



For immediate Release

Skoch to Hold Global IT Summit in India *Will release its industry findings – Browser 2002*

New Delhi 24 March 2003: Skoch Consultancy Services, a leading market analysis and strategy consulting firm, has today announced that its annual industry briefing - Skoch Summit - *will be held in India* on March 26. Being sixth in the series, the one-day conference will be attended by global industry leaders and key players from the Indian market. The highlight of the event will be the release of its analysis report – Browser 2002 – that has discussed some of the most important issues concerning the industry today. They are related to PC penetration, software exports, demographic shifts of IT industry, retailing, role of the grey market, and the contribution of small and medium enterprises (SMEs) in the IT sector growth.

The Summit will offer a common platform to academia, industry, policy-makers, users and analysts to interact with each other and clearly define objectives to be achieved by the year 2006. "Vision 2006" – a paper being presented by Dr. D.B. Phatak, head of Kanwal Rekhi School of Information Technology (KReSIT), IIT Mumbai, will set the tone for discussion. Among the other participants will be Dr. S. Sadagopan of IIIT- Bangalore and a wide spectrum of IT companies such as The SCO Group, Samsung, HP and Oracle.

"It is essential to be a visionary as much as it is important to be practical. Therefore, it is required that we take proactive, concrete but practical steps to attain medium term objectives while envisioning a longer term future," said Sameer Kochhar, CEO, Skoch.

The trend analysis and findings of Skoch have gained increasing acceptance over the years because of the company's deep understanding of the domestic market in relation to the developments happening in the global arena. "Since these are independent reports without any sponsorship or the pressure of competitive rankings, they are regarded as the true benchmark by the industry and government alike," says Mr. Kochhar.

The Summit will also discuss about projects of national importance in the field of education, e-governance, IT-based employment, and so on. While explaining the anomalies in the figures related to industry size coming from different sources, the report has suggested the right calculation methodologies. Similarly, it has given various recommendations including for the growth of the SME sector, which is the major contributor in software exports.

The Skoch Summit will also feature Challengers 2003 Awards, which is a unique initiative in the Indian IT scene. This event is aimed to identify IT companies with strong future potential to perform rather than recognizing them on their past performance. The segments to be awarded will include Printers, CPUs, Operating System, Retailing, ITeS and Networking etc. "The companies selected for the awards will be those that are poised to grow substantially over the next three years and are currently giving their monopoly/formidable competition sleepless nights," informed Kochhar.

Over 100 delegates from India and abroad are going to participate in the Skoch Summit.

About Skoch

Skoch is an independent industry analysis and strategy consulting company based out of Gurgaon. It engages with several Fortunes 500 as well as SME companies world-wide and carries out periodic studies and research in the Asia Pacific region. For further information, please contact skoch@skoch.org.

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