

VII Outsourcing Forum

September 20th, 2012, Warsaw



www.roadshowpolska.pl

Organizer **ROADSHOW**
POLSKA

Partner **ASPIRE** 

Main Media Partner **Outsourcing&More**

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VII Outsourcing Forum

- ❖ Most recognizable and prestigious event in the sector
- ❖ Focused entirely on the outsourcing industry
- ❖ Wide range of topics
- ❖ Top Polish and foreign experts
- ❖ Platform for new contacts
- ❖ A 'must go to' event permanently inscribed in the calendar of the most players in the services sector



Aim:

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.

Organizer and Main Partner:



ASPIRE

Patrons of previous Polish Outsourcing Forum:



MINISTRY
OF
ECONOMY



POLISH CHAMBER OF COMMERCE

Invest
in Poland
POLISH INFORMATION AND
FOREIGN INVESTMENT AGENCY

PARP



Partners:

Representatives of the Government, Subnational Governments, Cities, Sectorial Organizations, Potential clients to the Sector, Key players of the Service Sector



Addressees:

- Representatives of the Government and Self-governments
- Organizations representing the Services Sector
- International Experts in Outsourcing
- International companies interested in the services sector in Poland
- BPO/ITO sector and outsourcing companies
- Potential clients to service providers
- Universities and Media

Expected number of participants:

200 - 300

Institutions invited for co-operation and Patronage:

- Ministry of Economy
- Polish Information and Investment Agency
- Polish Chamber of Commerce
- Polish Agency for Enterprise Development
- International Organisations representing the Service Sector
- Bilateral Chambers of Commerce

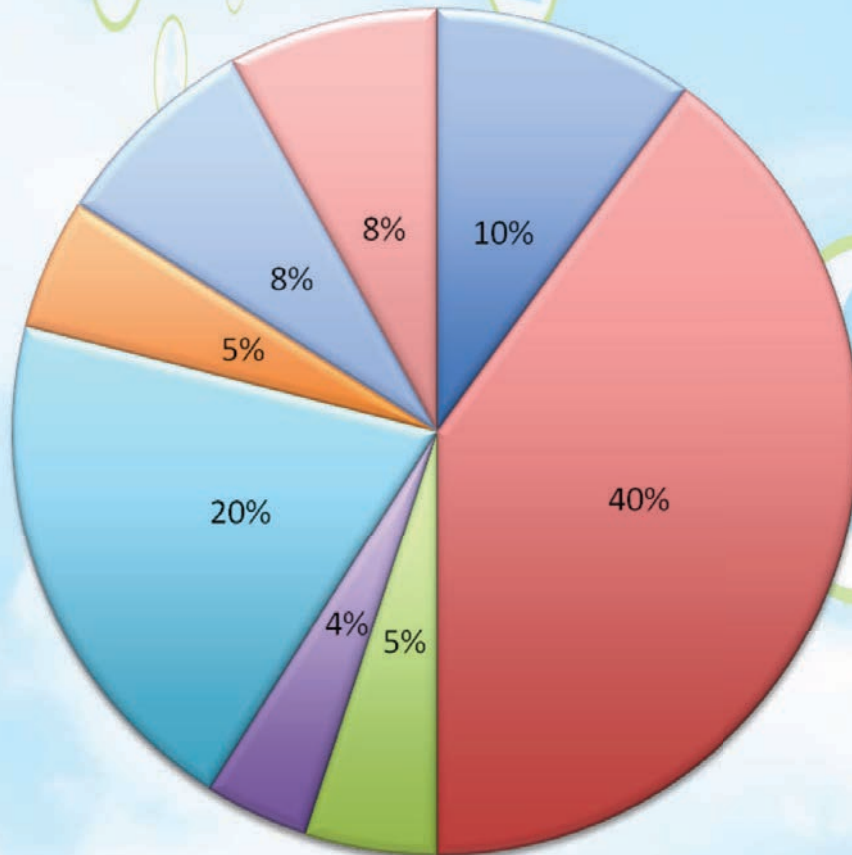


Key Topics:

- ❖ Polish BPO market compared to global trends. Poland on the global and regional map of business services
- ❖ How does Europe treat ITO sector, is Poland present on the map of providers?
- ❖ The Indian Business Model - how it works in India?
- ❖ Future of modern business services and opportunities of Poland to win investments in that respect
- ❖ Using the “cluster formula” to enhance cooperation between companies in the service sector
- ❖ Outsourcing in the public sector, practical model of the Public Private Partnership (PPP), examples from foreign markets
- ❖ Outsourcing threats, legal aspect of cooperation with outsourcing companies
- ❖ Business for city - City for business/benefits for self-governments in relation to outsourcing projects
- ❖ Examples of modern Business to University solutions (B2U)
- ❖ Government subsidies for service centers - does Poland, as a result of the crisis, have a stronger position on the global map of modern services?
- ❖ Future of modern business services and opportunities of Poland to win investments



