



**IndoCanadianExpo<sup>TM</sup>**

**I.T. Outsourcing Business Forum**

*Powered by  
Jakhu Inc.*



Dear Exhibitor,

I personally take this opportunity to invite you on behalf of **Jakhu Inc.** to participate in The **IndoCanadianExpo Outsourcing Trade Show**. This 'Trade Show' is an innovative endeavor to create an opportunity to meet the most qualified technology professionals and decision - makers of one of the wealthiest countries of the world that boasts a colossal and fast growing economy. The **IndoCanadianExpo** is being **organized on the 17<sup>th</sup> and 18<sup>th</sup> of July, 2008** in the most prestigious convention center in Canada; The **Metro Toronto Convention Center** Downtown Toronto **CANADA**.

The **IndoCanadianExpo (International Networking Division Outsourcing Canadian Expo)** will be graced by more than 3000 business representatives of Canadian corporations interested in taking on outsourcing as a large-scale transformation rather than a service contract.

Our Trade Show will have 100 exhibitors participating in order to showcase, demonstrate and discuss the latest in software, web development, Call Centre, and IT security products, Video Editing, Animation, and Legal Service Provider.

Sincerely,

Vijay Jakhu  
President  
Jakhu Inc.

# IndoCanadianExpo

Presented by Jakhu Inc.

**July 17<sup>th</sup> -18<sup>th</sup>, 2008**

**Metro Toronto Convention Centre  
South Building, Hall G  
222 Bremner Blvd. at Simcoe St.  
Toronto, Ontario  
CANADA M5V 2W6**



**Mike Wallace**

*M.P. for Burlington*



HOUSE OF COMMONS  
CANADA

IndoCanadianExpo  
2969 Lakeshore Blvd. West  
Toronto, ON  
M8V 1J5

February 22, 2008

To the Organizers of the IndoCanadianExpo Trade Show,

I would like to take this opportunity to congratulate you on your efforts in developing this new and exciting IT Business Forum for Canadian Business.

The sharing of information and networking during this trade show will assist in the continuous development of our dynamic IT sector in Canada. I am looking forward to attending this two day event at the Metro Toronto Convention Centre and wish you the very best for a successful show.

Sincerely,

**Mike Wallace**  
**Member of Parliament**  
**Burlington**

House of Commons  
763 Confederation Building  
Ottawa, Ontario  
K1A 0A6  
Tel: 613-995-0881  
Fax: 613-995-1091  
Wallace.M@parl.gc.ca

Constituency  
Burlington Mall  
777 Guelph Line, Suite 209  
Burlington, Ontario  
L7R 3N2  
Tel: 905-639-5757  
Fax: 905-639-6031  
wallam1@parl.gc.ca  
www.mikewallace.ca





## THE OPPORTUNITY

### Network with hundreds of the top companies in Canada

The **IndoCanadianExpo** exhibits your business in a forum where you can do more comprehensive face-to-face marketing – making your product or service a success! Exhibitions are an influential, flexible, and highly cost-effective business tool – in addition to being significant wealth generators. In established economies, they are a vital part of any sales forum, alongside advertising, direct marketing, direct mail, and the Internet.

According to a Simmons Market Research Bureau study, **91% of attendees are source-of-product purchasers at Trade show.** This was higher than any other marketing ways even than including on-site visits by company representatives.

We anticipate to attract over 3000 corporate visitors during this 2 day event.

#### **The Canadian business outsourcing research details:**

- \$ 50 billion worth deal transactions announced in Canada in the last 5 years.
- 49% of the dollar value of the contracts made by more than \$1 billion deals.
- More than 100,000 Shortage of IT workers in Canadian by 2009
- More than 500 companies registered already to outsource their work

Source: core research in Canada

#### **Media plan for the promotion of IndoCanadianExpo:**

- Through an extensive advertising campaign, placed in leading national dailies like Toronto Star, Globe & Mail, Gazette and Vancouver Sun and Industry specific publications like Backbone, IT World & McLean & etc...
- Regular press releases and targeted editorial features in leading print media
- Special invitations to leading government & private company figures.
- Advertisements on the Internet
- Commercials on Major Canadian Television channels like CBC, City TV, ATN & CTV

## Exhibit - Market - Profit



Information and Communications Technology Council  
Conseil des technologies de l'information  
et des communications

## Developing Tomorrow's Workforce Today

- The SME market comprises 25% of the total Canadian IT market and significant growth is predicted. Driven by factors such as increased spending on software, hardware and services, the small businesses market is expected to grow to \$4.6 billion from 2005 to 2010. Similarly, the medium businesses market is expected to grow beyond \$6.5 billion during the same time period.

