

China IT Outsourcing - Opportunities and Challenges, 22 July 2008, St Johns Innovation Centre, Cambridge

Offshore Opportunities

China has now come to be seen by a growing number of western organisations as offering a credible alternative to India in the offshore software development and IT services market. With an already established offshore profile in US and Asia-Pacific markets and a growing pool of high quality technology engineers to draw upon, Chinese software enterprises can offer compelling attractions.

Market Challenges

However, the Chinese market is still relatively immature when compared to India. The country's leading software firms have yet to establish themselves as European household names, making vendor selection and skills assessment exercises more difficult without inside market knowledge.

Finding Solutions

This seminar aims to help executives learn more about software outsourcing to China and answer key business questions. The potential for successful engagement is fantastic, and there are mouth-watering opportunities to be found for cost saving, competitive advantage in project delivery and long term service support, but careful choices still need to be made to avoid the potential pitfalls.

- Have you been offshoring software development work and are you now looking for new cost saving opportunities?
- Are you already considering China as an offshore location but unsure where to start?
- Are you looking to source scarce skillsets from outside the UK?

Come and join us and hear experienced business executives and experts providing answers and insight to these questions. Our speakers include:

Ting Zhang is an expert on China trade and investment with 19 years experience working both inside China and advising on the Chinese market matters to FTSE100 companies as well as hi-tech startups.

Dr. Paul Irwin Crookes has extensive business experience and has led successful overseas projects in both software development and process services outsourcing to both China and India.

Jeff Lewis is the Head of Global Technology Sourcing in Symbian software, and has been responsible for hand picking the suppliers for Symbian in China.

There will also be opportunities to have one to one free consultation with the experts on the day.

Programme:

- 9:30 Registration / coffee
- 10:00 "Overviews of China's ITO marketplace and its centres of excellence", from Ting Zhang
- 10:45 "IPR, legal and commercial issues in outsourcing to China", from Dr. Paul Irwin Crookes
- 11:30 "How we did it", from Jeff Lewis
- 12:15 Lunch & Networking
- 13:15 China ITO Advisory Service from China Business Solutions
- 13:45 Pre-booked One to one consultations
- 15:00 Seminar ends

How to register?

This seminar is free to attend but prior registration is required. Places are limited and immediate booking is encouraged. Deadline for booking is 14th July.

Email Seminar@ChinaBusinessSolutions.com with your full contact details including your organisation name and your role. Your registration will be confirmed within 3 working days. For enquiry call 01223 421968.