

THE WORLD FORUM for Direct Investment 2009
Vilnius, Lithuania, European Capital of Culture 2009
Reval Hotel Lietuva, Vilnius

Tuesday 9th June

19:00 – 21:00 **Welcome Reception**

We are honoured to be invited to the President of the Republic of Lithuania's Palace in the heart of the old quarter of Vilnius. The evening is hosted by the President, along with the Lithuanian "Investors Forum" to celebrate its 10th anniversary. All speakers, delegates and guests are invited to this pre-conference networking occasion.

Welcome Speeches: Valdas Adamkus, President of the Republic of Lithuania
Rolandas Valiūnas (LAWIN), Chairman "Investors Forum" an independent business association for both foreign and indigenous businesses operating in Lithuania.

Preparing for the Multi-Polar World

Wednesday 10th June

08:00 Conference registration and refreshments.

08:45 Welcome and introduction to THE WORLD FORUM for Direct Investment 2009:
Catherine Dawson, Managing Director, Red Hot Locations

Introduction to the Conference Chairman and Moderator
Peter Kellner, President YouGov, Political Commentator and Journalist,
confirmed

09:00 **Welcome address: Andrius Kubilius, Prime Minister of the Republic of Lithuania confirmed**

Session 1: Rethinking the Shape of Globalization

09:20 The shift in economic power means that companies seeking to achieve high performance in a multi-polar world need to rethink many basic assumptions about customers, talent and innovation. Three forces have given rise to the emergence of this multi-polar world. The first is the increasing spread and power of information and communications technologies, which have eroded time and distance as barriers to trade and capital flows. Economic liberalization – both within and across borders – has been a second key element, bringing China and many other countries into the global economy by reducing protectionist barriers. The third force is the increasing number, diversity and influence of multinationals, from developed and developing countries alike, that constantly scan the globe for new markets, new sources of labour and capital and new economies of scale.
Guest speaker: Mark Purdy, Chief Economist, Accenture Institute for High Performance confirmed

Session 2: A Global Search for the Secrets of IT Location Success

Plenty of places have tried to replicate Silicon Valley's success in start-ups, and many technology companies feel they have to have an office in Silicon Valley to tap local talent. But while that success is often attributed to business philosophies and venture capital, other factors such as public sector attitudes to

- innovation, regulatory issues, the legal environment, tax regimes, infrastructure, skills and the local marketplace can have just as much impact.
- 9:40 Electronic Arts (EA) is the world's leading independent producer and publisher of interactive entertainment and games software. How is the industry growing, which markets are the strongest and does this impact on their site selection process? What is their studio site selection process? Which are the factors which have influenced their decisions? Is location selection market driven or skills related or much more?
Guest speaker: Craig Hagen, Corporate Director of Government Affairs, Electronic Arts, confirmed
- 10:00 "We look for a skilled workforce, solid infrastructure and technology understanding as well as a competitive price. Many "second tier" locations have a population with more skills than "first tier" markets. The Czech Republic and Poland both have an incredibly motivated, skilled workforce in terms of technology, market understanding and languages spoken; they also boast a rapidly maturing IT infrastructure and are well located. South Africa has "a relatively advanced IT infrastructure and technology habits, especially in the mobile space "; Israel for its "history of deep innovation "; and the Baltic states "where government is using technology to connect with people".
Guest speaker: Maurice Fitzgerald, Vice President of Strategic Initiatives for Europe, the Middle East, and Africa, Hewlett Packard, confirmed
- 10:20 Headquartered in Serbia, ComTrade is a dynamic fast-growing IT systems group. Along with a distribution and a retail chain of IT equipment and consumer electronics, ComTrade joined forces with Spinnaker New Technologies and newly acquired Hermes SoftLab in the area of IT solutions and software engineering services. This newly formed business unit has 9 development campuses and sales offices across Europe and USA. How did HERMES SoftLab evolve its operations and business? What are the future plans of the new business unit in terms of setting up more operations overseas? What is their location criteria and which cities/regions/countries do they plan to move into long term and even short term? Which proved to be the best locations for them for research and development activities?
Guest speaker: Rudi Bric, Founder Hermes Softlab and Senior Vice President for Business Development, ComTrade, confirmed
- 10:40 Panel discussion and questions from the floor, led by Peter Kellner, Conference Chairman
- 11:00 Break for refreshments and networking
- Session 3: The Multi-Polar Map of Innovation**
- 11:30 **How Companies in the Bioindustry Sector decide where to locate their Research and Development and Manufacturing Operations:
Led by Dr Tony Bradshaw, Director bioprocessUK, Bioindustry Association, confirmed**
- All countries have strengths in attracting inward investment but perhaps do not really get to the bottom of their unique selling propositions. bioProcessUK, a Knowledge Transfer Network, hosted at the BioIndustry Association, and funded by the Technology Strategy Board, has worked with key stakeholders across government, academia and industry to identify and develop key strengths of the UK landscape to develop a compelling proposition for investment in manufacturing of biological and regenerative medicines in the UK.