These predictions and current employment trends can be used to help narrow the scope for potential skills demand in the future. Current IT employment distributions and the associated skills within these occupations can help provide indicators towards the skills that will be in demand in the near future.

### • Growing Demand:

- IT annual employment growth from January 2000 to July 2006 was 2.5% compared to a national average of 1.8%.
- IT annual employment growth is projected to be 2.3% until 2010.
- Population growth will not meet demand based on current projections.
  - A shortage of 100,000 skilled workers is expected by 2009; 1 million by 2016
- Retirements will increase demand for skilled labour, although this could be delayed for the IT industry thanks to a younger workforce.
- There are projected increases in demand specifically for IT Security, Systems Infrastructure Software, Telecommunication Services, and Hosted Application Management.

### Demand for IT Resources

Amongst the G7 countries, Canada had the greatest employment growth for the period 1997 to 2004.<sup>47</sup> Today, the IT unemployment rate is estimated as low as 2% compared to a national average of 6.1%. With indications of such a tight labour market, it is difficult to see how the ICT industry will fulfill its IT resource demands.

### • Employers:

- Canada has 32,000 ICT firms employing approximately 600,000 people. This surpasses the previous peak in 2001.
  - Approximately 76% are computer services companies, 12% wholesale/rental/leasing, and 7.6% ICT manufacturing

### Outsourcing

Although progress has been slow, Canadian companies have come a long way from 2001 when companies were much more conservative in adopting the outsourcing model than their counterparts and neighbours in the U.S.<sup>33</sup> The case was even slower when it came to outsourcing non-IT functions to third party specialists. A study conducted by the Centre of Outsourcing Research & Education (CORE) reports that although their experiences have varied based on the activities outsourced, there has been an increasing number of companies looking to outsource both their information technology and business process functions. Companies outsourcing their IT functions have reported a satisfaction rate from 75% to 80% whereas this rate drops to below 50% when it comes to Business Process Outsourcing (BPO).<sup>34</sup>

Despite these varying rates of satisfaction, as Canadian companies gain more experience and as outsourcing becomes more sophisticated, employers will indeed look to engage in ITO and BPO practices as a means to improve performance and competitiveness.<sup>34</sup> The following are major outsourcing trends amongst Canadian organizations outlined in the study:

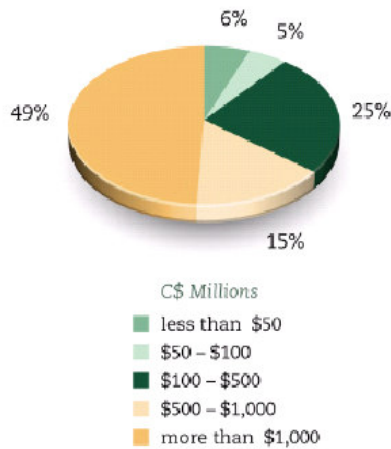
- Companies are realizing with experience that there are other advantages to outsourcing other than cost reduction, such as access to skilled labour and freeing up internal resources for other core processes and business functions. Other benefits also include improved quality and product or process innovation. All of these benefits allow companies to focus more and better meet their organizations' goals and objectives.
- Value creation is taking priority when Canadian companies look to manage/develop relationships with outsourcing service providers. Unlike before when meeting performance levels took priority, companies are now increasingly engaging with service providers in trying to add value to their products or services for the advancement of their organizations.
- Building on the last point, more organizations are looking to assess outsourcing engagements by how effectively they have combined with service providers as partners. By expanding the relationship from just delivering services, companies realize that working as partners and developing a good relationship helps the company achieve long term goals rather than just short term.
- More companies are looking to take on outsourcing as a large-scale transformation rather than just a service contract.
- The Telecommunications Services Sector market grew to revenues of \$34.4 billion in 2005 based on a CAGR of 3.6% and it is predicted to continue to grow at a 3.9% CAGR until 2010. This will include spending of \$41.7 billion driven both by wireless and non-voice (data) services.
- The IT Security market grew by 16.6% from 2004 to 2005 and spending in this area was estimated to be \$949 million in 2005. These figures indicate that IT security is still a top priority among Canadian organizations as the market for IT security hardware, software, and services is predicted to grow at a compound annual growth rate of 14.2% and is expected to reach \$1.8 billion by 2010.



