TO THE INDUSTRY, BOTH FROM A CLIENT AND A BUSINESS POINT OF VIEW AS DIFFERENT INDUSTRIES ARE LOOKING FOR ROBUST END-TO-END SOLUTIONS AND NEW TECHNOLOGIES THAT ARE AVAILABLE TO SATISFY THEIR BUSINESS NEEDS."

Nickolay Georgiev  
Head of Billing Europe (DHL)



"THE GBSN FORUMS BRING A LOT OF VALUE TO THE GBS INDUSTRY IN MALAYSIA AND THE REGION. THE FORUM GIVES PARTICIPANTS AN OPPORTUNITY TO EXCHANGE THOUGHTS, IDEAS AND CHALLENGES, POTENTIALLY LEADING TO COLLABORATIVE SOLUTIONS, FOR THE BENEFIT AND ADOPTION BY THE GBS INDUSTRY."

Hew Wee Choong  
(Malaysia Digital Economy Corporation (MDEC), Vice President, Investment and Industry Development)



"GBSN IS AN EXCELLENT PLATFORM AS IT BRINGS EVERYONE UNDER ONE ROOF, ACROSS THE VALUE CHAIN, FROM THE SUPPLIERS TO THE BUYER, TO THOUGHT LEADERS. THIS EVENT REALLY HELPS YOU TO CONNECT THE DOTS. IT IS AN EXCELLENT INITIATIVE TAKEN BY GBSN AND I WOULD ENCOURAGE YOU TO TAKE THIS GLOBAL AS YOUR MARKET LIES OUTSIDE MALAYSIA."

Gaurav Dua  
Global Senior Vice President of Consulting, Frost & Sullivan



# A SOLID PLATFORM BUILT TO ENABLE THE BUSINESS COMMUNITY IN THE REGION TO GATHER, DISCUSS ON GLOBAL BUSINESS SERVICES TRENDS AND EXPLORE OPPORTUNITIES.

### **WHAT IS THE GLOBAL BUSINESS SERVICES (GBS) FORUM?**

GBS Forum event series ([gbsforum.com](http://gbsforum.com)) is intended to create a solid and neutral platform together with public and private players and stakeholders to enable the business community in the ASEAN region to gather and discuss global business services trends and shifts in business technology.

Today it is all about transforming the way business is done by leveraging global opportunities to deliver solutions across many locations and platforms. It is also about ensuring that hitherto discrete business models (like shared services operations and outsourcing) are cohesively leveraged within the context of a global business services framework.

But what do these global business service structures look like? And how will they evolve to support and enhance the businesses that they operate or serve?

As we draw the curtain down on the era of commoditised services and outdated business models – it is vital that vendors ensure their continued relevance in a global world that only recognises corporate meritocracy and not patronage.

On the Shared Services segment – how can these entities find ways to further enhance their operations? How about organisations who are left behind in this global services game – is it ever too late to get on board?

Events under the GBS Forum series seek to find answers to pertinent matters within the Global Business Services sector and at the same time create a solid platform for the uninitiated to get the right information and latest trends, besides setting the stage for interaction within the business community to share knowledge and debunk myths.

# Are You Ready?

The intensity of changes in the GBS sector have impacted all industries, including global sourcing. Traditional models that thrived on input-factor sophistication are being seen as increasingly irrelevant in the face of transcendental shifts in business models, marketplace complexities and consumer expectations. The uncertainty faced by organisations is unprecedented. Expectations from the sourcing industry have invariably shifted from being fringe provisioning entities to collaborative and co-creation partners. The term Global Business Services (GBS) encompasses all of this and much more. Is the sourcing industry ready to address these impacts?