Participation in Polish Outsourcing Forum



- Representatives of the government and of self-governments (10%)
- Managing staff of companies from the service sector (40%)
- Managing staff of BPO centres (5%)
- Non-governmental organizations (4%)
- Corporations being potential clients for contractors (20%)
- Foreign companies interested in the Polish market (5%)
- Media (8%)
- Other (8%)



Examples of companies that have participated the Polish Outsourcing Forum (2010 - 2011)

ABN AMRO BANK N.V. S.A.	Cartrack	Google	King Sturge	Riposta
Accounting Plaza Central Europe Sp. z o.o.	CB Richard Ellis Polska Sp. z o.o.	Golposter Sp. z o.o.	Kelly Services Poland	Sescom S.A.
Adecco Poland Sp. z o.o.	Centrum Obsługi Wierzytelności Cow Cross Sp. z o.o.	Grafton Recruitment	Knight Frank Sp. z o.o.	Shell Polska
Advisory Group TEST Human Resources	CERI (Grupa BRE BANK)	Grundfos Holding AG	Kraft Foods Polska S.A.	SII Sp. z o.o.
Alexander Mann Solutions	Citibank International PLC	Grupa Buma	Lionbridge Poland	Sony Pictures Global Business Services
Alior Bank	Coca Cola	Grupa PBG	Logica Poland Sp. z o.o.	Spaczyński, Szczepaniak i Wspólnicy
Antal International	Concept Publishing Polska	Grupa Żywiec	Luxoft Poland Sp. z o.o.	Start People
Antwerp Business Center	Cornerstone Partners Sp. z o.o.	Gruper.pl	MAN Accounting Center Sp. z o.o.	State Street Services Poland
APCE Sp. z o.o.	CPL Jobs	Hays Poland Sp. z o.o.	Manpower	SWS BPO Poland Sp. z o.o.
Arval Service Lease Polska Sp. z o.o.	Cursor S.A.	HEWITT Associates India	McKinsey & Company Poland Sp. z o.o.	Target BPO
Arvato Services Polska	Cushman & Wakefield	Hines Polska Sp. z o.o.	Mellon Poland Sp. z o.o.	Teva Pharmaceuticals Polska Sp. z o.o.
AS Kontakt Sp. z o.o.	Dyskret Polska Sp. z o.o.	Holicon Sp. z o.o.	Neo Investments Sp. z o.o.	Thomson Reuters
ATChristie	Ernst & Young	HP Global Business Services	Octapharma	TJL Property Management
Atos Origin IT Services Sp. z o.o.	Eureka Sp. z o.o.	HRK S.A.	Orange Customer Service Sp. z o.o.	Torus Sp. z o.o.
Avanti Communications Group PLC	Euroscript Polska Sp. z o.o.	IBM Polska Sp. z o.o.	OSG Records Management Group	UBS Service Centre (Poland)
Avon EMEA Finance Service Centre Sp. Z o.o.	First Data Global Service Limited	Impel SA	Outsourcing Experts	UniCredit CA IB Poland
Axel Springer Polska Sp. z o.o.	FK Partner	Infosys BPO Poland Sp. z o.o.	PBS Polska Spółka z o.o.	Unilever
Baker & McKenzie	Fraikin Polska	Intel Technology Poland Sp. z o.o.	PKP Polskie Linie Kolejowe S.A.	Unipharm sp. z o.o.
Bank Millennium	Franklin Templeton	Intrum Justitia Polska	Polskie Centrum Marketingowe Sp. z o.o.	Voice Contact Center Sp. z o.o.
BePLAN Architecture and General Contracting	Frito Lay Poland Sp. z o.o.	Iron Mountain Polska Sp. z o.o.	Process Solutions	VOLVO Polska Sp. Z o.o.
Bertelsmann Media Sp. z o.o. Oddział Arvato Services Polska	FUJITSU	Itella Information Sp. z o.o.	PROCTER AND GAMBLE POLSKA Sp. z o.o.	Web Inn SA
Biedronka (Jeronimo Martins)	Ghelamco Poland Sp. z o.o.	Jones Lang LaSalle	Quinlan Private Golub	Wrocławskie Centrum Badań EIT+
Bird&Bird	GI Group Sp. z o.o.	Kałużyński & Madeja	Randstad Group Poland	WSSE "INVEST-PARK" Sp. z o.o.
BSH Sprzęt Gospodarstwa Domowego	GKS Services Sp. z o.o.	Kampoleone Bis SA	RBS NV Oddział w Polsce	Xerox
Capgemini BPO Polska/Capgemini Polska Sp. z o.o.	Globe Trade Centre S.A	Kancelaria Prawna Wiewiórski	Redbull	Zakład Ubezpieczeń Społecznych