### OUTSOURCING POTENTIAL STATISTICS

## The Outsourcing Market

Aggregate Mix of Value of Deals by Size Range



Source: CORE Deal Database, January 2008

### Market Size

- about \$50 billion worth of deal transactions were announced in Canada in the past five-and-a-half years, representing 250 deals
- average total contract value of all reported deals is about \$200 million
- approximately 300 deals in total (40 with TCV unavailable)
- deals of more than \$1 billion make up approximately 49% of the total dollar value of all deals



### Types of Outsourcing

- **Information Technology Outsourcing (ITO):** the outsourcing of IT and related activities. The breakdown of key ITO areas are:

ITO	# of Deals	Value of Deals (C\$)	% of Deals	Value of Deals (%)
Data Center/Infrastructure/Operations	53	\$5,430,000,000	55%	25%
Desktop Services/Help Desk/Support	20	\$8,084,000,000	21%	37%
Networks/Telecommunications	20	\$3,400,000,000	21%	16%
Other	4	\$4,697,000,000	4%	22%

Source: CORE Deal Database, January 2008

- **Application Development & Maintenance (ADM):** the outsourcing of the development and maintenance of software applications
- **Business Process Outsourcing (BPO):** the outsourcing of entire business processing

ITO and ADM are often done in combination. BPO and ADM are also done in combination, although less frequently.





## Speakers Corners

	<p><b>Mike Wallace MP</b> Member of Parliament for Burlington - CANADA</p> <hr/> <p><b>30min Speech:</b> Canadian Economy and potential to do business with Canada</p> <ul style="list-style-type: none"><li>• Check out Canada's Advantages</li><li>• Expand Your Business</li><li>• Look into Canada's industry leaders</li></ul> <p>Explore our vibrant regions and find a location that suits your business</p>
	<p><b>Harinder Takhar MPP</b> Minister of Small Business and Entrepreneurship Ontario</p> <hr/> <p><b>30min Speech:</b> Guide to Business Owner &amp; entrepreneurs the tools they need to succeed</p> <ul style="list-style-type: none"><li>• Will help the things one needs to do before, during and after launching a business in Ontario</li><li>• Help you develop partnerships with financial sources and other professional services</li><li>• Provide opportunities to develop new business and strategic alliances</li></ul>
	<p><b>Outsourcing Panel</b></p> <hr/> <p><b>Outsourcing Panel</b> - business professionals discussing the outsourcing</p> <ul style="list-style-type: none"><li>• Mike Wallace MP Member of Parliament for Burlington - CANADA</li><li>• Lawyer - Doing business with India - Mr. Prakash Narayana</li><li>• President, Midas Touch Global Markets - Aaron Chaze</li><li>• Many more.....</li></ul>



## Jakhu Inc.

### OUR PEOPLE

**IndoCanadianExpo** is owned and operated by **Jakhu Inc.** Vijay Jakhu is the CEO of IndoCanadianExpo and President of Jakhu Inc. Jakhu Inc. is an Information Technology company established in 2001 in Toronto, Ontario, CANADA. Mr. Jakhu holds an Engineering Diploma of Electro-Technology Engineering from Vanier College **Montreal**. He is a member of the **ICCC** (Indo-Canada Chamber of Commerce of CANADA) and **TiE Toronto** (The Indus Entrepreneurs Toronto association of CANADA). Mr. Jakhu has organized two Trade shows for **NAASS** (North American Apparel Suppliers Society) in 2003 and 2005 in Montreal and Toronto.