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Intercell has its HQ in Vienna, with manufacturing facilities in Scotland and Maryland, USA. Founded as spin-off from Vienna University in 1998, Intercell is now the most innovative in the field of novel vaccines.

Guest speaker: Olivier Jankowitsch, Head of External Manufacturing, Intercell, [confirmed](#)

When BTG merged with Protherics a few months ago, Britain's biggest biotechnology group was born. BTG is an international specialty pharmaceuticals company developing and commercialising products targeting critical care, cancer, neurological and other disorders.

Guest speaker: James Christie, Operations Director, BTG, [confirmed](#)

Genetrix SL, founded in 2001 in Madrid is the largest group of biotech companies in Spain currently with nine companies. Genetrix specialises in the formation and management of start-up companies using technology derived from academic research, with a particular focus in adult stem cell therapies.

Guest speaker: Neil Thomas, Business Development and Intellectual Property Director, Genetrix SL. [confirmed](#)

13:00

Lunch and networking

Sponsored by SDI (Scottish Development International) a Government agency with responsibility for securing new investment from overseas high end manufacturing and internationally traded services sectors. It also encourages existing investors to expand and develop their businesses.

Welcome address: Joanna Gourlay, Trade and Investment, Scottish Development International

Session 4:**How is the Economic Situation affecting FDI in the Outsourcing Industry?**

The outsourcing sector is one of the few industries that has reported an uptick in business recently. "There's not a board of directors out there who isn't asking the management, have you considered sourcing alternatives?" "Whenever there's a downturn, people outsource more, not less".

14:30

India's business process outsourcing (BPO) sector is one of the highest growth areas of outsourcing, and Firstsource, ranked third in "Business Week" as one of the "hot players" in the offshore outsourcing world, is an extremely attractive company because it has grown both organically and by acquisition, and it has diversified into sectors including medical and telecommunications. With delivery centres across the US, India, UK, Argentina and The Philippines, we hear of Firstsource's expansion and location plans. Is Firstsource planning to set up further centres in Scandinavia, The Baltics, Eastern and Southern Europe?

Guest speaker: Arul Nathaniel, Head of Strategy & Marketing, Firstsource, [confirmed](#)

14:50

The Norwegian firm Lindorff is the top European credit management firm, already in ten countries and expanding fast. We hear how they evaluated several countries for their outsourcing invoicing operation (shared services centre) and how they arrived at their final destination decision. We also hear about their innovative methods of addressing the "talent" crisis and finding the skills they need.

Guest speaker: Per Andreas Vogt, Director International Business Development, Lindorff, [confirmed](#)

15:10

Transcom, a leading business process outsourcing service provider, has seventy-five sites in twenty-nine countries worldwide, with their European

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headquarters in Barcelona, Spain. What is happening in the outsourcing industry in the current economic climate? Are Transcom looking to expand their operations, and if so, where? Why are certain locations chosen for their centres? What attracts Transcom to various countries, and locations within those countries? What are their global location plans?

Guest speaker: Regimantas Liepa, Managing Director West and Central Europe, Transcom, confirmed

15:30 iSoftStone Information Services Corporation is a leading provider of IT Consulting, IT Outsourcing and Business Process Outsourcing services headquartered in Beijing, China. Chinese IT Outsourcing firms are serious about their intentions and are enthusiastic about the opportunities they see before them. We hear of the future possible global expansion plans of iSoftStone. Will they be operating facilities outside China? If so, where next?