Media Partners of previous Fora:

❖ Main Polish Media



outsourcing
portal

outsourcing
magazine



WARSAW
BUSINESS JOURNAL

POLISH
MARKET

Gazeta Finansowa

GAZETA BANKOWA

FINANSE • BANKI • UBEZPIECZENIA

BANK
WARSZAWY



Finansowanie
Nieruchomości

KURIER
FINANSOWY

Bankier.pl
POLSKI PORTAL FINANSOWY

portfel.pl

Money.pl

PMR

BiznesPolska.pl

BizPoland.pl



Awards of previous Fora:

Forbes



Outsourcing Magazine



ABSL Excellence



Awards 2012 to follow



Our Guests of Honour:



Adam Szejnfeld, Member of Polish Parliament



Michał Boni, Minister of
Administration and Digitization



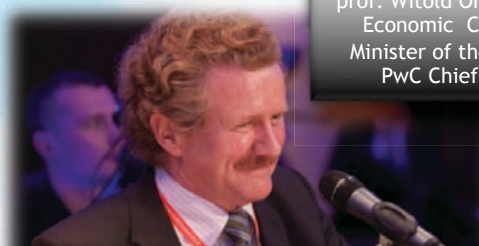
dr Andrzej Olechowski, Former Minister of Finance
and former Foreign Affairs



prof. Witold Orłowski, Member of the
Economic Council at the Prime
Minister of the Republic of Poland,
PwC Chief Economic Advisor



Sławomir Majman, President of PALIZ



Kazimierz Krupa,
The Editor-in-chief of Forbes



Tadeusz Truskolaski,
President, City of Białystok



Rafał Baniak, Undersecretary Of State,
Ministry of Treasury

Sponsorship benefits (depending on the package):

- ❖ possibility of exclusiveness of the exhibition in the represented sector of partner/sponsor
- ❖ opportunity to establish contact with potential clients
- ❖ participation in the official opening
- ❖ 20-minute presentation or speech
- ❖ participation in a selected discussion panel as a moderator or as a participant
- ❖ opportunity to organize a selected discussion panel
- ❖ possibility to invite own guests (max.30 invitations)
- ❖ information about the partner/sponsor in the conference compendium
- ❖ advertising space in the conference compendium
- ❖ possibility to broadcast advertising materials (commercial) during the breaks
- ❖ exhibition space to organize a promotional stand in the foyer
- ❖ distribution of the materials in the conference bags
- ❖ advertising materials in the foyer on the tables provided by the Organizer
- ❖ possibility of placing roll-ups
- ❖ opportunity to place company logo on ID badges for participants
- ❖ logo in the slides of the presentation introducing partners/sponsors and displayed during the Forum
- ❖ company log permanently present in all conference materials: announcements, advertisements and during the event, newsletters and on the conference website with a link to the partner/sponsor website



Benefits from participation

	City/Region	Partners	Sponsors	Institution Government Organisations	Organisations	Media	Participants
Promotion PR	★	★	★	★	★	★	
Networking	★	★	★	★	★	★	★
Prestige	★	★	★	★	★	★	★
Relation wih Clients	★	★	★	★	★	★	★
Dialogue with Public Sector		★	★		★		
Sectorial Update Information	★	★	★	★	★	★	★
Media Coverage	★	★	★	★		★	
Support for the Services Sector in Poland	★	★	★	★	★	★	

Benefits for companies:

- ❖ Positive PR for the company - before, during and after the Event through advertising, newsletters, exposure at the conference, media coverage
- ❖ Possibility to meet clients and potential clients
- ❖ Possibility to invite the clients and / or employees of the company for a professional event where they have access to the latest update of the sector and have a great possibility of networking
- ❖ Cost Efficiency - possibility for employees to attend the event (as integration connected with professional training) at relatively low cost

Possibility to use entrance tickets for:

- inviting (corporate) clients
- inviting potential clients
(invited through the organizers of the event)
- inviting own employees
(company integration with 'training')



For more information
and sponsorship possibilities
please contact:

Email: info@roadshowpolska.pl

Tel.: (+ 48) 22 357 09 77

Tel.: (+ 48) 22 498 92 77

