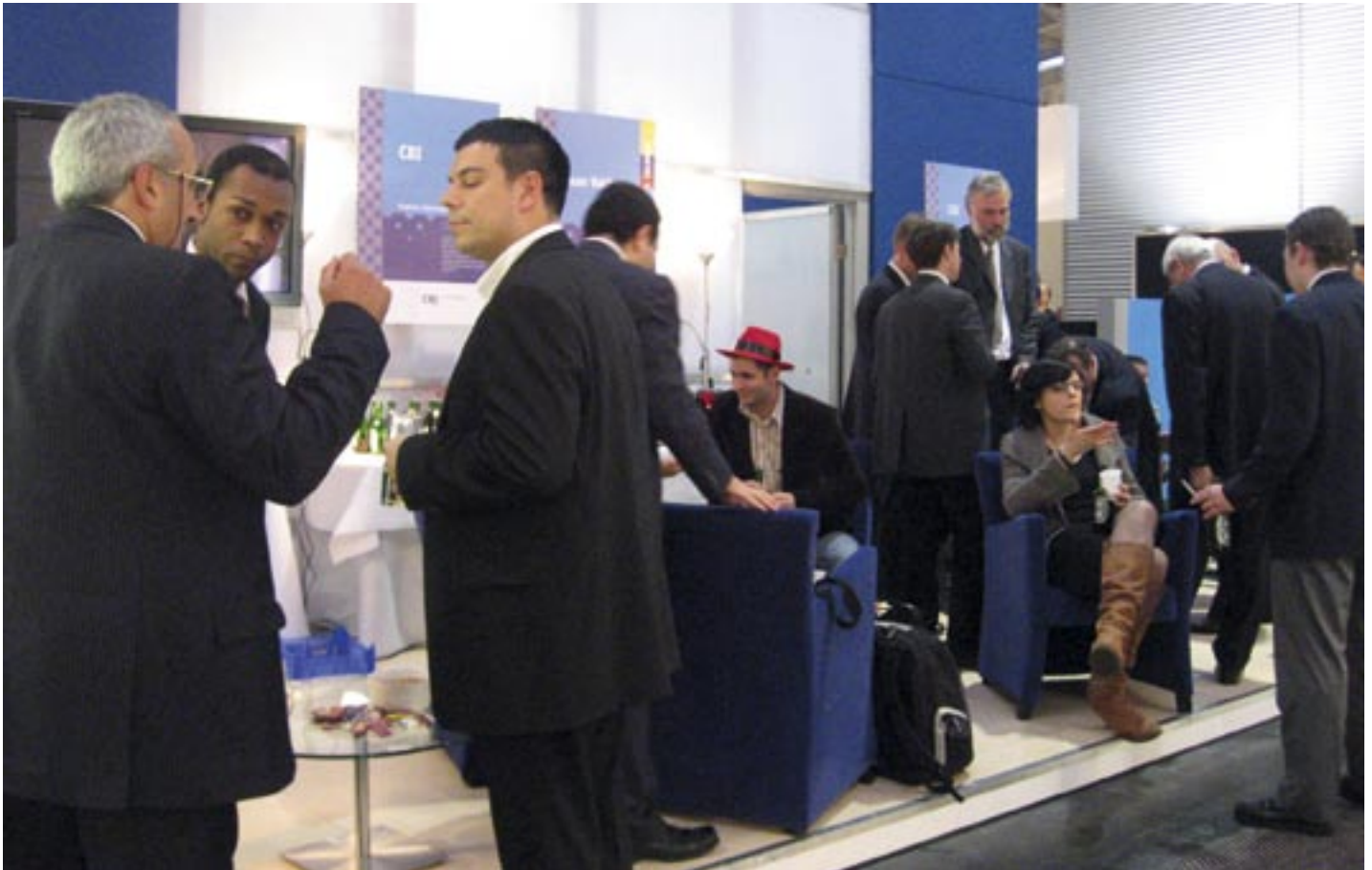


GET AHEAD OF COMPETITION WITH IT OUTSOURCING

As Centre for the Promotion of Imports from developing countries, CBI concentrates on five core competencies: Market knowledge, Product and production improvement, Quality control, Export marketing and management and Market entry. This cumulative expertise will also be presented in the CeBIT Flat World Forum 2010.

TEXT: LASZLO KLUCS, CBI SECTOR CONSULTANT FOR SOFTWARE SERVICES & OUTSOURCING



CBI brings prequalified, competing, offshore software development companies to Europe.

CBI is an Agency of the Ministry of Foreign Affairs and part of the development cooperation effort of the Netherlands.

CBI contributes to the equitable economic development of selected developing countries by providing export marketing and management support to their SME exporters and Business Sup-

port Organisations with the purpose of increasing exports to Europe.

CBI stimulates and supports economic activities that are sustainable, socially responsible and environmentally sound. This implies compliance with international social standards, more specifically ILO Conventions, and European consumer health, safety and

environmental requirements. Requirements are both legislative and market driven. CBI works with clients who subscribe and strive to comply with these standards and requirements.

WHAT IS IN IT FOR YOU

CBI works together with an exclusive group of about 60 small, and medium

In hall 6 stand D02, CBI presents > 15 prequalified companies from emerging economies.

sized IT companies in a number of emerging markets - Armenia, Bangladesh, Colombia, Sri Lanka, Philippines, Thailand and Vietnam. CBI has unparalleled knowledge of these markets and we also build strong relationships with business support organizations both in the government and non-government space of our partner countries. By using the services, knowledge and network of CBI, the risks of moving IT processes offshore to these countries are minimized.

CBI has formed very strong and long term partnerships with selected IT service providers –mostly software developers in the above countries. The IT service providers we work together with are selected and benchmarked very carefully according to European market requirements. We know our partner companies well. Our partners receive extensive assistance, guidance,



Backed up by CBI, IT companies from our partner countries offer great benefits to European businesses by offering immediate access to a large pool of highly educated people and their skills. The companies have a large combined portfolio of technologies across many vertical and horizontal markets. We are very confident that European businesses can find the right partner in our network of IT companies regard-

are very well aware of the importance of quality so many of them are equipped with CMMI or various ISO certifications.

We know that security, privacy, communication, project management capabilities, cultural issues, staff turnover and geopolitical risks come high on your list of concerns. The IT service providers we work together are also well aware of these concerns and with the assistance of CBI's coaching and consulting services our partners can minimize these risks and offer you the most comfortable and safe environment where you can concentrate on what matters most: to get ahead of competition.

Our offer to European companies interested in offshoring to Armenia, Bangladesh, Colombia, Sri Lanka, Philippines, Thailand and Vietnam include:

- > Access to hard to find market information
- > Access to a unique network of highly qualified, independently benchmarked and trained IT service providers and business support organizations in.

- > Our service offerings to European companies also include strategy formulation, outsourcing location selection, service provider evaluation and selection, RFP development and distribution, market research, benchmarking and policy advice.

Our partners provide the much needed flexibility and scalability of IT processes to clients in Europe.

coaching and training from CBI in order to meet the requirements of the European market.

Beside cost advantages and cost restructuring our partners provide the much needed flexibility and scalability of IT processes to clients in Europe. Most of the companies we work together are specialized, focusing on their core competences as well as their key business domain knowledge.

less of the technology or domain expertise you are looking for.

By using the capacity, capabilities and skills of IT service providers offshore you can expand your business operation very rapidly by focusing on your own core competences and at the same time speed up the time-to-market cycles.

Quality is our major concern. The partner companies in our network

CONTACT



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Details about the CeBIT presentation on www.get-ahead-of-competition-with-IT-outsourcing.com