

Drive to Outsourcing Increasing in the Face of Shrinking Investor Confidence

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Halifax, Nova Scotia – The drive to outsource is increasing in the face of the steady loss of global investor confidence according to Peter Lindfield who is chairing an international conference on worldsourcing in Halifax, Nova Scotia on Monday, January 12, 2009.

“Greater integration into the global demand and supply chain will allow firms to decrease costs and increase productivity and operational efficiencies and that will be critical to their competitiveness in a world with shrinking liquidity and credit availability,” said Mr. Lindfield, who is president and CEO of Balanced Viewpoint, a Canadian-based research firm.

Top executives from the U.S., China, India and Canada are among the 25 speakers at the one-day conference where 120 executives are expected to attend to gain insight into the potential that a worldsourcing strategy can deliver in cost reduction and competitive positioning and how more pervasive outsourcing will increase business capabilities, improve operational performance and provide innovative competitive advantage but how worldsourcing will also cause adjustment challenges everywhere.

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 who is executive director for the Canada China Business Council and James Milway who is executive director for the Institute for Competitiveness and Prosperity.

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