INTERNATIONAL IT-BPM SUMMIT 2025

Event Details

- Date: September 23-24, 2025
- Venue: Okada Manila – Grand Ballroom (New Seaside Drive, Entertainment City, Parañaque, Philippines)

About the Summit

The International IT-BPM Summit (IIS) is the flagship event of the IT and Business Process Association of the Philippines (IBPAP), held annually to spotlight the progress, innovation, and impact of the Philippine IT-BPM industry. It is a platform to showcase the sector's role in shaping the country's economic future—through job creation, global competitiveness, and digital transformation.

IIS brings together the industry's key stakeholders—business leaders, global experts, policymakers, and the academe—for two days of insight-driven discussions, strategic networking, and shared action. It is where the most pressing issues facing the industry are addressed, and where emerging opportunities are explored through the lens of both global trends and local context.

As the largest and most influential IT-BPM conference in the Asia-Pacific region, IIS gathers over 1,000 participants each year, making it a critical venue for dialogue, partnership, and long-term industry positioning.

About the Event Theme

Rewired for Value: The Global Wake-up Call

The Philippine IT-BPM industry has made strong gains over the first half of Roadmap 2028—expanding capabilities, deepening client partnerships, and delivering consistent value in a volatile world. But the global context is changing fast. AI is transforming the way work is done. Geopolitical and economic realignments are altering investment priorities. New questions are being asked of industries like ours: Where does growth come from next? What kind of partners do global enterprises need? And how do we stay relevant in the years ahead?

IIS 2025 is where we confront these questions—together. This year's summit is not just about celebrating progress. It's about anticipating what's next, sharpening our collective response, and reaffirming the Philippines' role in a transformed global services landscape.

It is a wake-up call, not of alarm, but of awareness. It is a call to action for the government, industry, and the global community to work together in shaping the future of Philippine IT-BPM.

About the Organizers

The IT and Business Process Association of the Philippines (IBPAP) is the primary trade body and advocacy group of the country's agile, dynamic, and resilient IT and Business Process Management (IT-BPM) industry.

With over 400 members and six partner associations—the Animation Council of the Philippines, Inc. (ACPI), Global Capability Center Council (GCCC) Philippines, Contact Center Association of the Philippines (CCAP), Game Developers Association of the Philippines (GDAP), Healthcare Information Management

Association of the Philippines (HIMAP), and the Philippine Software Industry Association (PSIA)—IBPAP plays a pivotal role in sustaining the growth of the IT-BPM industry by working with stakeholders in the government and academe to ensure an enduring supply of high-quality labor, support service innovation, and provide country visibility.

IBPAP also assists investors in setting up operations easily and quickly in the Philippines through relevant research, introductions to key officials, and a series of briefings at each step of the investment process. Initiatives for human resources, business development, knowledge sharing, and networking opportunities are also made available to members. Ongoing support is then provided through a wide variety of initiatives, including programs for HR development, business development, knowledge sharing, and networking opportunities. IBPAP works closely with the government, academe, and other key stakeholders to make this possible and to reinforce the Philippine IT-BPM industry's global competitiveness and relevance.

Program Schedule

Day 1| September 23, 2025
Event Format: Face-to-Face

START	END	DURATION	SESSION
9:30 AM			Registration
11:30 AM	1:30 PM	2:00	Lunch
1:30 PM	1:45 PM	0:15	Preliminaries and Opening Number
1:45 PM	2:05 PM	0:20	State of the Industry: Where PH IT-BPM Stands & What's at Stake
2:05 PM	2:25 PM	0:20	The Value Imperative: What Global Clients Expect Now
2:25 PM	3:05 PM	0:40	Leaders' Voice: Unpacking the Global Services Shift
3:05 PM	3:45 PM	0:40	What Real AI Means in the Enterprise Today
3:45 PM	4:05 PM	0:20	Applied Agentic AI: A Closer Look at Business Impact
4:05 PM	4:15 PM	0:10	BREAK
4:15 PM	4:35 PM	0:20	The Global Rise of GCCs: Next-Gen Hubs for Innovation and Transformation
4:35 PM	5:05 PM	0:30	What It Takes to be the Next-Gen GCC in the Philippines
5:05 PM	5:50 PM	0:45	Designing Jobs and Pathways in the Age of AI
5:50 PM	6:20 PM	0:30	Guardrails for Greatness: Responsible AI from the Ground Up
6:20 PM	6:25 PM	0:05	Closing
7:00 PM			Welcome Party

