

## **Global Equations orchestrates a large outsourcing event with OutsourceWorld**

**17<sup>th</sup> September 2006, Austin, TX:** Each year over a thousand executives, professionals, practitioners and service providers gather for an annual event that has come to signify the emerging importance of outsourcing across different industry segments. OutsourceWorld is the largest conference on outsourcing and draws attention worldwide for the quality of its program as well as the diversity of its attendees. This year OutsourceWorld Inc. has partnered with Global Equations to co-organize the OutsourceWorld NY 2006 conference. "We decided to invite Global Equations to tap into their expertise in global sourcing as well as their relationships with outsourcing buyers and global vendors," says David Etzler, CEO, OutsourceWorld.

"As outsourcing has moved from a tactical measure to a strategic initiative, it has gained in significance and has become an important tool in the corporate executive's arsenal. Simultaneously, vendors globally have developed advanced capabilities and provided innovative models and a multitude of choices to decision makers. Reflecting this changing landscape we have developed an agenda for the conference that will highlight the current and future state of the outsourcing industry while providing insights into strategies and best practices that will prevail in the coming years. The objective is to provide sophisticated as well as first-time buyers adequate value while also educating providers on ways to tap new market opportunities" says Anupam Govil, CEO/Founder of Global Equations.

This year's conference theme is "Outsourcing in a Flat World" and will dwell on two main tracks - 'Maturing of the Global Delivery Model' and 'Managing Outsourcing Relationships - Building Sustainable Value'. The conference will address issues such as - What does outsourcing mean to your business? Are you sure you picked the right vendor in the country that you can ergonomically operate in? These issues will be addressed by seasoned executives who deal with outsourcing in several forms everyday. A special feature added this year, are sessions focusing on small to medium-sized business segments, in addition to speakers and participants from Global 1000 firms. Scheduled to exhibit are companies from locations all over the world including: China, Romania, Ukraine, Hungary, Bulgaria, India, Pakistan, Egypt, Russia, Guatemala, Costa Rica, Mexico, Canada, and others.

"We've selected the finest executives, practitioners, consultants and analysts to speak and collaborate during the event" said conference chair Dr. Wendell Jones, a recognized thought-leader in the outsourcing industry, a prominent author and Advisor to Global Equations LLC (an offshore advisory firm).

Besides Dr. Jones, the speakers are names such as Fred Mapp, former CIO for AMD, Claude Marais, the former head of global IT outsourcing for General Motors and Coca Cola and Ravi Aron, professor at the Wharton Business School and a renowned expert on outsourcing

"As event organizers, we take a very non traditional approach. We consider our exhibitors, sponsors and delegates long term customers," stated Etzler. "Our relationship extends beyond the two days they spend at our event. Our goals are very clear; to provide the most up to date and useful content while connecting exhibitors, sponsors and attendees." Outsourceworld is being held on October 17th and 18th, 2006 at the Metropolitan Pavilion in New York city.

Event details are all available at [www.outsource-world.com](http://www.outsource-world.com)

Contact:

**Rashmi Kilam**

Global Equations LLC

T: 512-310-8544

[www.globalequations.com](http://www.globalequations.com)

[Rashmi@globalequations.com](mailto:Rashmi@globalequations.com)