**IndoCanadianExpo** is a neutral conference and Trade Show company focused on driving business development in the outsourcing industry. As the premier pure play business trade platform focused on executives who have a need to outsource business services, IndoCanadianExpo's primary purpose is to enable commerce between buyers and sellers across diverse geographies. Founded by a team of business development professionals, IndoCanadianExpo is able to bring a deal-driven mentality to its conferences and Trade Shows. In addition to industry exposure, IndoCanadianExpo's clients gain valuable strategic insight and guidance to support their individual business goals.

### OUR OBJECTIVE

- Promote your business to North American Companies under one roof
- Build relationships
- Sell and generate leads with potential clients in just two days
- Meet businesses who are not easily accessible to your sales force
- Launch new products to a focused audience & expand your market penetration
- Decrease your costs by meeting thousands of qualified prospects within two days
- Target an audience who can see, touch, experience and buy your product
- Strengthen visibility and awareness of your company and product
- Create an event that is unique and refreshing with specialized theme areas, high caliber speakers, entertainment, and interaction not seen at your typical tradeshow.

Maximize utilization of your marketing budget - our advertising will drive your leads. Please feel free to speak with our **IndoCanadianExpo** team directly about sponsorship and exhibit opportunities? Please call us at 416-251-7815 in Canada



### Why CANADA!

#### CANADIAN ECONOMY!

Canada has built knowledge economies based on its abundant knowledge workers and technological capacity.

- Technological Infrastructure: **Canada ranked ahead of Japan and far out front of the Germany, U.K., and France.** *Source: World Competitive Yearbook*
- The U.S. and Canadian telecommunications and automobile industries, for instance, are virtually integrated across the Canada-U.S. border.
- Cutting edge American producers recognize Canadian leadership in industries such as fiber optics and biotechnology.

**Despite a world slowdown, Canada's GDP has grown over the past seven years. Canada's "tech" industries have been growing much faster** than traditional industries. For instance, Canada's ICT sector has grown three times as fast as the entire Canadian economy since 1997 (77% versus 26%).

Canada home to the **eighth largest economy in the world** (measured in US dollars at market exchange rates), is **one of the world's wealthiest nations**, and a member of the Organization for Economic Co-operation and Development (OECD) and Group of Eight (G8).

The economy of Canada is quite advanced and most of the people enjoy high standard of living. In fact, Canada has an abundance of natural resources, such as forests, minerals, fish, and hydroelectric power, all of which has helped Canada focus their economic development on the export of raw materials and around 33.6 percent of its GDP is dedicated to exports. This has in turn led to the conservation of the resources, which is a top priority of the nation.

#### Population

As of October 1, 2007, Canada's population was estimated at 33,091,200, up 115,200 from July 1, 2007. The nation's population increased 0.35% during the third quarter, the strongest growth rate since the third quarter of 2001



## Sponsoring Opportunity

Take advantage of **IndoCanadianExpo's** exciting sponsorship opportunities and set yourself apart from your competitors. Leverage this opportunity to reach thousands of Canada's top influencers and decision-makers. Companies present will come from small, medium and large businesses.

- Differentiate yourself from the competition
- Enhance your brand awareness on a global scale
- Make your message stand out & Gain visibility

Your company can select from a wide array of marketing opportunities at the **IndoCanadianExpo** Convention and Trade Show. Please take a look at the opportunity that best suits your needs.