Day 2| September 24, 2025
Event Format: Face-to-Face

START	END	DURATION	SESSION
9:00 AM	10:00 AM	1:00	Workshop 1: Creating Healthy, Resilient, and Safe Workplaces
			Workshop 2: Practical Digital Tools for Productivity
			Workshop 3: Creative Hiring and Retention Hacks
10:00 AM	10:15 AM	0:15	BREAK
10:15 AM	11:15 AM	1:00	Workshop 4: Building Fair, Future-Ready Workplaces
			Workshop 5: Operational Efficiency in Action
			Workshop 6: Future-Proofing Business: Trust, Security, and Sustainability
11:30 AM	1:30 PM	2:00	Lunch
1:30 PM	1:40 PM	0:10	Day 1 Recap & Day 2 Preview
1:40 PM	2:10 PM	0:30	Innovator's Mindset: Rethinking Growth in an Age of Disruption
2:10 PM	3:00 PM	0:50	Reading the Signs: Geopolitics, Economics, and the Shifting Global Context
3:00 PM	3:20 PM	0:20	New Frontiers: Expanding PH's Global Client Market
3:20 PM	4:10 PM	0:50	Claiming Our Place in the Tech Value Chain
4:10 PM	4:25 PM	0:15	BREAK
4:25 PM	4:55 PM	0:30	Rewiring the System: Game-Changing Ideas for a Future-Ready Workforce
4:55 PM	5:35 PM	0:40	Ease of Doing Business: Policy on Paper or Impact on the Ground?
5:35 PM	5:55 PM	0:20	Unlocking Filipino Talent Potential: Breaking the Growth Ceiling
5:55 PM	6:05 PM	0:10	Raffle
6:05 PM	6:10 PM	0:05	Special Message from the President of the Philippines
6:10 PM	6:20 PM	0:10	Message from the IBPAP Chair
6:20 PM	6:40 PM	0:20	Closing
7:00 PM			Farewell Party

Day 1 | September 23, 2025		OKADA, MANILA
PLENARY	1:45 PM – 2:05 PM	**State of the Industry: Where PH IT-BPM Stands & What's at Stake** The Philippine IT-BPM industry has delivered steady growth, resilience, and innovation. But global shifts demand fresh strategies. IBPAP President Jack Madrid provides a candid look at the state of the industry, the signals shaping its trajectory, and the collective actions required to sustain the Philippine advantage. Speaker: • Jack Madrid (IBPAP, President and Chief Executive Officer)
PLENARY	2:05 PM – 2:25 PM	**The Value Imperative: What Global Clients Expect Now** Global clients are raising the bar. AI, co-creation, and strategic agility are no longer differentiators—they're expectations. In this session, Everest Group unpacks the latest shifts in buyer behavior, and what service providers must do to remain relevant in a value-driven global market. Speaker: • Jimit Arora (Everest Group, Chief Executive Officer)
LEADERSHIP DIALOGUE	2:25 PM – 3:05 PM	**Leaders' Voice: Unpacking the Global Services Shift** The services industry is being rewired - operating models, pricing, delivery, and governance are all in play. Senior executives compare notes on where they're doubling down (and where they're cutting), how they're scaling AI responsibly, and how they're positioning for long-term relevance. Panelists: • Ganesh Ayyar (Cognizant, Executive Vice President and President of Intuitive Operations, Automation and Industry Solutions) • Rainerio "Bong" Borja (Alorica Inc., Chief Operating Officer) • Benedict Hernandez (Accenture, Senior Managing Director) • Rajat Puri (Carelon Global Solutions, President) Moderator: • Jimit Arora (Everest Group, Chief Executive Officer)