**AN ASEAN PERSPECTIVE ON THE BURGEONING GBS LANDSCAPE**  
**18TH OCTOBER, THURSDAY 2018 – ONE WORLD HOTEL, PETALING JAYA**



# Why Attend?

## FOR CUSTOMER ORGANISATIONS:

Learning, Interactions, Networking, Best practices

## FOR VENDORS & ENABLING AGENCIES:

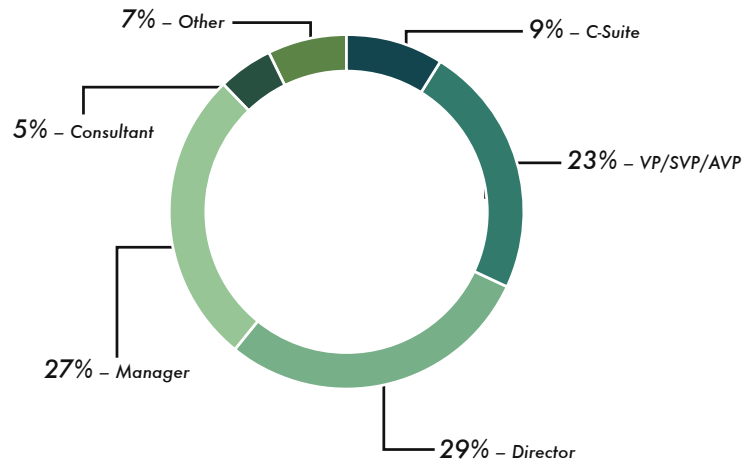
Positioning Opportunities; Value Selling; Case Studies & Access to Marketplace

## FOR SOURCING ADVISORS & INDUSTRY OBSERVANTS:

Expert Insights

## ATTENDEE ROLES

Audience: Line of Business Mangement



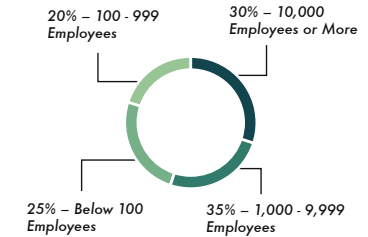
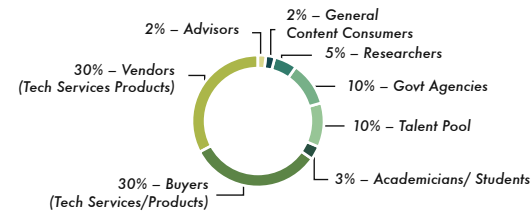
## ATTENDEES

200+

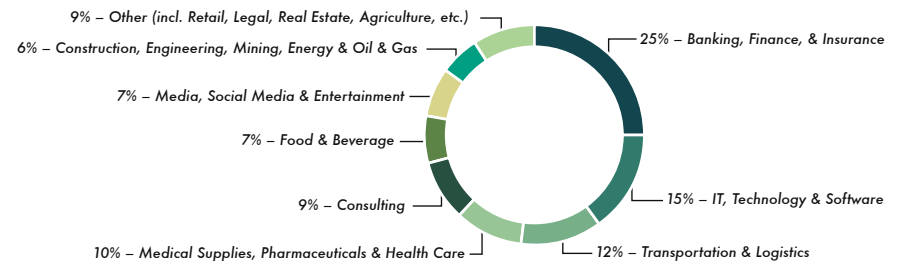
## COMPANIES

120+

"CONTROLLED CIRCULATION TO A VERY SPECIFIC GROUP."



## INDUSTRY BREAKDOWN



# Sponsorship Opportunities

## AUDIENCE

The GBS Forum event series is especially targeted towards professionals in management, C-levels and overall decision makers who are in the position to kickstart and catalyse movement, discussion and deliver impactful and powerful messages and changes to further move the industry on a positive trajectory.

## KEY SPONSOR BENEFITS

Preferential access to C-level decision makers and senior management executives, key opportunities for exclusive, face-to-face prospecting with potential clients. Unique network gathering to seed future business partnerships and alliance. Opportunities to demonstrate company expertise or product excellence to a captive, target audience (Premium Sponsors only). Leverage event communications, networking and GBS magazine for targeted brand positioning, development and recognition.