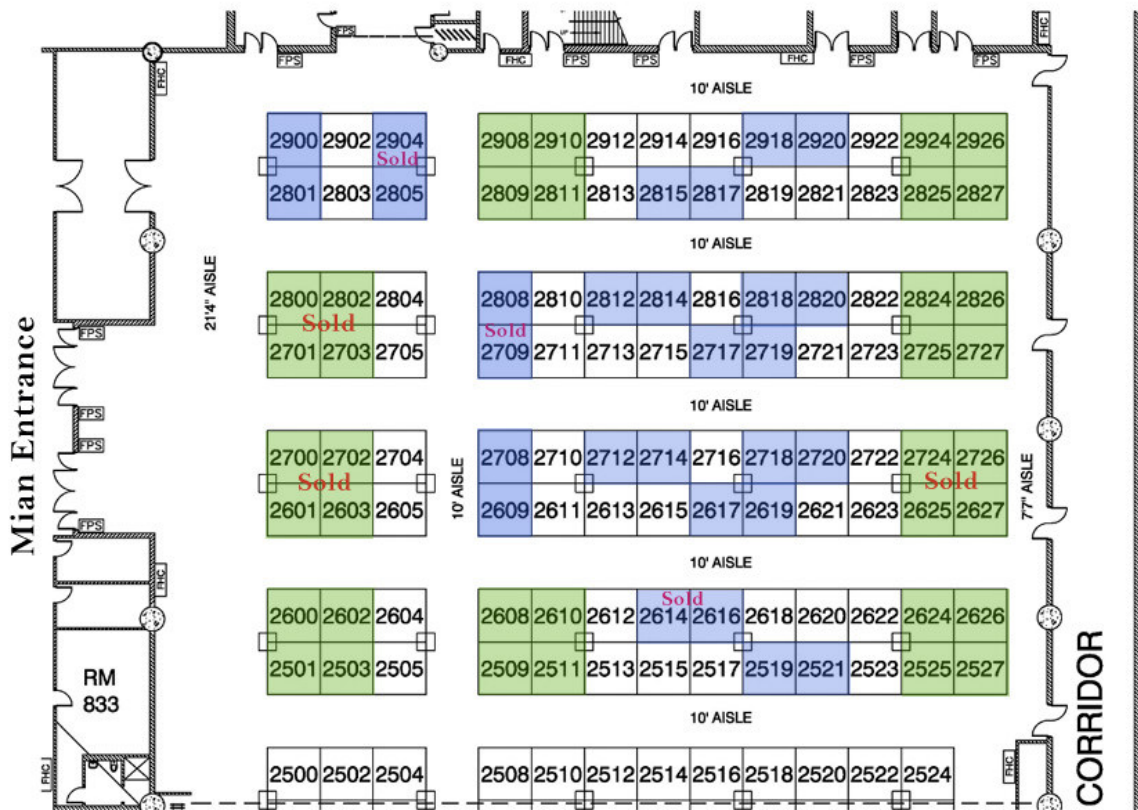
Options to Choose Sponsorships	\$ With Package	\$ Without Package
30 Minute Presentation in free Conference Hall	1250	1750
30 Minute Special Product or Service demonstration in Paid Conference Hall	1500	2500
Logo Placement in Print Media (in Newspaper, TV Commercial, Billboard, Flyers, etc.)	500	1000
Full color Page Ad inside of Brochure	500	1000
Logo Placement on ID Badge Lanyards or Conference Pens, Portfolios and Bags	1200	2000
Logo and link on every page of <a href="http://www.indocanadianexpo.com">www.indocanadianexpo.com</a>	500	1000
Logo and link in monthly email newsletters ( Price/Per month )	500	1000
Opportunity to Post company articles and press releases on website	800	1500
Tradeshow Hall Banner ( Plus cost of production & install )	1000	1500
Lanyard Sponsorship ( Production extra )	3000	5000
Conference Notepad Sponsorship ( production and cost of the notepad extra )	600	1200
Pen Sponsorship ( production and cost of the notepad )	600	1400
Conference Bag Insert	500	950
Banner ad on IndoCanadianExpo's website	1000	2500
Registration Counter Panels Banner Ad	1350	1895
Choice of Luncheon, Reception, Continental Breakfast or Refreshment Break Sponsorship	2000 & Up	2000 & Up



## Floor Plan for the IndoCanadianExpo

Metro Toronto Convention Centre  
222 Bremner Boulevard, Toronto, ON., CANADA M5V 2W6

MTCC South Building Hall G  
**Thursday July 17<sup>th</sup> and Friday 18<sup>th</sup>, 2008**



### EXHIBIT BOOTHS:

10' X 10' =52

10' X 20' =14

20' X 20' =09

**Note:** This Floor plan maybe changed according to production needs. We will contact you immediately with updated information

IndoCanadianExpo™ - Jakhu Inc.