Day 1 | September 23, 2025		**OKADA, MANILA**
PLENARY PANEL	3:05 PM – 3:45 PM	**What Real AI Means in the Enterprise Today** AI adoption isn't a straight path. For every success story, countless pilots fail to scale—bogged down by weak data foundations, unclear ROI, or change-management hurdles. This session is about learning from both the wins and the misses. Leaders share hard-earned lessons on what derails AI projects, what helps them break through, and how to turn experiments into enterprise-wide impact. Featured Speaker: • Manish Pandya (Sanas.ai, Head of Product Growth) Panelists: • Marty Sarim (Carya Venture Partners, Co-Founder; Sanas.ai, Founding Member and Chief Customer Officer) • Sunil Kumar (Genpact Philippines, Senior Vice President & Chief Operating Officer) • Sean McCreery (XtendOps, Chief Executive Officer & Founder) Moderator: • Doc Ligot (IBPAP, Consultant for AI & Tech)
INTERACTIVE	3:45 PM – 4:05 PM	**Applied Agentic AI: A Closer Look at Business Impact** For all the talk about AI, many still wonder how it truly operates in a business context. This segment presents a demo of an enterprise-level agentic AI application — showing how the technology is being used to streamline processes, enable smarter decisions, and deliver measurable impact beyond chatbots.
PLENARY	4:15 PM – 4:35 PM	**The Global Rise of GCCs: Next-Gen Hubs for Innovation and Transformation** Global capability centers (GCCs) are expanding their role from cost efficiency engines to hubs for strategy, innovation, and transformation. This session presents the latest insights on the global rise of GCCs: what's fueling their growth, how their mandate is changing, and what it means for the Philippines as it positions itself to host and scale next-generation centers. Speaker: • Stanton Jones (Information Services Group, Distinguished Analyst)

Day 1 | September 23, 2025		**OKADA, MANILA**
PANEL	4:35 PM – 5:05 PM	**What It Takes to be the Next-Gen GCC in the Philippines** What does it take to build a future-ready GCC in the Philippines? In this session, industry leaders share practical lessons from the ground: how they're scaling innovation, embedding global capabilities, and unlocking new value from their Philippine operations. These real-world stories offer a closer look at what's working, what's changing, and what others can learn in shaping the next wave of strategic hubs. Panelists: • Hazel Zaide Delos Santos (ING Hubs Philippines, Country Manager) • Ethan Flowers (Chevron Holdings Incorporated, General Manager) • Stanton Jones (Information Services Group, Distinguished Analyst) • Mark Lwin (RELX | Reed Elsevier Philippines, Managing Director) Moderator: • Carlo Mata (White & Case Global Operations, Head of Operations Center in Manila)
PLENARY **PANEL**	5:05 PM – 5:50 PM	**Designing Jobs and Pathways in the Age of AI** AI is changing the shape of work itself. This session explores how jobs are being redesigned, what skills are becoming most valuable, and how organizations can create future-ready career pathways. Leaders will share how they are rethinking talent development and delivery team structures to align with an AI-enabled future. Featured Speaker: • Prashray Kala (Everest Group, Partner) Panelists: • Christina Björnström (Nooroot, Co-Founder) • Grace David (WayMaker HQ, Co-Founder and General Manager) • Raymond Garret Go (EY Global Delivery Services (GDS), Philippines Consulting Leader) • Prashray Kala (Everest Group, Partner) Moderator: • Hans Montenegro (Kayana Solutions, Chief Human Resources Officer)

Day 1 | September 23, 2025		**OKADA, MANILA**
PANEL	5:50 PM – 6:20 PM	**Guardrails for Greatness: Responsible AI from the Ground Up** The stakes rise as AI adoption accelerates. This session explores how companies can innovate responsibly by embedding ethics, fairness, and transparency into their AI strategies. Leaders will share how they are putting guardrails in place to balance innovation with trust, manage risks, and ensure AI delivers sustainable value. Panelists: • Anton Mauricio (Global AI Council Philippines, Trustee and Co-Founder) • Vishnu Raj (TP, Vice President, AI and Analytics) • Gina Romero (Mettamatch, Founder and Head of Special Projects) Moderator: • Arnab Ray (TTEC Customer Care Management for Asia Pacific, Inc., Senior Vice President)

