

The 2nd Annual Asia Pacific

Software Testing Conference

Kuala Lumpur, Malaysia

“Techniques, Methods, and ROI”

- ⊙ Conference on 27th February, 2008
- ⊙ Pre-Conference Tutorials and Workshops on 25th and 26th February, 2008
- ⊙ Post-Conference Tutorials and Workshops on 28th February, 2008



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1. 2nd Asia Pacific Software Testing Conference Overview

Processworks Group is proud to present the 2nd Annual Asia Pacific Software Testing Conference on 27th February, 2008. Pre-Conference & Post conference tutorials are scheduled on 25th, 26th February & 28th February, 2008. All events are scheduled at Kuala Lumpur, Malaysia.

This year's conference theme is "Techniques, Methods and ROI".

The first Asia Pacific Software Testing Conference was held in Singapore in March, 2007. The conference was organized by Processworks in partnership with the QA Chapter of the Singapore Computer Society. The event attracted more than 250 delegates.

The 2nd Annual Asia Pacific Software Testing Conference aims to introduce the proven and the emerging techniques, methodologies, best practices, standards, innovations, benefits, return on investment (ROI) and the payback from Software Testing. The event promises to be a meeting point for the software testing community comprising of practitioners, experts, academia and supplier.

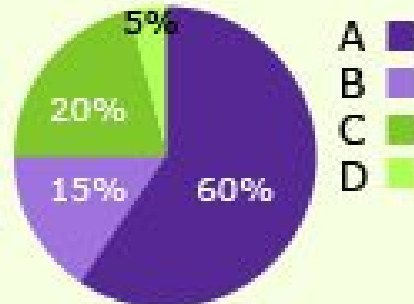
Who Should Attend

- Test Managers & Engineers Software Engineers
- Project Managers
- Quality Assurance Managers
- Technology Managers, CIOs, CEOs of Software Companies

1. 2nd Asia Pacific Software Testing Conference Overview

The Conference participation up is composed of the following mix of delegates:

- A. Project Managers, Test Managers, Team Leaders: 60 %
- B. CIOs, Directors, CEOs: 15%
- C. Test Engineers, Quality Assurance Staff etc: 20 %
- D. Consultants Academia etc: 5%



Why You Should Attend

- Participate in a single forum bringing together the domain experts – consultants, practitioners and tool providers.
- Learn about new concepts, new products and new solutions.
- Meet, network, discuss, share and take away the knowledge from the regional testing community.
- Participate in the first conference dedicated to Software Testing in Malaysia.

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2. Conference Dates, Host Location and Venue Details

Conference Dates

Conference Date: 27th February, 2008

Conference Tutorial and Workshop Dates: 25th, 26th February and 28th February, 2008

Host City: Kuala Lumpur, Malaysia



Located at the heart of South East Asia, Malaysia is divided into peninsular Malaysia (West Malaysia) and East Malaysia. The capital, Kuala Lumpur, lies midway along the West Coast of Peninsular Malaysia. Kuala Lumpur represents the heartbeat of Malaysia, serving as its cultural, commercial and transportation centre.

Kuala Lumpur is by far the largest city in Malaysia. Malays, Chinese and Indians comprise the main races. This ethnic diversity has shaped the city over the years and is clearly seen in the various cultural customs and religious beliefs, as well as languages, cuisines and architectures.

Kuala Lumpur is the heady mix of history and culture intertwine with mushrooming skyscrapers and office towers. Kuala Lumpur is the best example of a city that has managed to preserve of its cultural heritage and combine it with modern conveniences to offer a wholly unique experience to visitors.

2. Conference Dates, Host Location and Venue Details

Kuala Lumpur is also home to a rapidly growing Information Technology, Software Development and the Shared Services / or IT enabled Services industry.

During the last decade Malaysia has experienced a rapid development that places the country on the world map within the high-tech sector, including segments such as Information and Communications Technology (ICT), hardware and software, and IT-services in general. Several programs and projects have been implemented to encourage a wider diffusion of ICT in the economy. The key initiative is the Multimedia Super Corridor (MSC), which is a hub designed to promote multimedia products and services, by bringing together a legislative framework and a next-generation telecommunications infrastructure.

Some of the worlds most prominent ICT companies have established operations within the MSC, including companies such as Ericsson, IBM, Nokia, Intel, Sun, EDS, Panasonic, Motorola, Prudential, Computer Associates, etc.

There are a total of 1,937 MSC-status companies operating within a number of different sectors, ranging from software development to wireless technologies.

The major focus of the companies operating within the corridor is on software development followed by Internet based business and content development.

The potential in shared services and outsourcing in Malaysia is considerable. Currently, the government estimates that the shared services and outsourcing industry in Malaysia has attracted investments of more than RM1 bn (US\$263 mn). The Multimedia Development Corporation (MDec) estimates that Malaysia will be able to generate as many as 100,000 jobs in this sector under the next Ninth Malaysia Plan (2006-2010). The total value from this sector is expected to reach RM20 bn (US\$5.3 bn).