2969 Lakeshore Blvd. West, Toronto, Ontario , CANADA M8V 1J5

Tel.: 416-251-7815 | Fax.: 416-251-8725

www.indocanadianexpo.com | info@indocanadianexpo.com



### **Exhibitor Booth Packages: 2 Days Event Thursday July 17<sup>th</sup> and Friday 18<sup>th</sup>, 2008**

To customize Exhibitors will need to appoint a contractor to design and build their stand and order their furniture and electrical requirements. Contact us by [info@indocanadianexpo.com](mailto:info@indocanadianexpo.com)

## Bronze Package

- **10' x 10' Hard wall booth**
- Carpeted Booth
- One 6' x 30" Table
- Complimentary tables skirted
- Two Chairs
- One identification sign
- One Wastebasket
- Electrical Plug 110 Volts
- Complimentary booth staff badges
- 8' high back wall / 8' high sidewall
- Any future inquiry after the trade show will be passed on to you
- **Visa and legal services will be facilitated by our legal team if needed**
- **Canadian Cell Phone Number if needed**
- Canadian and other Govt Officials will be attending Trade Show and Dinner
- **Complimentary Dinner with Canadian Business Community**

**Bronze Package (100 Sq Feet): \$ 5,575 CDN**





### **Exhibitor Booth Packages: 2 Days Event Thursday July 17<sup>th</sup> and Friday 18<sup>th</sup>, 2008**

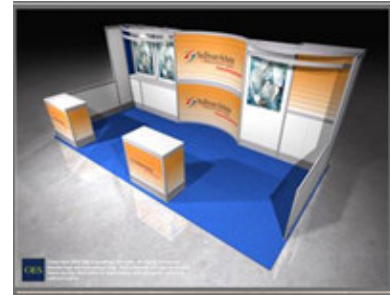
To customize Exhibitors will need to appoint a contractor to design and build their stand and order their furniture and electrical requirements. Contact us by [info@indocanadianexpo.com](mailto:info@indocanadianexpo.com)

## Silver Package

- **10' x 20' Hard wall booth**

**Silver Package (200 sq Feet): \$ 9,975 CDN**

- Carpeted Booth
- Two 6' x 30" Tables
- Complimentary tables skirted
- Four Chairs
- One identification sign
- One Wastebasket
- Electrical Plug 110 Volts
- Complimentary booth staff badges
- 8' high back wall / 8' high sidewall
- Any future inquiry after the trade show will be passed on to you
- **Visa and legal services will be facilitated by our legal team if needed**
- Canadian Cell Phone Number if needed
- **Dinner with Canadian Professionals and Decision makers**
- 10 min stage presentation about your Product or Service
- Canadian and other Govt Officials will be attending Trade Show and Dinner
- Special arrangement will be made to **meet face to face Ministry of Govt of Ontario ( Canada)** to discuss your need on first come first serve basis





### **Exhibitor Booth Packages: 2 Days Event Thursday July 17<sup>th</sup> and Friday 18<sup>th</sup>, 2008**

All customized Exhibitors will need to appoint a contractor to design and build their stand and order their furniture and electrical requirements. Contact us by [info@indocanadianexpo.com](mailto:info@indocanadianexpo.com)

