



March 15, 2009, United Arab Emirates

Outsourcing Experts to speak about leading through financial Crisis, at the Arab Outsourcing Conference 2009

In the face of economic crisis, organizations in the Middle East including those from the Government sector, are considering to outsource non-core business functions such as IT, Finance, Legal, HR, Customer Care, Procurement, Facilities Maintenance etc. to third party organizations, as they compare the cost advantages, manpower resources, and innovative services provided by outsourcing suppliers with unmanageable problems of doing jobs in-house. Experts believe that Outsourcing is the only option to lead them through the turbulent financial storm.

Industry resources estimate that successful Outsourcing engagements can yield up to 40% savings on the cost of support functions. While cost saving is a key driver for Outsourcing, it is also a new way of driving innovation, and should be regarded as much more than a cost-saving exercise.

The next generation thinking within the industry is that Outsourcing is not about exporting jobs, but importing Competitiveness and Innovation. And as in any major transformation, Outsourcing requires a high degree of leadership and senior management commitment, a systematic and comprehensive approach, and a good deal of change management.

The Arab Outsourcing Conference presents a number of international outsourcing experts and authors including Maurice Duffy (UK), Maurice Greaver (USA), Peter Brudenall (UK), Peter Reilly (UK), Dr. Soeren Dressler (Germany), Stephen Bullas (UK), Tom Bangemann (USA) and also Middle Eastern perspectives from regional experts such as Ayed Ruwaili (Saudi Aramco), Bill Lewis (ADAT, UAE), Duncan Alexander (Mercator/Emirates Airlines, UAE), Haider Khan (Etisalat, UAE), Hesham Amiri (DOZ, UAE), Ibrahim Gailani (UAE), Ibrahim Al Mubayadh (AMS, Saudi Arabia) and Khaleelo Khan (BT, UAE).

This conference promises an unparalleled learning experience for those wishing to embark on an Outsourcing journey or who have already implemented such a model. The Conference spans 4 days including an introductory level Pre-Conference Master Class on 26th April 2009, 2 Days Conference from 27-28, April 2009 and a Post-Conference Master Class on Outsourcing Contracts and SLAs on 29th April 2009. The event sponsors include Abu Dhabi based Injazat Data Systems and the International Association of Outsourcing Professionals (IAOP), USA.

More information on the event is available at <http://www.arab-outsourcing.com/>

About TCQ Triangle

TCQ TRIANGLE is a leading independent organization, providing timely, accurate and objective business information and best practice solutions for organizations around the world. TCQ organizes a number of high-value Conferences in Dubai and many other strategic locations around the world and focuses on the most pressing and timely issues facing decision-makers in today's global economy. TCQ works with experts and leaders who have deep knowledge and practical experience to address these issues, ensuring that the conferences are timely, up-to-date and packed with issues that the delegates are facing in their line of work. Each conference topic is researched in depth; and agendas are developed in consultation with the target industry's thought leaders – many of whom serve on the Conference Advisory Boards.

For more information, visit www.tcqconferences.com