



## **PRESS RELEASE**

### **Bangalore ITE.biz 2013 – a resounding success**

Moves up the value chain, provides a fillip to Tech Innovation

Bangalore ITE.biz 2013 a blend of Leadership, Knowledge and Business

**Bangalore, October 24, 2013** : The Government of Karnataka's premier ICT event, rechristened as Bangalore ITE.biz 2013, which commenced with a bullish note on October 22, came to a close today with the IT industry scaling new heights in sharing knowledge relating to modern technologies and services focussing on innovation and entrepreneurship to drive future growth.

The inauguration function of the 16th edition of this event displayed Karnataka's supremacy in technology and innovation with a firm resolve of overtaking the Silicon Valley by 2020. The function itself witnessed a blend of tradition and technology when the lighting of the lamp took place with the help of laser beams triggered through high end devices.

The State's IT, ITES, Innovation and Incentives (**i<sup>4</sup>**) policy unveiled at the function, which outlined the Government of Karnataka's future road map, was very well received by the IT fraternity. The inaugural function also witnessed the launch of the event's virtual mascot "Bangalore IT Genie" **#BITGen**, nicknamed **#CYBERYakshagana**, a representation of technology and culture, that doubled up as the master of ceremonies.

Over **1200 Delegates** representing **750 plus Organizations** participated in the 3-day conference which covered many focused tracks on E and M Governance, Digital Analytics, Big Data driving product / technology, ESDM landscape, R & D, Value drivers for electronics manufacturing among others. The exclusive and high powered IT Secretaries meet that took place at the event discussed issues relating to E-Gov and M-Gov while the CEO conclave with the Theme Bangalore 3.0 discussed and deliberated on Bangalore retaining its Numero Uno spot and what the Indian IT industry and Bangalore could do about it.

With a slew of track conferences covering IT and Electronics, panel discussions were moderated by Industry captains while eminent speakers provided valuable and pertinent inputs which made for impeccable information and knowledge for the attending delegates. In all, **13 sessions** were held and were addressed by **112 eminent speakers/panelists** from organizations like Infosys, Wipro, Mphasis, Accenture, Snapdeal.com, IBM, John Welch Technology Center, Mu Sigma, Honeywell Technology Solutions Lab, Cognizant, Robert Bosch, Pramati Technologies, CRISIL, Manthan Systems, Cosmic Circuits, Tata Elxsi, PMC Sierra, Analog among others.

The NASSCOM IT, ITES, Sector Skills Council Round Table with Government of Karnataka focussed on creating a robust pipeline for various sectors such as BPM, Engineering R & D, Software products and IT services.

The Global In-house Center (GIC) met with the Secretary IT, Government of Karnataka, sharing their views and plans of expansion of talent and technology base in Bangalore. Strategies to enhance the footprint of GICs who have not yet entered India were also discussed. Plans are afoot to bring Fortune 500 companies to the State.

YESSS Programme (Young Entrepreneurs Start-Ups in Soaring Spirits) programme received encouraging response with seven budding entrepreneurs sharing their ideas and experiences with the audience.

This year the InterlinX – B2B Partnering Tool proved to be a powerful and sophisticated internet platform and a match making tool for participants to maximise partnering opportunities with the IT & Electronics Community for Business and more facilitating over **125 Meetings**. The exhibition consisting of over **117 Exhibitors** predominantly focused on start-ups and MSMEs who could meet Industry leaders, VCs and Govt agencies to explore business opportunities. STPI MSME Pavilion attracted 65 tech companies from 17 States of India. The Exhibition attracted about 5000 visitors. The prestigious STPI IT Export Awards 2012 and the “Pride of Karnataka” awards were also presented at the event.

Commenting on the success of the event, Industry captains too did not mince words of praise. Kumud Srinivasan, President, Intel India, while lauding the event, said that the CEO Conclave was a very exciting session and it was encouraging to hear some of the measures that the State Govt is taking to encourage not just the growth of IT Industry but also having IT industry move up the value chain. He remarked that the panel discussion was very honest, open, invigorating and believed that more such discussions would enable a push for the industry.

Dr. Gopichand Katragadda, Managing Director, GE John Welch Technology Center, said that events like these critically create the path forward. The world is changing so quickly and so are the market that gives us an opportunity to articulate where we need to invest our resources both in terms of ppl and equipment and applications. It also helps us connect.

The session on R&D brought in several companies, each of which articulated the areas which were important to them, said Katragadda.

Naresh Shah, President, Hewlett Packard India Software Operation Pvt. Ltd.; ESSN, R&D said that Bangalore has always been known as the Silicon valley of India and over the years other cities have tried to replicate the success story of Bangalore. An event like BITE.biz 2013, helps the industry connect with government, for the govt to communicate about policies decisions which has made it so easy for companies like his to operate in the manner which suits the IT Industry. An event like this brings parties together and this is what is key to success of Bangalore & Karnataka as the destination for IT Companies.

Mohan Kalyan, Sr. VP & Head of Bangalore Operations, Cognizant Technology termed it as an amazing event having seen the progression from Bangalore IT.com to Bangalore ITE.biz. He felt that this event had resonated into a very powerful one in India and abroad.

Phanindra Sama, Founder & CEO of RedBus said that it was a phenomenal event giving a platform to startups. YESSS is a very impressive forum which has integrated other parties like NASSCOM, a 1000 startups and TiE into it with a single minded focus to nurture entrepreneurship. The collaborative approach of this event was very impressive.

The event was very well received by the industry. R. Chandrashekhar, President Designate, NASSCOM, was very bullish in saying that the event gave a great opportunity to showcase what is happening in the industry and for its constituents to learn from each other. It gave an opportunity for the government to unveil its policies which support the industry & new phenomenon of growth, being powered by young knowledge entrepreneurs.

Sanjeev Keskar, Chairman of the IESA said that addition of Electronics to IT this year made the event more exciting.

Sanjay Jaju, IAS, Secretary, Department of Information Technology, Government of Andhra Pradesh said that it has always been a wonderful experience to be a part of Bangalore ITE.biz. I have been visiting this event for the last four years and feel that all the States need to have a constant exchange of ideas which this forum provides.

The Expo provided an enriching platform both for large corporate and start-ups to showcase their products and services. Hadbam Joyremba, MD of Cube Ten who travelled all the way from Manipur, Assam, expressed satisfaction in getting a chance to interact with people relevant to his business even as Vamsidhar Sunkari, Architect, BOSCH said their stall had over 300 good quality footfalls.