## Gold Package

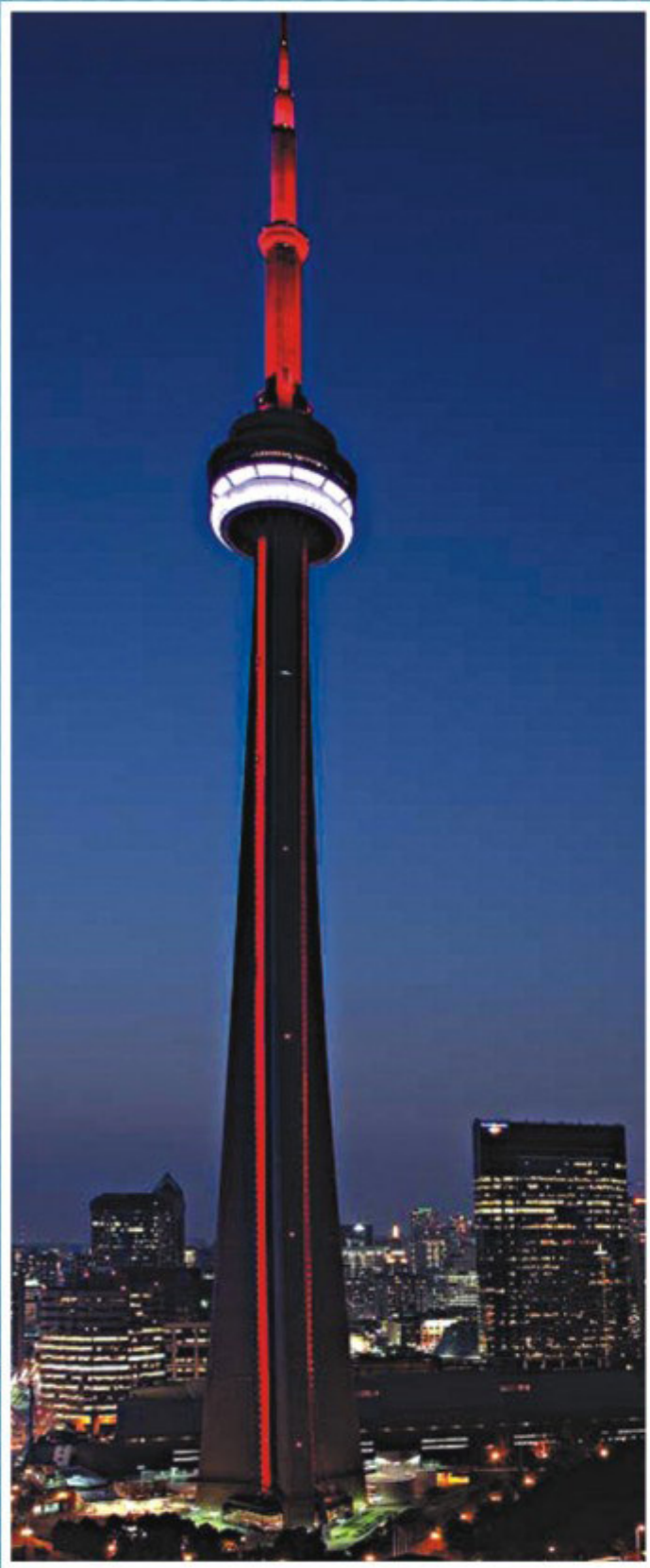
- **20' x 20' Hard wall booth**

**Gold Package (400 Sq Feet): \$18,995 CDN**

- Carpeted Booth
- Four 6' x 30" Tables
- Complimentary tables skirted
- Six Chairs
- One identification sign
- Electrical Plug 110 Volts
- Complimentary booth staff badges
- 8' high back wall / 8' high sidewall
- Any future inquiry after the trade show will be passed on to you
- **Visa and legal services will be facilitated by our legal team if needed**
- Canadian Cell Phone Number if needed
- **Complimentary Dinner with Canadian Business Community**
- Canadian and other Govt Officials will be attending Trade Show and Dinner
- 30 min stage presentation about your Product or Service
- Special arrangement will be made to **meet face to face Ministry of Govt of Ontario (Canada)** to discuss your need on first come first serve basis



**Custom Booths are available upon Request  
please contact us: [vijay@indocanadianexpo.com](mailto:vijay@indocanadianexpo.com)**



**IndoCanadianExpo™ - Jakhu Inc.**

2969 Lakeshore Blvd. West

Toronto, Ontario, CANADA M8V 1J5

Tel.: 416-251-7815 | Fax.: 416-251-8725

[www.indocanadianexpo.com](http://www.indocanadianexpo.com) | [info@indocanadianexpo.com](mailto:info@indocanadianexpo.com)