

## Balanced Viewpoint Announces Sponsorship Team for Worldsourcing 2009 Conference

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**TORONTO, Canada** – Balanced Viewpoint announced the full sponsorship team for the Balanced Viewpoint Worldsourcing 2009 Conference today. The Conference will take place in the Neptune Theater in Halifax January 12, 2009.

The conference's Gold Level sponsors are IBM, Dextrys and Branham Group who are among the leaders in the outsourcing industry

**IBM Canada Ltd.** is one of Canada's leading providers of advanced information technology, products, services and business consulting expertise. We are dedicated to helping our clients innovate and succeed through the end-to-end transformation of their business models and the application of innovative technology and business solutions. IBM Canada and its wholly-owned subsidiaries employ more than 19,000 regular full-time and part-time people across the country. In addition, IBM provides temporary employment for 3,800 people, including 805 students. Suhas Bhide, partner and vice-president of Global Delivery, Global Business Services, of IBM India, will deliver the highly anticipated opening keynote address on Monday, January 12, 2009, at 8:30 a.m.

**Dextrys** is a US-based China outsourcing firm delivering Product Engineering and Application Services. Dextrys combines 20 years of US technology project management and consulting experience with a world-class engineering presence in China. Dextrys clients operating in business markets such as financial services, high tech and healthcare gain local accountability, rich domain experience and high-quality outsourced development capabilities at substantial cost savings. With more than 1,000 employees across Boston, New York, Los Angeles, San Francisco, Atlanta, Shanghai, Beijing, Hong Kong, and Suzhou, China, Dextrys is "making China easy." Brian Keane, president and chief executive officer of Dextrys will deliver the closing keynote address on Monday, January 12, 2009, at 5:00 p.m.

**Branham Group** is a strategic marketing and management consulting firm in the global ICT sector headquartered in Canada. Branham delivers innovative input by shaping data, intelligence and knowledge into focused analysis, breakthrough advice and thought leadership. Branham also delivers multi-client studies in areas in all industries. The firm also maintains a heritage of tracking the top IT firms in Canada. Now in its fifteenth year, the Branham300 highlights top Canadian and multinational IT companies, providing intelligence into the Canadian information technology market. The Directory of Outsourcing Companies and Capabilities is a key source of companies in Canada with outsourcing capabilities. Wayne Gudbranson, president and chief executive officer of Branham Group, will deliver his keynote address focused on emerging destinations on Monday, January 12, 2009, at 3:15 p.m.

The conference's Silver Level sponsors are Canada China Business Council (CCBC), McInnes Cooper, SCIOinspire, the Institute for Competitiveness & Prosperity and Canadian Advanced Technology Alliance (CATA).

**The Canada China Business Council (CCBC)** is the leading Canada-China trade and investment facilitator, catalyst and advocate. Operating in Canada and China in offices in Toronto, Vancouver, Beijing and Shanghai, CCBC provides direct services in both countries to enhance its members' business success, offering unparalleled connections in both countries, arising from 30 years of building trust and credibility with senior government and business leaders. CCBC is a powerful voice in China and Canada for stronger bilateral trade and investment relationships between Canada and China. CCBC's members include a host of Canada's leading corporations as well as many of its most innovative and nimble competitors.

**McInnes Cooper** is Atlantic Canada's law firm. With more than 200 lawyers, we are the largest single partnership law firm in Atlantic Canada and one of the 20 largest law firms in Canada. We serve clients from seven offices -- Halifax, Moncton, St. John's, Fredericton, Saint John, Charlottetown and Summerside. We are relentlessly focused on our clients' success, and this is reflected in all of our activities. Our unique team approach means that regardless of size or location, our clients receive the attention, service and professionalism they should expect from a firm that has been helping them succeed for over 150 years.

**SCIOinspire** is pioneering the next generation of healthcare service delivery – one that combines deep healthcare knowledge, analytical and clinical expertise, robust technologies, proprietary knowledge assets, and industry best practices in a flexible global delivery model that gives you what you need, when and how you need it. We deliver innovative analytics, data mining, and claims management solutions through a global team of clinical, administrative, analytical and healthcare-focused resources throughout the delivery ecosystem to save money on both medical and administrative costs, improve their core processes, make better, more informed decisions, and minimize the cost of delivery.

