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7th Polish Outsourcing Forum Report.

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tags: 7th Polish Outsourcing Forum Report.BPO/SSC, Outsourcing, Outsourcing&More, Roadshow Polska, ASPIRE, Forbes,



On 20th September this year, in Hyatt Hotel in Warsaw, the 7th Outsourcing Forum organized by Roadshow Polska in cooperation with ASPIRE, the biggest Outsourcing organization, took place. This best known Outsourcing event in Poland has had excellent reputation for years and has been attracting both Polish and international specialists. The media patronage is provided by Outsourcing&More and Forbes.

As far as contents and organization are concerned the Outsourcing Forum has had a central position on the Outsourcing map of Poland for years. This edition covered all current problems but also anticipated the future to come, following the motto of the meeting "Shared Services and Outsourcing: Unlocking the Next 5 Years". Among the guests there were representatives of university environment, government, self-governments, commercial service buyers, companies offering Outsourcing services in their broadest meaning and media. The host of the meeting was Wojciech Szlag, head of Economic Editorial of Polsat News. The welcome speeches were made by Andrew Hallam, founder and secretary general of ASPIRE and Andrzej Arendarski, President of the Polish Chamber of Commerce. They emphasized an important role of Outsourcing in dynamizing economic growth and social well-being, but also they admitted that many factors, including mental factors, were still present in Poland, thus preventing the sector development.



The first presentations during the conference were delivered by Paul Jasniach, PwC Advisory Shared Services and BPO Practice and Ryszard Petru, PwC Partner, President of the Polish Economists' Association and DemosEuropa Economic Advisor. They presented conceptual frames of the model for separating processes out from organization structure and its benefits which are traditionally based on cost advantages being important when facing threat of crisis which is still real. As Ryszard Petru emphasized the savings which investors would reach for within next five years must cover more sophisticated and complex range of solutions than the range used in 2009. Thus, the Outsourcing sector will face more and more difficult challenges to be met.

Then, during two panel discussions, experts contemplated the role of Poland in Shared Services and Outsourcing as well as benefits and threats resulting from Outsourcing for Polish entrepreneurs and organizations. They clearly emphasized the fact that Poland aspired to becoming the most attractive location for outsourcing activities, which is supported by good location of Poland and considerable resources of still relatively cheap and highly qualified personnel. However, the urgent matter is to improve innovation of Poland compared to European countries by increasing R&D expenditures.

Roman Lubaczewski, Partner PwC Advisory Shared Services and BPO Practice, who was a moderator of the second panel discussion, referred to Darwin's Theory of Evolution and drew attention to the fact that, as it is in the case of living organisms, the Outsourcing companies have to continuously adapt to new conditions in changing business environment to survive. Not only cost effectiveness, but also trust, flexibility, quality of services provided and continuous improvement may guarantee competitive edge on the market. The above is

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backed by capable, hard-working employees who focus on problem solving and who should distinguish Poland from among other countries. This opinion was confirmed by Al Brown, Chief Technology Officer from BMS Bankruptcy Management Solutions in Canada and Oktawian Jaworek, Management Board Advisor for RUCH Business Process Optimization. The other speaker, while presenting an interesting case study, emphasized that the success of implementation of Accounting Service Centre and ERP system projects in his company was largely possible due to high motivation and morale of the team.

The large part of the event covered discussions related to Outsourcing in public sector. Andrzej Arendarski indicated 3 Outsourcing development barriers in that sector, such as no control of costs, unwillingness to share power and risk incurred by public institutions, including economic risk and liability risk. Dymitr Doktór, editor in chief of Outsourcing&More, drew attention to the fact that the liability risk is associated with all business relations regardless of a sector. Piotr Rutkowski, Managing Partner of SourceOne Advisory, shared examples confirming that during the last few years the perception of Outsourcing by representatives of public sector changed definitely and positively. The above was confirmed by Iwona Chojnowska-Haponik, Director of the Foreign Investment Department of the Polish Information and Foreign Investment Agency. The debate focused on presenting the most extensive range of benefits which can be obtained as a result of using Outsourcing services in public organizations, which is still unpopular in Poland. The session was continued during a separate panel where participants had an opportunity to trace a cycle of public and private partnership based on the example of Great Britain represented by Darren Owens, Head of Krakow Business Centre, Capita Polska, The English model of public cooperation becomes a target which Poland aims to achieve in the years to come.



The part of the conference which was impatiently awaited by guests gathered in Hyatt Hotel was the VIP panel titled "Position of Poland in global economy". Dariusz Rosati, Janusz Steinhoff and Ryszard Petru presented more general, macroeconomic and political background in relations to the issues contemplated during that day. The experts presented opinion that several years of dynamic development, political stability and pro-European politics of the government improved the reputation and image of Poland in Europe and contributed to locating our country on the map of economic north. However, there is still a lot to be done as economic ratios do not confirm that our country is able to maintain the

title of green island in long-term perspective.

Afternoon debates were carried out during simultaneous sessions. The first workshop concerned chances and barriers for implementation of Outsourcing model. Szymon Kubiak, legal advisor of Wardyński&Partners, Konrad Korczak, Director of Fixed Assets of Accounting Operation Centre of Orange Polska and Wojciech Galpa, Vice President of Arteria S.A. answered, for example, questions of whether there is a temporary Outsourcing agreement, what threats are associated with the model of contract settlement based on results and what conditions have to be met to make sensitive data available to the public. Due to practical nature of the panel the Forum participants could confront solutions used in their organizations with experience of other specialists in the sector.

While referring to practical aspects of business, we have to refer to the knowledge of graduates from Polish universities. Is the knowledge sufficient to allow young personnel to efficiently work in BPO and SSC? What can the Polish universities offer to future and current employees in the sector? Does the selection of faculties and courses available on the training market correspond to market demand and students' interests? What is the role of the government and benefits from the cooperation with universities? Those and other questions were answered by panelists of the session focused on strengthening the business model in Poland. Professors of the Łódź University, prof. dr hab. Stanisław Szukalski and Szczecin University, prof. dr hab. Piotr Niedzielski as well as Elaine Barnes, Centre Head at Farnell Element 14 Commercial Centre, participated in the discussion.

The leading position of Cracow on the Polish market of Outsourcing services is beyond any doubts, but do other cities have a potential to compete with Cracow? During the session related to the selection of SSC and BPO locations representatives of self-governments represented by mayors of cities such as Szczecin, Opole and Radom, presented their position. Parties to the contract consider attractiveness of the centre location including many aspects, not only employer but also employee. Currently the decisions are more and more often determined by social aspects. This criterion was also emphasized during the presentation of Indian Business model. Quests learnt about premises having a decisive impact on location of operation of Indian companies in Central and Eastern Europe and perception of the local market by Asian players represented by such global companies as HCL Europe or Wipro Technologies. It turns out that there are many non-economic factors which are shared by Poland and India, which will lead to even closer cooperation of those countries in the years to come.

A special guest of the Forum, Marek Kondrat, excellent actor, director and entrepreneur, added splendour to that day. Wine testing and cocktail party were an excuse for less official talks. All participants of the 7th Outsourcing Forum indicated a solid content component of debates, reliability of discussions and opportunities to establish new contacts which emphasize importance of that meeting for expanding knowledge and sharing experience among various parties of the Outsourcing relation.

Photos

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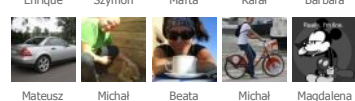
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