Day 2 | September 24, 2025		**OKADA, MANILA**
PLENARY	1:30 PM – 1:40 PM	**Day 1 Recap & Day 2 Preview** Before we dive into Day 2, we revisit key insights from the previous day—from shifting client expectations to new opportunities in AI, GCCs, and talent. This session also sets the stage for what's ahead, connecting the dots between global disruption and the industry's next frontier. Speaker: • Jimbo Borja (S&P Global Philippines, President)
PLENARY	1:40 PM – 2:10 PM	**Innovator's Mindset: Rethinking Growth in an Age of Disruption** In today's volatile environment, traditional growth models are under pressure. This session explores how innovation-minded organizations are rethinking strategy in a world of AI acceleration, supply chain shocks, and rising stakeholder demands. Speaker: • Martin Wezowski (SAP, Former Chief Futurist & Head of the Future Hub)
PLENARY PANEL	2:10 PM – 3:00 PM	**Reading the Signs: Geopolitics, Economics, and the Shifting Global Context** The IT-BPM sector is not immune to the ripple effects of global change. From trade tensions and shifting supply chains to evolving economic policies and geopolitical alliances, these macro forces are redefining competitive landscapes. This session combines an economic briefing with a multi-perspective panel discussion to help industry leaders read the signals and prepare for what's next. Featured Speakers: • Aris Dacanay (HSBC, ASEAN Economist) • Victor "Dindo" Andres Manhit (The Stratbase Group, CEO and Founder) Panelists: • Aris Dacanay (HSBC, ASEAN Economist) • Marcus Ng (Access Partnerships, APAC Principal & Head of Economics Strategy Singapore) • Adel Tamano (DITO Telecommunity Corporation, Chief Commercial Officer) Moderator: • Victor "Dindo" Andres Manhit (The Stratbase Group, CEO and Founder)

**Day 2	September 24, 2025**		**OKADA, MANILA**

PLENARY	3:00 PM – 3:20 PM	**New Frontiers: Expanding PH's Global Client Market** Where is the next wave of demand coming from? This session examines growth opportunities for Philippine IT-BPM—by geography, industry, and service segment—and explores how the country can move beyond its traditional client base to compete in emerging markets. The discussion will highlight the capabilities and partnerships needed to capture this demand. Speaker: • Archana Seshadrinathan (McKinsey Singapore, Partner)
PANEL	3:20 PM – 4:10 PM	**Claiming Our Place in the Tech Value Chain** The global tech value chain is being rewritten. This session brings together technology leaders to discuss how the Philippines can move up the ladder—from service delivery to solution design, platform innovation, and product engineering. Panelists: • Sanjiv Gupta (IBM's Global Delivery Center in the Philippines, President and Country Head) • Karthik Krishnamurthy (Ascendion, Chief Executive Officer) • Ambe Tierro (Accenture in the Philippines, Country Managing Director) Moderator: • Martin Wezowski (SAP, Former Chief Futurist & Head of the Future Hub)
PANEL	4:25 PM – 4:55 PM	**Rewiring the System: Game-Changing Ideas for a Future-Ready Workforce** Despite significant investments in training and transformation, talent leakage and disengagement remain. This bold session tackles the unspoken blockers of workforce progress: from career ceilings to freelancer flight, to the misalignment between Gen Z values and legacy models. Leaders will share game-changing ideas to rewire the system and build a workforce that's resilient, motivated, and future-ready. Panelists: • Larah Diaz-Sta. Maria (Concentrix Philippines, Vice President for PH Delivery Shared Services & Innovation) • Cris Rosenthal (AON Philippines, Strategic Advisory Lead - Human Capital Solutions) • Smiti Bhatt Deorah (Advantage Club.AI, Co-Founder and Chief Operating Officer) Moderator: • Rain Tan (Optum Philippines, Vice President for People)

