



**Innovating
with Technology:**

The Challenge to Education Policy,
Leadership and Management

Championing Philippine ICT

Towards an ICT-enabled Society



Secretary Ramon P. Sales

6 September 2006

Cebu City, Philippines

- I. On CICT
- II. The Philippine ICT Roadmap
- III. Championing Government's Cyberservices Efforts
- IV. Next Steps

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ON THE CICT

- The lead government agency for ICT development in the country (Executive Order No. 269 series 2004)
- Headed by a Cabinet rank Chairman and assisted by Commissioners
- Strategic pillars are strategic business development, information infrastructure, human capital development and e-government development

CICT VISION

A society where citizens have access to information and communication technologies that provide quality education, efficient government service, sustainable economic development, and a better way of life.

e-Government	Information Infra-structure	Business	Human Capital
A smart ICT-competent Government providing innovative and efficient on-line services that respond to the needs of citizens and institutions worldwide	An affordable, appropriate and reliable ICT connectivity for all	An ICT-enabled business environment that empowers the economic growth of the nation	A nation competent in the use of ICT as a tool for sustainable human development

NATIONAL ICT AGENDA

- Affordable digital access to all citizens
- Jobs generation in the community through world class ICT services
- Efficient, effective and transparent government services to citizens directly
- Provide high quality Basic Education

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THE NEED FOR A ROADMAP

- Present Philippine government's strategies and programs
- Promote collaborative work on ICT-related initiatives between and among government, the private sector, the academe and other stakeholders
- Provide investment opportunities
- Create wider awareness on ICT

ENSURING UNIVERSAL ACCESS TO ICT

- **Community e-Center (CeC) Program**
 - iSCHOOLS
 - eCare Centers
 - eLGU CeCs
 - CICT LGU-CeC
- **Low Cost Computing**
- **National Broadband Plan**
- **Last Mile Initiative**

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ICT FOR E-GOVERNANCE

- eGovernment Fund
- Developing Common Applications for NGAs
- Government Communication Network
- CIO Council
- Enhanced ICT Training for Government
- Revision of the Government Information Systems Plan (GISP)

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DEVELOPING HUMAN CAPITAL FOR SUSTAINABLE DEVELOPMENT

- **ICT Competency and Standards Development**
 - National ICT Competency Standards
 - ICT Competency Assurance Body

DEVELOPING HUMAN CAPITAL FOR SUSTAINABLE DEVELOPMENT

- **ICT for Education (ICT4E)**
 - ICT in Education Masterplan
 - iSchool WebBoard
 - eSkwela
 - eQuality Program
 - Digital Media Arts Program

ENHANCING COMPETITIVENESS IN THE GLOBAL ICT MARKET

- **Workforce Mobilization Program**
- **Marketing the Philippine Brand to the Global Market**
- **Creating and Strengthening SMITEs**
- **Philippine CyberServices Corridor**

LEGAL AND POLICY AGENDA

- Department of ICT
- NTC Reorganization
- Convergence/Revisit RA 7925
- E-Government
- Privacy and Data Protection Act
- Cybercrime
- Freedom of Information Law

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SWOT ANALYSIS OF CySCor INDUSTRIES

- Lowest cost
- Best performance
- Adequate English proficiency
- Affinity to Western culture
- Empathizing culture
- Time zone difference

Strengths

- Return call standards
- Declining availability
 - English proficient workers
 - Middle management
 - Usable office spaces
 - Skilled IT human resource
- Japanese language

Weaknesses

Opportunities

- High potential US market (offshoring and outsourcing)
- Increasing potential for Japan IT BPOs
- Continued high growth in contact center
- Fifty software companies with CMMI:3-5

Threats

- Continuing IT brain drain
- More countries into CC/BPO
- CC/BPO niche players

North Luzon (1)

Baguio – *Client Logic* (1)

Central Phils. (102)

Naga - (2)

Camarines Sur – (8)

Legaspi – *MBS tek corp., etc.* (9)

Iloilo – *ICT Group, etc.* (6)

Bacolod – (6)

Dumaguete – *SPI, etc.* (2)

Cebu – (69)

Mindanao (27)

CDO- *Link2Support, etc.* (10)

Zamboanga- (1)

Davao-(11)

GenSan-(5)



TOTAL: 555

Urban Beltway (425)

Metro Manila :
Convergys, Sykes, People Support

-Manila (2)

-Makati (31)

-Quezon (12)

-Pasay (2)

-Las Piñas (1)

-Muntinlupa (5)

-San Juan (1)

-Mandaluyong (1)

-Pasig (18)

-Taguig (5)

