

Balanced Viewpoint Predicts World sourcing Initiatives to Increase During the Current Recession

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HALIFAX, Canada — Experts speaking at Balanced Viewpoint's second annual World sourcing 2009 Conference revealed their world sourcing roadmaps and predicted a bumpy ride for organizations that fail to capture the productivity increases, cost savings and innovation effects of integrating into the global supply chain.

"There is no doubt that the next few years will prove challenging for organizations making the world sourcing transition and we expect firms to experience a high level of adjustment to these global linkages. However, we are seeing steady and increased world sourcing enlightenment as organizations in all industries integrate into the global supply chain, especially under current economic conditions," said Peter Lindfield, president and CEO of Balanced Viewpoint. "Ultimately, the most successful organizations will increasingly reinforce their competitive position not only by sourcing where inputs can be produced most efficiently but by leveraging greater productivity, lower unit costs and global innovative capacity. Supporting this trend will prove challenging for governments simultaneously seeking to support economic growth prospects and job creation," he said. Lindfield points to the need for astute business practices combined with a company vision that will balance world sourcing aspirations with new business models and practices.

The conference keynote speakers include Suhas Bhide, Bangalore, India-based business leader for IBM India, Brian Keane, president and CEO of Boston-based Dextrys, a leading global IT services firm leveraging China offshore resources and Wayne Gudbranson, president and CEO of Canadian market research firm Branham Group.

Other top executive speakers include Perrin Beatty, president and CEO of the Canadian Chamber of Commerce, David Fung, who is chair of Canadian Manufacturers & Exporters, Richard Corley, who is partner and head of the National Information Technology at Toronto-based law firm Blake, Cassels & Grayson (Blakes), Sarah Kutulakos, executive director for the Canada China Business Council and James Milway, executive director for the Institute for Competitiveness and Prosperity.

Balanced Viewpoint's annual world sourcing conference is a strategic conference providing business leaders with a view of the future of world sourcing today. The third annual world sourcing conference is scheduled for April, 2010.

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About Balanced Viewpoint

Founded in 2005, Balanced Viewpoint is a provider of research and analysis on the global IT and telecommunications industries and delivers thought leadership and actionable advice to enable its clients to make more informed business and technology decisions with a specific focus on emerging global challenges and risks. Balanced Viewpoint is a privately owned firm with professionals operating out of Canada and the U.S. For more information about Balanced Viewpoint, visit www.balancedviewpoint.com.