

## Cyrill Eltschinger Strategic Advisor



Nationality: Swiss

Residence: Beijing, China – 15 years

- Additional Functions:
- Industry Expert to the Gerson Lehrman Group (GLG) Technology Council, USA
  - Advisor Strategic Affairs, Ministry of Science & Technology (MOST) TORCH Center, Beijing, China
  - IT Strategy Advisor, Tianjin Economic-Technological Development Area (TEDA), Tianjin, China
  - Senior Consultant for Service Outsourcing Industry of Zhenjiang New Area, Zhenjiang, China
  - Chairman, Membership Committee and on the Board of Governors, the Capital Club Beijing
  - Founding President, SwissCham Beijing (the Swiss Chamber of Commerce in Beijing)
  - Founding President, Texas A&M University China Club

Speaker Value: Willing to share his extensive technology outsourcing expertise and market insights, Cyrill is the right China expert to deliver true business value to audiences around the world and help them understand what is going on in the world's fastest moving market, not just from a technology standpoint.

As a charismatic executive speaker who knows how to entertain both small and large audiences, Cyrill has been featured at various high-profile industry conferences and other international events. He has also been repeatedly invited by leading educational institutes to speak to MBA and other business executive audiences.

Cyrill is also the author of "*Source Code China: The New Global Hub of IT Outsourcing*", the first book to address China's growing technology boom for software development and high-tech services, published by John Wiley & Sons (2007).

- Topics:
- Driving Corporate Value Amidst the Global Economic Downturn: "China IT Outsourcing in the Spotlight"
  - Source Code China – The New Global Hub of IT Outsourcing
  - China – Your Essential Shore: Global Shift in Outsourcing Strategies

## EXECUTIVE SPEAKER PROFILE

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- Your Competitive Edge: China, the New Global Technology Outsourcing Hub
- Outsourcing to China: How to Successfully Structure Projects (includes case study upon request)
- Smooth Project Migration: Developing Outsourcing Partnerships (case study)
- Encouraging Innovation: Gearing up for Global Competition
- Entrepreneurship in the 21st Century: Emerging Market Challenges & Opportunities

Languages: • English (excellent) • French (mother tongue)  
• Working knowledge of Mandarin Chinese, Italian and German.

Length of Speech: Typically: up to 1 hour. Over 1 hour upon request.

Interested? Get in touch with us if you're interested in having Cyrill address your audience and add true business value. We'll be happy to assist you with your enquiry.

Contact: **Ms. Doris Li**, Executive Assistant  
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mobile: +86-139 1083 0791  
fax: +86-10-6417 6715

Or place an online request at: [www.chinaglobalspeakers.com](http://www.chinaglobalspeakers.com)

### Personal Profile

A multi-cultural entrepreneur educated in Switzerland and the United States, Cyrill Eltschinger has over 15 years of experience working in the China market. He currently acts as strategic advisor to both commercial and government sectors on China market and various industry focused projects. Previously he led Softek China (formerly I.T. UNITED) for more than 10 years. Before that he was with Electronic Data Systems (EDS) for eight years, working on various assignments in Europe, the United States, and Asia-Pacific. It was with EDS that he first came to China as Head of Technical Infrastructure to establish and lead the nationwide information and communications systems and automation of General Motors.



## EXECUTIVE SPEAKER PROFILE



Cyrill holds a Bachelor of Arts in Finance from the Texas A&M University and a certificate in Systems Engineering Development from EDS.

Anticipating the trend towards global IT outsourcing, he was one of the first to identify China as an emerging major player. In 1998, he and a group of former EDS colleagues founded I.T. UNITED, which became Softtek China in August 2007. The company today is one of the most trusted China-based outsourcing services providers with a reputation for delivering cost-effective IT solutions that make technology smarter, easier, and more productive.

Before joining the private sector, Cyrill was an Officer in an elite unit of the Swiss Special Forces. He is also an enthusiastic aviator and holds the first private pilot's license issued to a foreigner in China since 1949. In March 2008, the honorable Mayor of Beijing Mr. Guo Jinlong presented Cyrill with the Great Wall Friendship Award, the People's Government of Beijing Municipality's highest honor for foreign experts, for his outstanding contributions to Beijing's economic development. He was further recognized to run with the Olympic flame in China during the 2008 Beijing Olympics Torch Relay.



*Cyrill after Yakovlev -6 maiden flight.*

First Private Pilot's License (PPL) issued to a Foreigner since 1949.  
License#-RKP0001  
On a Yakovlev-6  
AoYang, P.R. China.

