

# PRESS RELEASE

PHILIPPINE TRADE & INVESTMENT CENTER IN SILICON VALLEY

FOR THE US PACIFIC NORTHWEST AND WESTERN CANADA

COMMERCIAL SECTION OF THE PHILIPPINE CONSULATE GENERAL IN SAN FRANCISCO  
REPRESENTATIVE OFFICE OF THE PHILIPPINE DEPARTMENT OF TRADE AND INDUSTRY



## PTIC Launches US-Philippines Business and Information Technology Delivery Council

*San Francisco, USA (13 November 2012)* -- Philippine Trade and Investment Center (PTIC) in Silicon Valley, in partnership with the Philippines' Department of Trade and Industry, formally launched on November 13, the US-Philippines Business and Information Technology Delivery Council, a consortium with Terranex LLC, Rendition Digital, Exist Global, Ionics, Orange & Bronze, Ayannah, and Innerworks.

These Philippine-homegrown organizations are at the forefront of the software and product development, information technology (IT), business and knowledge process delivery, and electronics manufacturing industries.

PTIC Trade Commissioner Michael Alfred Ignacio said that by joining forces, the companies intend to bolster business development initiatives and build more partnerships starting in the San Francisco Bay Area. PTIC has plans to institutionalize the council and also expects to build market presence ultimately in the entire US and Canada.

"We want to foster collaboration and cross-pollination amongst the council members, while enabling competitive differentiation," said Trade Commissioner Ignacio. "PTIC has screened companies that have demonstrated excellence in the service that they offer. We are thrilled to work as a team to achieve greater growth."

In his remarks, Deputy Consul General Jaime Ramon Ascalon congratulated and thanked the founding partners for launching the Council. He expressed confidence that

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that being a pioneering and dynamic team, the Council will be able to contribute significantly to the further growth of the industry in the Philippines.

The global offshore software and product development, business process support, and electronic contract manufacturing services markets are expected to hit at least US \$1 trillion in 2018. In addition, technology analyst firm Gartner recently predicted that by 2014, IT hiring in major Western markets will come predominantly from Asian-headquartered companies.

“The sterling performance of the business support and IT industry has contributed significantly to our country’s economic development. Our excellent human resources have made this possible and at the same time we are thankful to global companies that believed in our capacity to deliver quality services.” Deputy Consul General Ascalon added.

The founding members of the Council each presented their company’s cutting-edge business support and IT delivery solutions. A fireside chat and Q&A, moderated by STAC-SV President Christina Laskowski, followed the company presentations.

The event was attended by 50 members of the business community in the Bay Area, potential investors, management and consulting firms, and Filipino American community

For more information about this event, please visit:  
[www.investphilippines.org/siliconvalley](http://www.investphilippines.org/siliconvalley).

### **About PTIC - Silicon Valley**

[www.investphilippines.org/siliconvalley](http://www.investphilippines.org/siliconvalley)

The Philippine Trade and Investment Center in Silicon Valley is the Commercial Section of the Philippine Consulate General in San Francisco and the representative office of the Philippine Department of Trade and Industry in the US Pacific Northwest and Western Canada.

PTIC Silicon Valley covers the US Pacific Northwest, which includes the following: Alaska, Northern Nevada/Reno, Colorado, Northern California, Idaho, Utah, Montana, Washington, Oregon, and Wyoming.

The mandates of PTIC - Silicon Valley include trade promotion, investment promotion, trade policy negotiations, and protection of Philippine business interests.

### **About TerraNex LLC**

[www.terranexllc.com](http://www.terranexllc.com)

For US companies rationalizing their operations, offshoring full customer support to TerraNex LLC is the logical next step. For over five years, our state-of-the-art Philippine customer support services have enabled Australian and Asian companies to achieve targeted business outcomes. We have an exceptional track record of never losing a corporate customer. Now serving US companies, TerraNex LLC can collaborate in attaining corporate goals.

### **About Rendition Digital International**

[www.renditiondigital.com](http://www.renditiondigital.com)

Rendition Digital International helps mid-size and large software, games, media and web focused firms develop cost effective solutions, frees them from routine tasks and allows them create better value for their customers.

Our solutions include software and web development, games and social media moderation, digital publishing, typesetting and graphics creation. Our high quality services are produced in our low cost facilities in Asia and draw upon deep subject matter expertise and project management experience.

### **About Exist Global**

[www.exist.com](http://www.exist.com)

Exist is a software and technology services provider that specializes in Open Source, Java, and Ruby on Rails application development.

We've worked with start-ups to enterprise industry leaders around the world as their technology partner by collaborating to deliver strategic business results, reduce costs, and increase the value of their IT investments.

Our services include end-to-end software product development in Java and Ruby on Rails, web and mobile (iOS and Android) application development, and independent software testing services.

### **About Ionics**

[www.ionics-ems.com](http://www.ionics-ems.com)

A leading electronics services provider based in the Philippines and listed in the Philippine Stock Exchange, Ionics EMS Inc. offers EMS and ODM services with product design and design support, new product introduction, industrial engineering and manufacturing system and integrated supply chain management.

The customer segments Ionics EMS serves are the PC and computer peripherals, telecommunications, consumer electronics, industrial and medical equipment industries.

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Its production facilities in the Philippines are certified in ISO9001 with design, ISO14001, TL9000 for telecommunications, and TS16949 for automotive manufacturing.

### **About Orange and Bronze**

[www.orangeandbronze.com](http://www.orangeandbronze.com)

Orange & Bronze Software Labs is the first and only official SpringSource partner based in the Philippines. With its team of innovators in enterprise software development, the company mainly leverages on its expertise in Java, specializing in Spring, Hibernate and Grails, as well as Python and Django.

As an expert in Spring technology, O&B uses AppFuse and Grails in providing top-notch software development services delivered on-time. Its client portfolio includes industry-leading companies in the US, Europe and Asia. O&B is the Philippine pioneer of Agile software development methodologies.

### **About Innerworks**

[www.innerworksinternational.com](http://www.innerworksinternational.com)

Innerworks International is a leading global application services and IT outsourcing provider, with clients in the United States, Europe and Asia. We have been creating innovations across different technological platforms and infrastructure for over ten years.

It provides solutions and services across three core competencies: applications development in Microsoft, Java and PHP technologies; cloud-based and mobile applications development (IOS and Android) and testing; and staff augmentation and team mobilization for global delivery centers.

### **About Ayannah**

[www.ayannah.com](http://www.ayannah.com)

Ayannah aims to be the leading provider of mobile commerce and payment services to the world's unbanked. For unbanked residents in emerging markets, we provide accessible digital commerce and payment services to spur financial inclusion and literacy and give access to products and services that improve quality of life.

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