'Image courtesy of ©Copyright Alfred Molon'

Text on Kuala Lumpur sourced from <http://www.kualalumpur.gov.my/>

Text of the industry profilings sourced from

<http://www.ambkualalumpur.um.dk/en/menu/CommercialServices/MarketOpportunities/Sectoranalyses/ICTandElectronics/> (with additional information from www.mdec.com.my)

2. Conference Dates, Host Location and Venue Details

Conference Venue: Concorde Hotel Kuala Lumpur



Concorde Hotel Kuala Lumpur is located in the golden triangle of Kuala Lumpur, amidst the bustling business centre and major tourist attractions. It is a 10-minute drive from the Putra World Trade Centre. Within walking distance are the Malaysia Tourism Center (MTC), Suria KLCC Shopping Centre, Petronas Twin Towers, Kuala Lumpur Convention Centre and Kuala Lumpur Tower.

Source from <http://www.concorde.net/index.htm>

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3. Organizing Bodies

PROCESSWORKS GROUP

Processworks is a premier provider of Consulting, Training, Tools and Appraisals services in the disciplines of Software Engineering, Software Process Improvements, Information Controls & IT Governance and Project Management.

Founded in the year 2004, Processworks mission is to provide customers with solutions to improve their Software, Systems and Information Technology process improvements.

Operating across the Asia Pacific region, Processworks has offices in Singapore; Kuala Lumpur, Malaysia; Sydney, Australia and at Bangalore, India. Processworks performs assignments across the globe and strives to provide customers with quality international services.

More information about Processworks is available at <http://www.processworksgroup.com>.

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4. Suggested Areas of Presentation

The presentation opportunities exist for the following:

- Conference presentations: for 35 min. to 45 min.
- Half day tutorial
- Full day tutorial
- Half day workshop
- Full day workshop
- Two day workshop

The submissions may be the following, but not limiting to:

- Test Automation
- Testing for Security
- Functional Testing including Designing Test Cases
- Unit Testing including Testing Techniques, White and Black Box Testing
- Web Testing
- Performance & Load Testing
- Usability Testing
- Distributed Testing
- Risk Based Software Techniques
- Software Testing Certifications
- Exploratory Testing
- Software Testing – Tools and Techniques
- Test Techniques
- Outsourced testing
- Test Measurements and Metrics
- Test Methodologies
- Test Strategy
- Model based Testing
- Object Oriented Testing
- Agile Software Testing Strategies
- Testing Tools
- Testing for Large Projects
- Software Test Management
- Test Estimation
- Agile Testing and Inspections
- Innovations in Testing

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5. Submission Guidelines

- 1st December, 2007: Submission of "intent to present" accompanied by an abstract for the tutorial, workshop or conference presentation within 200 words, profile of the speaker and an e-photo.
- 7th January 2008: Confirmation by the organizers.
- 30th January 2008: Submission of the presentation slides

All submissions to be directed via email to
stc@processworksgroup.com

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6. Terms of Submission

- All papers must be original papers
- All papers must be technical papers. Papers on product or services features or sales related are strictly not allowed.
- Submissions are required to be in MSWord format. The MS word documents may not be password protected.
- Each conference presentation shall be accompanied with the following information:
 - Paper or Presentation Abstract (not less than 200 words)
 - Name, Profile and E-photo of the Paper Author
 - Name, Profile and E-photo of the Paper Presenter
- Each Tutorial or Conference workshop presentation shall be accompanied with the following information:
 - Tutorial or Workshop Title
 - Tutorial or Workshop Abstract/ Objectives
 - Who should attend
 - Detailed Tutorial/ Workshop Outline (detailed implies point by point coverage)
 - Profile and E-photo of the Presenter
- The presentation abstracts and the final presentations shall remain the copyrights of the author.
- Processworks shall be permitted to make duplication for the attendees and participants for the tutorials and conference.
- The conference presenters would not be paid any honorariums, professional fees or expenses reimbursements for their contribution to the event.
- Overseas tutorial or workshop presenters (minimum of one day tutorial or workshop) would be paid economy class airfare and stay expenses.
- The final decision of acceptance of conference papers, tutorials and workshops shall be with the review committee.

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7. Sponsorship Opportunities

Category	Sponsorship Benefits	Amount MYR
Silver	Sponsor logo on all promotional & event announcements Cross link from conference website One free pass to conference Single brochure or Single CD insert in the conference kits	6,900
Gold	Silver + Brochure display / handout to attendees 15 min. vendor presentation 2 banners at the conference venue 2 free tutorial registration Long exhibition tables with power connections	13,800
Platinum	Gold + Opportunity to insert brochures/demo CDs in conference kits Corporate slides on the screen at the conference venue 2 free passes for the Conference Administer a survey to the conference attendees Conference delegate attendee list Presentation at the conference	20,700
Other Offers		
Kit Sponsor	All conference kits having the exclusive logo of the sponsor (Maximum one sponsor)	4,600
Kit Inserts	Opportunity to insert a single brochure/ single demo CD in conference kits	4,600
Lanyard Sponsor	Opportunity to have the company name printed on lanyard (Maximum one sponsor)	3,450
Pen Sponsor	Opportunity to have the company name printed on the pens (Maximum one sponsor)	4,600

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8. Contact Details

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