Guest speaker: John Peng Senior Vice President, Head of Global Delivery, iSoftStone, confirmed

Panel discussion and questions from the floor, chaired by Peter Kellner, Conference Chairman

16:00 Break for refreshments and networking

Session 5: Meet your Corporate Investors

This is a structured 1:1 meetings session with the following companies who have agreed to meet with you. All these companies are expanding, some are already multinational, some are starting to expand. The company representatives you can talk and meet with are all responsible for location decisions. Your requested meetings can only take place if you send your required list in to the organisers at least one week before the conference takes place. Red Hot Locations will arrange a short slot for you to meet with those that you wish from each of the following companies:

- Mark Purdy, Chief Economist, Accenture Institute for High Performance
- Maurice Fitzgerald, Vice President of Strategic Initiatives for Europe, the Middle East, and Africa, Hewlett Packard
- Craig Hagen, Corporate Director of Government Affairs, Electronic Arts
- Per Andreas Vogt, Director International Business Development, Lindorff
- Regimantas Liepa, Managing Director West and Central Europe, Transcom Worldwide
- Arul Nathaniel, Business Strategy Director, Firstsource (not available to all)
- John Peng, Senior Vice President, iSoftStone
- James Christie, Operations Director, BTG
- Tony Bradshaw, Director bioprocessUK, Bioindustry Association
- Neil Thomas, Business Development & IP Director, Genetrix SL
- Rudi Bric, Founder HERMES Softlab and Senior Vice President for Business Development, ComTrade
- Jeffrey Perazzo, President VPA Logistics

19:00 – late Gala Evening

All delegates, speakers, sponsors and guests are invited to experience the 2009 European Capital of Culture's hospitality. The evening will kick off with a drinks reception, followed by dinner, music and a theatre piece. All taking place in the charming, historical city hall of Vilnius, and hosted by Vilnius City Municipality.

Thursday 11th June

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- 08:15 Refreshments and networking.
- 08:45 Welcome and introduction to Day Two of THE WORLD FORUM for Direct Investment 2009: **Catherine Dawson, Managing Director, Red Hot Locations**
- 09:00 **Welcome address: Dainius Kreivys, Minister of Economy of the Republic of Lithuania, confirmed**

Session 6: The Globalization of Talent

In 2008 the war for talent had gone global. Before the credit crunch, various estimates put the global shortfall of qualified people at between 32 million and 39 million by 2020. In many business sectors, due to job losses and cutbacks, the war for talent is over – employers have a wider pool of talent to choose from and candidates are facing fierce competition for available roles.

- 09:15 Strategic Staffing Solutions International (S3I) provides professional Information Technology consultants and solutions for clients in the US and Europe. With corporate headquarters in Detroit, Michigan, S3I has grown from a start-up in 1990 to an international company with over 1000 professional consultants, 20 branch offices throughout the US and two European operations, in Vilnius, and in London. Addressing two crucial FDI standpoints, that of location and talent, we hear why S3I chose Vilnius as their European headquarters, and what plans they have to expand operations in other countries.
Guest speaker: Cynthia Pasky, President and Chief Executive Officer, S3 International, confirmed

- 09:45 Since merging with Indian-based conglomerate Hero in 2007, TSC (Telecom Service Centres, Scotland's largest contact centre company) are actively looking to expand both in the UK and abroad. Within Scotland, HEROTsc is recruiting more personnel in five out of their seven operations, convinced that 'quality of service' rather than pure and simple cost, is the key to continued success. We hear how the contact centre industry is still mindful of its need for specialised talent, which is a driving force in the industry today. How can economic development agencies address this challenge?
Guest speaker: Mark Beattie, Director Business Development, HEROTsc, confirmed

- 10:05 Speed-to-market takes a front seat at Convergys whose global expansion moved into high gear in 2001 and continues to increase the Company's worldwide presence. In just over 7 years the company has added in excess of 2.5MM square feet (232,250 m²) in over a dozen countries delivering world-class relationship management services to Convergys' customers. In order to meet these standards of excellence, Convergys focuses on three main criteria for selecting new locations – Talent, Technology & Real Estate. How do these three elements drive location decisions? What are the successes and challenges of past expansion efforts? How does Convergys look to regional and local agencies to support growth in existing markets, and entry into new markets? What's next?
Guest speaker: Londa Brady, Senior Director Corporate Real Estate, Convergys Corporation, confirmed

Session 7: Locations for Logistics

Logistics and the harness of information technology are the key facilitators of mobility. Does the location of logistics firms depend solely on transport infrastructure, market size, labour quality and cost, communications cost and

government incentives, or do other factors enter into their location set-up decisions? What are the global location choices for logistics firms – which are proving to be the locations with the most potential as logistics centres – serving which regions? Where next?

10:25 V. Paulius and Associates (VPA) is headquartered in New Jersey, USA with regional offices in Georgia and Florida, and their European office is in Klaipeda, Lithuania. Since 1967 VPA has designed and constructed over 100 million square meters of customized warehouse/distribution centres, with VPA Logistics responsible for warehousing, transportation and logistics. Currently VPA Logistics is expanding its operations in Lithuania. Has VPA Logistics any plans to set up in other European locations? Or in Asia?

