

NASSCOM HOSTS C SUMMIT TO PROMOTE US-INDIA DIGITAL COLLABORATION IN IT

Creating a platform for showcasing use case learning on digital technology adoption with global enterprises

XX, May XX, 2017: The National Association of Software and Services Companies (NASSCOM) will be hosting the first edition of **'The NASSCOM C Summit'** on **1-2 June, 2017**, at the **InterContinental Times Square, New York**. The summit, the first of its kind to be hosted by NASSCOM in the United States, is aimed towards creating an annual platform for discussing collaborative models for the digital economy.

With a rise in disruptive digital technologies transforming the way corporates function, global businesses across industries have recognized this opportunity and create new products that will transform and reshape organizations of the future. Digital technologies are also enabling a new business ecosystem of strategic growth partners that can help them derive distinct value in this increasingly competitive business ecosystem. The NASSCOM C Summit will provide common ground for companies and solution providers to come together and collaborate for the future of the digital economy.

Talking of the event **Mr. R Chandrashekhar, President, NASSCOM**, said, *"The global IT ecosystem is experiencing an exponential shift with digital technologies redefining standards. Companies from across the world are therefore looking to their technology partners to help them make this change while maximizing their gains during this transition. The C Summit will serve as a great opportunity for building a thought leadership platform wherein global corporates can interact with their peers and solution providers to understand use case adoption of digital and deliberate on the theme of 'Collaborating for a Digital Tomorrow'.*

This inaugural edition of the event will see speakers such as **Jim Carroll**, Global Futurist, NASA; **Frank Gens**, SVP & Chief Analyst, IDC; **James Manyika**, Senior Partner, McKinsey & Company and **leading enterprise customers** speaking on how digital technologies are expanding across ecosystems, making it imperative for all enterprises to transform, scale and innovate accordingly.

About NASSCOM

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industry in India. NASSCOM is a global trade body with more than 2100 members, which includes both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPM, e-commerce and web services, engineering services and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs about 3.5 million professionals.

For more information,

Kavita Doshi NASSCOM +120-4990200 kavita@nasscom.in	Shruti Singh Rudra Bose NASSCOM India Press Office - Genesis Burson-Marsteller +91 9654497747 +91 9811626585 shruti.singh@bm.com rudra.bose@bm.com
--	---