

## Balanced Viewpoint Announces Host City for Worldsourcing 2009 Conference

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**HALIFAX, Nova Scotia** – Balanced Viewpoint announced today that it will host its second annual conference on outsourcing in Halifax, Nova Scotia on January 12, 2009. The Balanced Viewpoint Worldsourcing 2009 Conference will draw together members of international and cross-industry global organizations focusing on firms that have demonstrated a clear potential to dramatically alter the world economy within the next five years.

The Balanced Viewpoint Worldsourcing 2009 Conference will be host to established and emerging giants from around the world with outsourcing's top experts and leaders of industry. Industry-specific meetings of international business leaders will emphasize the needs and aspirations of companies that are sourcing globally, developing recognized global brands and managing extremely rapid expansion. Business and political leaders will also join together to address the role of worldsourcing on a corporate and national level in ensuring growth.

"More than 200 companies from the new global growth community will attend the Balanced Viewpoint 2009 Worldsourcing Conference in Halifax," said Peter Lindfield, Managing Director of Balanced Viewpoint. "It is an opportunity for Balanced Viewpoint to bring together global worldsourcing champions; for the city of Halifax, which will be a superb host for this event, to showcase its world-class facilities; and for the executives in attendance, who will share their experiences and highlight the growing importance of worldsourcing to a new generation of business leaders on the global stage."

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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](http://www.balancedviewpoint.com).