

## VII Outsourcing Forum - the most inspiring event in the sector in 2012

In the second half of this year VIIth edition of the Outsourcing Forum will be organized and hosted by Roadshow Polska. The unique event, both in terms of content as well as organization, has already permanently inscribed in the calendar of the most important meeting where you just have to be.

Outsourcing Forum is an event without precedent. It is the most recognizable and prestigious meeting, which is devoted entirely to the outsourcing industry. Wide range of raised topics, the participation of a wide range of Polish and foreign experts and highly professional preparation of the conference, make participation in this unique event an opportunity for participants to gain unique knowledge, honest discussion and make new contacts.

Outsourcing Forum is a cyclical consequence of previous conferences in the series of Outsourcing - Poland as European Service Hub, which enjoyed enormous popularity, and also gained solid group of participants. The aim of the forthcoming VII Outsourcing Forum is to present to a group of representatives from business, government and media, the latest trends in the outsourcing market in Poland and worldwide.

### The main topics of the Forum will include:

- Outsourcing in the public sector, a practical model of Public Private Partnership (PPP)
- Polish BPO market in the background of global trends
- The future of modern business services and new investment opportunities for Poland including successful implementation of BPO/ITO processes in corporations.
- Risks of outsourcing
- Benefits for local governments related to the outsourcing investments

We invite you to participate in the VIIth edition of the Outsourcing Forum in 2012, believing that the information provided by experts and the opportunity to exchange experiences will contribute to the implementation of innovative solutions helping to achieve business objectives and focus attention on an even better meeting the needs of business partners.

Outsourcing&More became the media partner of VIIth edition of Outsourcing Forum.

**Program overview:**

**VII Outsourcing Forum**

9.00 - 9.30 Registration / Welcome coffee

9.30 - 9.50 Official welcome of Forum participants

**Outsourcing worldwide**

9.50 - 10.10 Outsourcing strategies and trends in Europe  
Foreign expert opinion - speech by a VIP

10.10 - 10.30 Outsourcing in a public sector, practical model of the Public Private Partnership (PPP), examples from British market - presentation

10.30 - 10.45 IT in the outsourcing model - how does Europe treat ITO sector, is Poland present on the map of providers? - presentation

10.45 - 11.00 Participation of media in the outsourcing sector - presentation

- Does the sector need promotion?
- Does the Polish customer need to be educated on outsourcing?
- Internet, books, publications - what is available and how to use that knowledge?
- Information and its impact on the market education; who is an information addressee?

11.00 - 11.20 Coffee break

**Development of the Outsourcing market in Poland**

11:20 - 11.35 Investment size (development during last 5 years) - presentation

11.35 - 11.50 Type of services provided as part of the outsourcing model - presentation

11.50 - 12.30 International corporations vice local providers - panel discussion

- Main barriers for implementation of outsourcing solutions
- How to develop BPO/ITO awareness of customers
- Benefits from implementation of modern BPO/ITO in corporations

12.30 - 13.20 Polish BPO market compared to global trends. Poland on the global and regional map of business services - presentation, panel discussion

- Government subsidies for service centers - does Poland, as a result of the crisis, have a stronger position on the global map of modern services?
- How long will Poland be attractive for foreign investors?
- Which countries become the biggest competitors of Poland?

13.20 - 14.00 Lunch

14.00 - 14.20 Future of modern business services and opportunities of Poland to win investments in that respect - presentation of sector representatives

Knowledge process outsourcing

- 14.20 - 14.40 Case study showing success of BPO/ITO implementation process in corporation - presentation  
Or a company presentation (Knowledge process outsourcing)

**Education and outsourcing**

- 14.40 - 15.00 Outsourcing threats, legal aspect of cooperation with outsourcing companies - presentation
- 15.00 - 15.20 Development of teaching programs “modifications of the university teaching programs with reference to the development of outsourcing projects” - presentation.  
Examples of modern Business to University solutions (B2U)  
(panel discussion with representatives of the sector, universities and HR companies)

**Business for city - City for business/benefits for self-governments in relation to outsourcing projects**

- 15.20 - 16.00 What does an investor pay attention to: how to win and maintain an investor.  
Proposal of investment support in selected Polish cities  
(panel discussion with representatives of the sector and cities)  
Key decision making factors related to selection of service center location  
Financial proceeds for the budgets of the cities from taxes paid by BPO sector;  
development of the job market; development of real estate market
- 16.00 - 16.20 Awards of the Polish Information and Foreign Investment Agency- Roadshow-OutsourcingPortal.pl
- The largest HR outsourcing project
  - The largest financial outsourcing project
  - City with the biggest growth of outsourcing projects
  - The biggest educational involvement of the companies from outsourcing sector
  - Developer servicing the largest number of the companies from outsourcing sector
- 16.20 - 17.00 Summary and plans for future
- 17.00 Evening cocktail party