

Press Clipping

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The ET Realty Team

The next CoreNet Global Summit will be hosted in Mumbai from March 22 to 24, 2004, at The Oberoi Towers. A close-up view of global outsourcing trends will be presented, with summit speakers and presenters addressing the theme of 'Enabling Work in an Integrated World: Challenges & Opportunities in Asia', exploring the rapidly evolving offshoring strategies that many global companies now are deploying.

According to Ashok Kumar, chairman of the CoreNet Global India Chapter, "India is an outsourcing haven as a \$1.5 billion market offering new alternatives and advantages like low costs and high productivity. Nowhere is India's newly buoyant growth more obvious than Mumbai, India's largest city and the financial nerve centre of the country. Today in the international context, its strategic location makes it a natural hub for further growth."

The subtle, but steady advance towards an integrated, global business environment is one of the most significant long-term trends in business

transforming almost every aspect of the way in which firms operate.

A key responsibility of corporate real estate professionals is to provide complete, responsive and productive environments that enable both workers and the enterprise itself to work and thrive in this emerging, integrated world.

The transition toward the integrated world has already begun. Nowhere is this more evident than in Asia. The outsourcing of entire business

processes and location of manufacturing operations in proximity to emerging consumer markets are challenging the traditional corporate real estate strategies and delivery models. The CoreNet Global

Mumbai to host CoreNet meet this March

Global Summit



A global summit is being held in Mumbai. It will focus on outsourcing trends.

Summit will look at the innovative strategies that are being envisioned or implemented today to prepare for the dynamic changes associated with the acceleration of the integrated world.

Bruce Davidson, Regional Director - Corporate Solutions Asia Pacific, Jones Lang LaSalle points out that the considerable interest and phenomenal surge of BPO/Call Centre and software development activity in India has placed India in the spotlight.

"The CoreNet Global Summit in Mumbai could not be better timed to address real estate issues associated with this surge in investment - we believe it will set the stage for corporate real estate activities going forward," he feels.

Jun Nepomuceno, Asia Pacific Region Head for Corporate Realty Services, Citigroup concurs, stating that the choice of India as the location of the summit is timely and appropriate given the focus on India as a global outsourcing destination and an important market.

Randy White, Senior Vice President, DTZ Staubach Tielung emphasises that India's emergence as the back office to the world makes it of critical importance to any corporate real estate executive that wishes to have a global role.

Morag Duncan, Disney CRE, Asia Pacific declares that "The CoreNet Global Summit in India will be another great opportunity for everyone involved in corporate real estate to share best practices, enhance learning and best of all, take part in shaping the new workplace trends for the future. Asia has so much potential, I will most definitely be there."