## SEIZE NEW BUSINESS OPPORTUNITIES AS A SPONSOR

As a sponsor, you will benefit from strategically placed, high-impact exposure to both established and new emerging industry partners and customers. Your sponsorship for the GBS Forum events is a perfect way to highlight your brand's leadership in the marketplace, and demonstrates reliability, commitment and contribution to the industry's growth.

The various sponsorship packages and tiers have been customised to meet the different corporate objectives of your organisation – from event exhibition space to collateral outreach and forum programming.



# Sponsorship Package

## SPONSORSHIP OPPORTUNITIES

MAXIMISE YOUR MARKETING DOLLARS THIS YEAR AT GBSN CONFERENCE!

### IF YOU PROVIDE THESE PLATFORMS, SERVICES OR SOLUTIONS...



**Finance Solutions**  
(E-invoicing, Payment Solutions, etc.)



**Outsourcing Partners**  
(BPOs/ ITOs/ KPOs/ RPOs)



**HR Solutions** (HR Software, HR Information Systems, E-Learning Solutions, Employee Self-Services Portals, etc.)



**Consultancies**



**Learning and Development Solutions**



**Training & Development Programs**



**Automation Solutions**  
(Workflow, Document Management, ERP, Case Management Tools, etc.)



**Data Analytics**



**Headhunters**



**Cloud Solutions**



**Insurance Companies**

### PARTNER WITH US TO MEET YOUR POTENTIAL BUYERS!



#### DEMONSTRATE THOUGHT LEADERSHIP

Position your company as a thought leader by delivering a **Keynote Address**, moderating one of our **Panel Discussions**, leading one of our **Interactive Roundtable Sessions** - or even deep-dive into some of the biggest issues by facilitating our pre- or post-conference **Workshops**.

#### SHOWCASE YOUR SOLUTIONS - FRONT & CENTRE

Book an **Exhibition Booth** and demonstrate first-hand how your product/service is the solution to their problem.



#### NETWORK & GENERATE LEADS FOR YOUR BUSINESS

Optimise your networking opportunities and get right in front of key decision makers by hosting a **Private Luncheon** or even taking up our **1:1 Meeting Packages** with qualified leads.

#### BOOST INDUSTRY VISIBILITY & CORPORATE BRANDING

Enhance your corporate profile and branding by hosting a **Cocktail Reception** or one of our **Networking Breaks** - the most conducive time for you to interact with your prospects.





# Sponsorship Package

Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. As a Sponsor your firm's logo will appear alongside the leaders associated with best practices in the Global Business Services segment. GBS magazine (published by Wordlabs Global) leverages multiple media outlets including online, direct mail, email, press releases and media partnerships to publicise the event. We offer some key platforms for you to get across your brand image to our customer base and your prospects.

<b>PLATINUM SPONSOR – INVESTMENT: MYR 75,000(1 OPPORTUNITY)</b>	
The Offerings:	
a.	1 Keynote Speaking slot at EVENT (Speaker must be a senior level executive. Sales pitches are not permitted)
b.	Fifteen (15) complimentary EVENT seats (worth MYR 30,000)
c.	1–page advertisement in The GBS magazine (worth MYR 9,000)
d.	4–page Interview feature with a senior level executive in the GBS magazine (worth MYR 36,000)
e.	Organisation logo will be prominently displayed on all relevant marketing collaterals
f.	Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsor)

<b>GOLD SPONSORS – INVESTMENT: MYR45,000(2 OPPORTUNITIES)</b>	
The Offerings:	
a.	1 Keynote or Plenary Panel speaking slot at EVENT (Speaker must be a senior level executive. Sales pitches are not permitted)
b.	Ten (10) complimentary EVENT seats (worth MYR 20,000)
c.	Complimentary 1–page advertisement in the GBS magazine (worth MYR 9,000)
d.	2–page Interview feature with a senior level executive in the GBS magazine (worth MYR 18,000)
e.	Organisation logo will be prominently displayed on all relevant marketing collaterals
f.	Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsor)