## SELECTION OF PAST PUBLIC APPEARANCES

- [China Trade in Services Congress](#) - Promotion Conference on Beijing International Business Services, Beijing, Nov-2009
- [Global China Business Meeting](#), Lisbon, Nov-2009
- [India - China IT](#), China Radio International - Today on Beyond Beijing, Beijing, Oct-2009
- China's Unstoppable Leadership, Executive Webinar Series, Freeborder, Oct-2009
- [Asia Pacific Service Outsourcing International Conference \(APOIC\)](#), Wuxi, Sep-2009
- [China International Service Outsourcing Conference \(CISOCC\)](#), Nanjing, Jun-2009
- [IAOP](#), Beijing Chapter Outsourcing Forum, Beijing, Jan-2009
- GE China, Annual IT Suppliers Review Keynote, Shanghai, Dec-2008
- [China IT Outsourcing Summit \(CITOS\)](#), Beijing, Nov-2008
- ARAMCO UAE, Executive Talk, Beijing, Nov-2008
- [OutsourceWorld New York](#), New York, Oct-2008
- [CIO Executive Roundtable](#), New York, Oct-2008
- [China International Service Outsourcing Conference \(CISOCC\)](#), Nanjing, Sep-2008

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- [IAOP](#), Beijing Chapter Inaugural Forum, Beijing, Jun-2008
- 2008 China Summit on Information Services Industry, Beijing, May-2008
- [China Service Outsourcing Development and Cooperation \(Wuhan\) International Forum \(CODC\)](#), Wuhan, Apr-2008
- [OutsourceWorld](#), London, Apr-2008
- [Lisa Forum Asia](#), China Focus, Beijing, Mar-2008
- [Shinetech UK](#), via Video Conference, London, Mar-2008
- [Book Talk](#), *Source Code China*, Bookworm, Beijing, Feb-2008
- [Book Launch Beijing](#), *Source Code China*, Beijing, Jan-2008
- US Outsourcing Delegates to China Forum, BGI, Beijing, Dec-2007
- [Bitkom Anwenderforum Outsourcing Summit](#), Frankfurt, Nov-2007
- [Money Talk](#), Live China Outsourcing Interview with Bob Brinker, ABC Radio Networks, New York, Nov-2007
- [China Europe Business Meeting](#), Frankfurt, Nov-2007
- [OutsourceWorld New York](#), Jacob Javits Center, Manhattan, New York, Oct-2007
- [China International Projects Outsourcing Fair](#), Nanjing, Sep-2007
- China (Nanjing) International Software & IT Outsourcing Business Summit, Nanjing, Sep-2007
- Service Outsourcing Industry Development International Forum, Wuxi, Jun-2007
- Yangtze River Delta Service Outsourcing Cooperation & Development Forum, Changzhou, Jun-2007
- [IPADE Business School](#), International Study Programs, Beijing, May-2007
- [Outsource World London](#), London, May-2007
- [ChinaSoft 2007](#), Chengdu, Apr-2007
- Mays Business School, [Texas A&M University](#), College Station, Mar-2007
- [LISA Forum Asia](#), The Localization Industry Standards Association, Beijing Mar-2007
- McCombs School of Business, [University of Texas at Austin](#), MBA Delegations, Beijing, Mar-2007
- China Sourcing (IT Service) Forum, [TEDA](#), Tianjin, Jan-2007
- [CEIBS](#) China Europe International Business School, Shanghai, Nov-2006
- [Outsource World](#) London / New York, Jul- / Oct-2006
- [China Europe Business Meeting](#), Geneva, Sep-2006
- [5<sup>th</sup> International Smart-Sourcing Conference](#), Los Angeles, Sep-2006
- [Silk Road Investment Forum](#), Xi'an, Jun-2006
- [ChinICT](#) The Euro-Chinese ICT Innovation Summit , Beijing, May-2006

## EXECUTIVE SPEAKER PROFILE

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- [Gartner Outsourcing Summit](#), Orlando, Apr-2006
- ACS Supplier Summit, Dallas, Feb-2006
- [China Europe Business Meeting](#), Geneva, Nov-2005
- [Global Entrepreneur Summit](#), Shanghai, Sep-2005
- [Outsource World New York](#), New York, Sep-2005
- Globalization of Services Forum, [Stanford](#), Jun-2005
- [CISIS](#) China International Software & Information Service Fair, Dalian, Jun-2005
- [Harvard Business School](#), Boston, Apr-2005
- Singapore BPO Conference, Singapore, Nov-2004
- CITOS China International Technology Outsourcing Summit, Beijing, Sep-2004
- [World Economic Forum](#) China Business Summit, Beijing, Aug-2004
- [Gartner](#) Outsourcing Summit, Las Vegas, May-2004
- 8<sup>th</sup> China International E-Commerce Conference, Beijing, Apr-2004
- [Global Sourcing Conference](#), San Francisco, Apr-2004
- MIT Sloan School MBA Program, Business Discussion, [www.iNetwork128.org](http://www.iNetwork128.org), Jan-2004

**Executive Feedback:** “Your talk was both informative and inspiration to the participants in our program. Your willingness to share your personal insights and your candid assessment of the challenges and opportunities for entrepreneurship in emerging economies was truly appreciated. I hope you could tell by the number and depth of the questions that the class was very interested in your talk!”

*Letter of appreciation from MIT Sloan School Director David A. Weber*