**The Institute for Competitiveness & Prosperity** is an independent, not-for-profit organization that deepens public understanding of macro and microeconomic factors behind Ontario's economic progress. The Institute is funded by the Government of Ontario and is mandated to share our research findings directly with the public and to help ensure continued success in the creation of good jobs, increased prosperity, and a higher quality of life for all Ontarians. The Institute serves as the research arm of the Task Force on Competitiveness, Productivity and Economic Progress. The Institute is also the Canadian partner institute of the World Economic Forum.

**The Canadian Advanced Technology Alliance (CATA)** grows the revenues of its 35,000 members by creating a collaborative edge -- a chain of expanding value that ripples across Canada's innovators, commercializers, users, and professionals. The largest high-tech association in Canada, CATA matches businesses with opportunities across almost every sector. CATA members are connected with investment and partnership opportunities with global companies. Through its "Innovation Nation" program, CEOs come together to catalyze the development of the Canadian business environment. CATA is the foundation for commercialization, market research, networking, events, access to other associations, and professional development, across the nation.

The conference's Bronze Level sponsors are Canadian Manufacturers & Exporters (CME), IDC, Canadian Chamber of Commerce, Center for Outsourcing Research and Education (CORE) and Red Cow Marketing & Technologies.

**Canadian Manufacturers & Exporters (CME)** is Canada's leading trade and industry association and the voice of manufacturing and global business in Canada. The association directly represents more than 10,000 leading companies nationwide. More than 85% of CME's members are small and medium-sized enterprises. As Canada's leading business network, CME, through various initiatives including icosmo.ca and the establishment of the Canadian Manufacturing Coalition, touches more than 100,000 companies from coast to coast, engaged in manufacturing, global business and service-related industries. CME's membership network accounts for an estimated 82% of total manufacturing production and 90% of Canada's exports.

**IDC** is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 44 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

The **Canadian Chamber of Commerce** is The Voice of Canadian Business. Since 1925, the Canadian Chamber of Commerce has been the largest, most influential advocate for business in Canada and continues to be the only voluntary, non-political association that has an organized grassroots affiliate in every federal riding. The Chamber's 170,000 members reflect a strong, diverse network and include chambers of commerce, boards of trade, business associations, and businesses of all sizes and from all sectors and all regions of Canada. The mission of the Canadian Chamber of Commerce is to foster a strong, competitive, and profitable economic environment that benefits, not only business, but all Canadians.

The mission of the **Centre for Outsourcing Research and Education (CORE)** is to provide high quality, independent research and education on outsourcing, global sourcing and other forms of innovative collaboration. The targeted outcome is to increase the understanding and adoption of outsourcing and other forms of innovative collaboration, thereby enhancing productivity and competitiveness, and providing increased value to customers, owners, employees and communities. CORE's vision is to be the definitive source of education and information about outsourcing. Executive Education, Discussion Forums, Research and Best Practices – CORE is a reliable, independent source of unbiased information.

The Conference's Technology Sponsor, **Red Cow Marketing & Technologies** is a marketing and information technology company specializing in professional services and custom solutions using web services. Offering integrated solutions from market analysis to development to deployment and hosting, its mission is to provide innovative web-based products that are easy to use and affordable. Red Cow's objective is to provide innovative, concept-based internet services and solutions. It is committed to working to develop the most efficient and effective opportunities that combine legacy infrastructure and technologies. All deliverables contain a common approach, including open architectures, component-based re-use to exceed client requirements.

The conference's Supporting sponsors are Knowledge Park, Evalueserve, International Association of Outsourcing Professionals, Supply & Demand Chain Executive, Pomegranate Productions, Conference Guru and Timothy's World Coffee.

Attendance is limited. Anyone involved with outsourcing is encouraged to attend, including industry, finance, and investment executives; federal, state and provincial, and regional government officials; and elected officials. All attendees must register for the summit, including press, who may attend without charge. To register, view the conference agenda, or see the complete list of speakers, sponsors and partners, visit: [www.balancedviewpoint.com/worldsourcing2009](http://www.balancedviewpoint.com/worldsourcing2009).

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#### **About Balanced Viewpoint**

Founded in 2005, Balanced Viewpoint is a provider of research and analysis on the global information 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](http://www.balancedviewpoint.com).