Guest speaker: Jeffrey Perazzo, President VPA Logistics, [confirmed](#)

10:45 Panel discussion and questions from the floor for Cynthia Pasky, Mark Beattie, Londa Brady and Jeffrey Perazzo, led by Peter Kellner, Conference Chairman

11:00 Break for refreshments and networking

Session 8: Global Growth Companies: Part One

New market multinationals have begun to move some of their R&D capabilities overseas to tap into global innovation. They are carving distinctive paths across five key dimensions in their expansion journey – capital, talent, resources, consumers and innovations. This session comprises new global challengers, companies which are in growth, going global or have gone global:

11:30 The Canadian Life Sciences company, Fermentas has operations in US, Germany and Lithuania. What are Fermentas International's global growth and location plans? Which locations have been chosen for which functions and activities? What has been their criteria for selecting locations and what are their future location plans? How can locations help companies like Fermentas to expand their existing operations?

Guest speaker: Professor Viktoras Butkus, Chairman of the Board and Chief Executive Officer, Fermentas International, [confirmed](#)

11:50 SICOR Biotech is part of the TEVA Group of companies, developing and manufacturing biopharmaceuticals in Lithuania for many years. What are the benefits of Lithuania for this industry, and does SICOR Biotech have any plans to set up other development and manufacturing locations in other countries and continents? If so, where and why? What would be their criteria?

Guest speaker: Vladas Bumelis, General Manager, SICOR Biotech, a member of the TEVA Group, [confirmed](#)

12:10 The Alna Group is a growing regional player in IT services and solutions. What are Alna's future expansion plans – has Alna any plans to set up facilities/offices overseas? If so what kind of functions/activities? What kind of locations would be interesting for Alna and why?

Guest speaker/panellist: Tomas Milaknis, Director, Alna Group, [confirmed](#)

12:30 No Magic, the award-winning US software applications provider, is headquartered in Texas, with an Asian centre in Thailand, and their European centre in Lithuania. Why were these countries and locations chosen? What is their location criteria and where are they planning to set up in the future? What countries are they looking at?

Guest speaker: Gitana Akliene, Chief Executive Officer, Baltijos Programine Iranga, No Magic Europe, [confirmed](#)

- 12:50 Moderated discussion and questions from the floor, led by Peter Kellner, Conference Chairman
- 13:00 **Lunch and networking**
- Session 8: Global Growth Companies: Part Two**
- 14:30 GetJar Networks is a Lithuanian company which is going global – the first Lithuanian company to establish a bureau in Silicon Valley. New age companies are increasingly using the advantages of countries’ and territories’ “specialisations” in certain business areas. We hear about the benefits of starting up in the Baltic region, and how a homegrown company has developed, and which locations around the world GetJar as a “new age” company believes are best for which business activities. What are their future plans for setting up in which countries?
Guest speaker/panellist: Ilja Laurs, Chief Executive Officer, GetJar Networks, confirmed
- 14:50 Estonian software developer Programeter is developing its own outsourcing model along with specific outsourcing software. Companies from Eastern Europe and The Baltics, India and China are already using or evaluating Programeter’s technology. What are Programeter’s plans for location expansion and which world regions are good locations for the outsourcing industry?
Guest speaker: Mark Kofman, Chief Executive Officer, Programeter, confirmed
- 15:10 Moderated discussion and questions from the floor, led by Peter Kellner, Conference Chairman
- 15:20 Break for refreshments and networking
- Session 9: Meet your Corporate Investors**
- 15:45 This is a structured 1:1 meetings session with the following companies who have agreed to meet with you. All these companies are expanding, some are already multinational, some are starting to expand. The company representatives you can talk and meet with are all responsible for location decisions. Your requested meetings can only take place if you send your required list in to the organisers at least one week before the conference takes place. Red Hot Locations will arrange a short slot for you to meet with those that you wish from each of the following companies:
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 - Mark Beattie, Director, Business Development, HEROtsc
 - Tomas Milaknis, Member of the Board of Alna Group
 - Ilja Laurs, Chief Executive Officer, GetJar Networks
 - Cynthia Pasky, President and Chief Executive Officer, S3 International
 - Jeffrey Perazzo, President VPA Logistics
 - Mark Kofman, Chief Executive Officer, Programeter
 - Professor Viktoras Butkus, Chairman of the Board and Chief Executive Officer, Fermentas International
 - Gitana Akliene, Chief Executive Officer, Baltijos Programine Iranga, No Magic Europe
- 17:00 Conference close

Please note that there may be slight alterations to the final programme.

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