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PRESS RELEASE

IICTAP to be reviewed to adapt to the new normal.

Manila - The Canadian Chamber of Commerce of the Philippines (CanCham) has decided to defer staging the *International ICT Awards Philippines (IICTAP)* in 2023. Given rapidly evolving post-Covid business conditions for ICT-enabled services, CanCham will launch an independent review of the scope, format, financing, and organizational arrangements for this hallmark event to determine how it should adapt and be presented in the "new normal" in the years ahead.

In announcing the review, Mr. Julian Payne, President of CanCham that has organized the annual event since its launch in 2007, stated "IICTAP was originally established to publicize and promote the then-nascent Business Process Outsourcing (BPO) industry as a new growth sector for export of Philippine-based BPO services. The BPO industry has now grown beyond all initial expectations with the Philippines now a global leader in exporting a wide range of ICT-enabled services including BPO services. The objective of the review is to assess the current orientation, scope, format, financing, and organizational arrangements for the highly regarded awards event and recommend how it should adapt in a post-Covid business environment as well as the dramatic acceptance, increasing, and widening use of ICT-enabled services."

Mr. Payne, who is Chair of the IICTAP Organizing Committee, announced that CanCham will appoint an independent Review Panel to advise on the future of the annual event. Mr. Monchito Ibrahim, a long-standing leader in promoting the development of ICT-enabled services in the Philippines, has agreed to Chair the Panel and will be asked to select appropriate Panelists.

Mr. Payne also confirmed that the results of the review will be announced at a gala dinner event in June 2023 to which representatives of all past Finalists and Winners will be invited and honored for their contribution to the industry and the Philippine economy.

Mr. Payne praised the companies that had led the BPO industry's growth and contribution to the Philippine economy. He lauded the Finalists and Winners in the various categories of awards over the last 16 years that had been outstanding examples of excellence in the provision of ICT-enabled services by the Philippines to the world. He also thanked the judges that had volunteered their expertise and time that established a reputation of unparalleled integrity and objectivity in the adjudication procedures for determining Winners in a highly competitive industry.

He noted that, since its launch in 2007, IICTAP has always been 100% financed by a wide range of private sector sponsors that supported the development and growth of the Philippine economy.

For further information contact:

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