Day 2 | September 24, 2025		**OKADA, MANILA**
PANEL	4:55 PM – 5:35 PM	**Ease of Doing Business: Policy on Paper or Impact on the Ground?** The Philippines has introduced important reforms to strengthen ease of doing business and enhance competitiveness. This session convenes Cabinet leaders and senior officials together with industry stakeholders to reflect on progress made, explore practical experiences on the ground, and identify where further collaboration can accelerate results. The focus is on understanding what has worked well, what challenges remain, and how government–industry partnerships can translate policy into lasting impact for enterprises, the IT-BPM sector, and the broader economy. Panelists: • Honorable Francisco "Isko" Moreno Domagoso (Mayor, City of Manila) • Director General Ernesto V. Perez (Secretary, Anti-Red Tape Authority) • Director Anna Liza Bonagua (Director, Bureau of Local Government Development, Department of the Interior and Local Government) • Deputy Director General Anidelle Joy Magtolis-Alguso (Deputy Director General for Policy and Planning, Philippine Economic Zone Authority) • Angel Ignacio (Governor, Board of Investments)* Moderator: • Celeste Ilagan (IBPAP, Chief Operating Officer)
FIRESIDE CHAT	5:35 PM – 5:55 PM	**Unlocking Filipino Talent Potential: Breaking the Growth Ceiling** What happens when skills are not the barrier, but growth still feels out of reach? This session explores how Filipino talent can break through invisible ceilings by embracing reinvention, purpose-driven leadership, and continuous growth. Drawing from his own leadership journey, Eugene Acevedo shares how individuals and organizations alike can unlock new levels of performance and aspiration in an AI-enabled world. Speaker: • Eugene Acevedo (RCBC, Former President and CEO) Moderator: • Jack Madrid (IBPAP, President and Chief Executive Officer)

Day 2 | September 24, 2025		**OKADA, MANILA**
PLENARY	6:05 PM – 6:10 PM	**Special Message from the President of the Philippines** As the summit draws to a close, we hear a special message from the President of the Philippines—affirming the government's continued commitment to the growth, innovation, and global leadership of the country's IT-BPM industry—a call to work together in shaping a future-ready, high-trust digital economy.
PLENARY	6:10 PM – 6:20 PM	**Message from the IBPAP Chair** To close the summit, the IBPAP Chair offers a rallying message that brings together the summit's themes—from transformation and innovation to workforce empowerment and policy action. A call for collective ambition, shared responsibility, and bold leadership across industry, government, and the global community. Speaker • Ayhee Campos (Infosys BPM, Country Head and Business Head; IBPAP, Chairperson)

Creating Healthy, Resilient, and Safe Workplaces

Employee well-being is no longer a "nice-to-have"—it's a business imperative. Burnout, high attrition, and rising health risks are costing organizations talent and productivity. This workshop takes a hard look at what it takes to build workplaces that actively protect mental health, embed resilience, and ensure physical safety. Learn from practical case studies and expert insights on how leaders can move beyond surveys and slogans to create environments where people truly thrive.

Practical Digital Tools for Productivity

Digital tools are everywhere—but not all of them deliver real impact, especially for SMEs and lean teams with limited bandwidth. This workshop cuts through the noise, showcasing proven, accessible solutions that automate repetitive tasks, streamline collaboration, and free up capacity for growth. Participants will walk away with clear frameworks for selecting, piloting, and scaling tools that boost productivity without overwhelming their teams.

Creative Hiring and Retention Hacks

Traditional hiring and retention playbooks are falling short in today's tight labor market. Younger generations demand more purpose, flexibility, and growth, while experienced talent has more options than ever. This workshop uncovers inventive, field-tested approaches that can help companies strengthen their pipelines and keep great people engaged.

WORKSHOPS | 10:15 AM – 11:15 AM
Day 2 | September 24, 2025   OKADA, MANILA

Building Fair, Future-Ready Workplaces

As workforce expectations evolve, fairness and transparency have become critical to retaining trust. This workshop unpacks how to design workplace policies that are inclusive, equitable, and skills-first — helping companies future-proof their talent strategies.

Operational Efficiency in Action

This workshop explores how organizations are using data, automation, and process redesign to eliminate bottlenecks and unlock new value. This session offers a roadmap for leaders who want to free up resources, boost productivity, and accelerate growth.

Future-Proofing Business: Trust, Security, and Sustainability

In a world where trust is the ultimate currency, companies must build resilience across multiple fronts. This workshop combines two critical conversations: defending against increasingly sophisticated AI-powered cyberattacks that put operations and data at risk, and embedding sustainability initiatives that strengthen brand reputation, compliance, and long-term growth.