# Sponsorship Package

## SILVER SPONSORS – INVESTMENT: MYR 30,000 (3 OPPORTUNITIES)

The Offerings:

- |    |   |
|----|---|
| a. | One (1) Panel Speaking or Case Study Presentation slot at EVENT (Speaker must be a senior level executive. Sales pitches are not permitted) |
| b. | Five (5) complimentary EVENT seats (worth MYR 10,000)   |
| c. | Complimentary 1-page advertisement in the GBS magazine. (worth MYR 9,000)   |
| d. | Organisation logo will be prominently displayed on all relevant marketing collaterals   |
| e. | Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsors)  |

## BRONZE SPONSORS – INVESTMENT: MYR 10,000 (4 OPPORTUNITIES)

The Offerings:

- |    |  |
|----|--|
| a. | Three (3) complimentary EVENT seats (worth MYR 6,000)                                    |
| b. | Complimentary ½-page advertisement in the GBS magazine. (Worth MYR 4, 500)               |
| c. | Organisation logo will be prominently displayed on all relevant marketing collaterals    |
| d. | Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsors) |

## NETWORKING COCKTAIL SPONSOR – INVESTMENT: MYR 20,000 (1 OPPORTUNITY)

Networking Cocktail sponsorship would entail the following:

- |    |  |
|----|--|
| a. | Company's name and logo displayed prominently on invitation card to the Reception. |
| b. | 10-minutes Welcome Remarks.  |
| c. | Permission to display banners/marketing materials during cocktail.                 |
| d. | Three (3) complimentary EVENT seats (worth MYR 6,000).                             |
| e. | Complimentary 1-page advertisement in the GBS magazine. (worth MYR 9,000).         |

## DELEGATE BAG SPONSOR – INVESTMENT: MYR 18,000 (1 OPPORTUNITY)

- |    |  |
|----|--|
| a. | Company's logo displayed on all event collaterals.                         |
| b. | Company's logo displayed prominently on the delegate bags.                 |
| c. | Three (3) complimentary EVENT seats (worth MYR 6,000).                     |
| d. | Complimentary 1-page advertisement in the GBS magazine. (worth MYR 9,000). |

# Delegate Package

## PRIMARY DELEGATE DETAILS

First Name	
Last Name	
Job Title	
Company	
Address	
City	
State/Province	
Country	
Zip/Postal Code	
E-mail Address	
Phone	

GBSN know people learn better in teams, so group bookings are available at the following discounted rate:  
Call us for special discount rates for groups of 10 or more.

## CONFERENCE DELEGATE FEES

One standard Delegate	MYR 2,000
Three Standard Delegate	MYR 5,400
Five Standard Delegate	MYR 8,000
Seven Standard Delegate	MYR 9,100

### For further details and enquiries:

**Email:** gbsforum@wordlabs.com.my or tamyne@wordlabs.com.my

**Telephone:** +603 7880 4200

**Address:** 617, Block D, Kelana Square, SS7/26, Kelana Jaya, 47301 Petaling Jaya, Selangor, Malaysia.

### Option & Payment Method:

Bank Transfer / Wire

**Name on Account:** Wordlabs Global Sdn Bhd

**Maybank Account No:** 5123 52316754

Maybank SWIFT MBBEMYKL

**Bank Address:** 115-117, Block E, Kelana Park View, No.1, Jalan SS6/2, Kelana Jaya, 47301 Petaling Jaya, Selangor, Malaysia.

Complete address details of the delegate and return form after making payment so we can match this document when payment arrives in our Bank.

To be INVOICED prior to payment, complete address details and return to above

By Cheque - Please send the above invoice with payment attached to the address above within 5 days of registration.