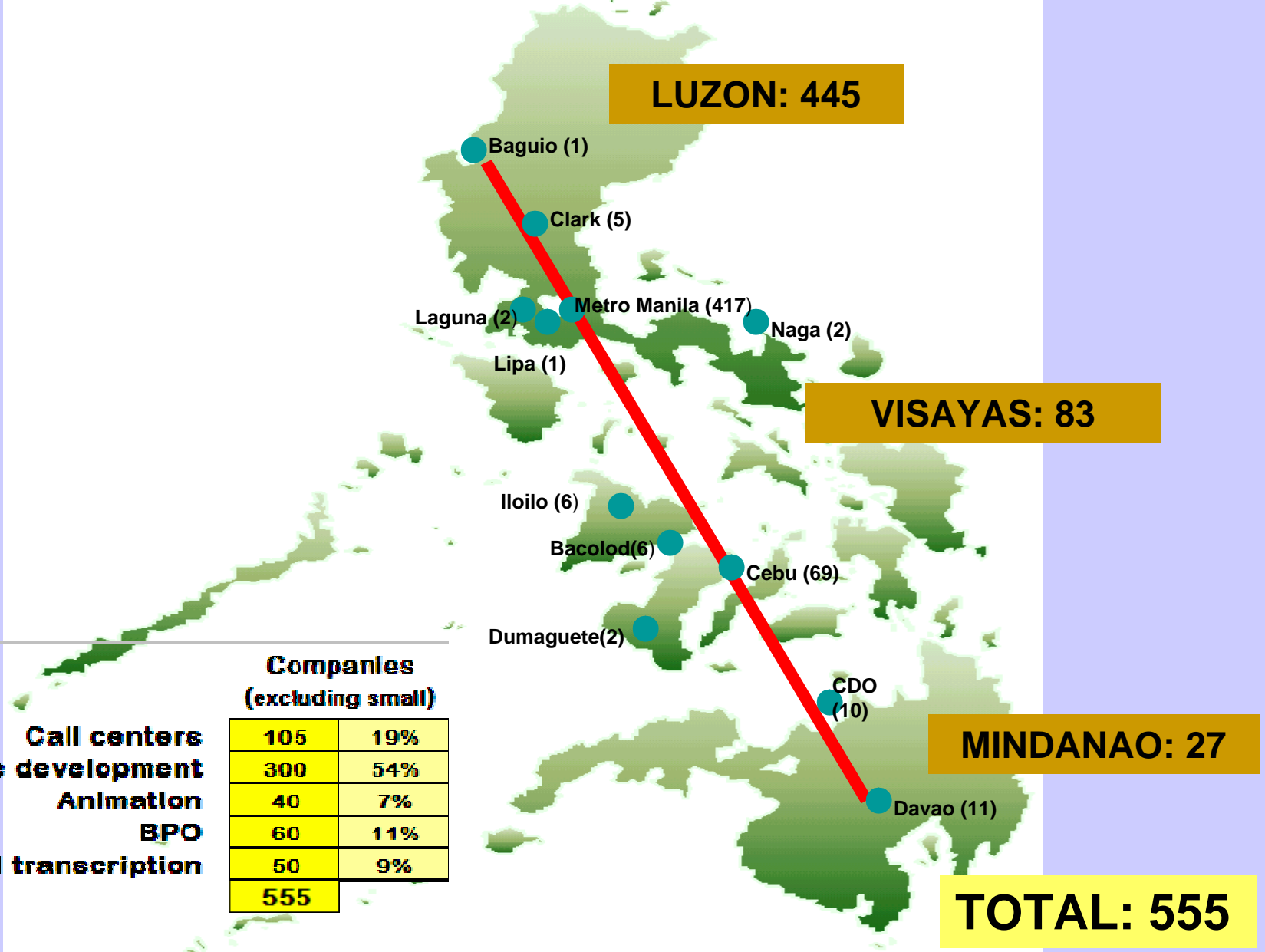
Other Provinces:

- Clark : AOL (5)

- Laguna (2)

- Lipa (1)

MAJOR BPO SUPPLIERS IN THE PHILIPPINE CYSCOR



CHALLENGES

- Skilled labor leaving the country
- Availability of graduates with appropriate skills and training
- Availability of suitable sites for call center or BPO

WHAT NEEDS TO BE DONE

Short term:

- [Training for Work Coupons](#) (TESDA)
- [Career Advocacy](#) (CICT, DTI, PIA)

Medium term:

- [Internet for Public High Schools](#) (CICT)

Long term:

- [ICT Literacy Standards](#) (CICT)
- [Upgrade Curriculum for non-ICT Majors](#) (CHED)
- [National English Proficiency Program](#) (DepEd/CHED)
- [Adoption of NGN/IPV6](#) (CICT with NTC and telecom carriers)

Additional efforts need to be started to cover all issues and achieve an attractive environment for ICT service providers

Thank you!

chairman@cict.gov.ph



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