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**Middle East Outsourcing industry offers huge growth potential – Experts conclude at the Arab Outsourcing Conference**



Following the trends in the USA and Europe, Organizations in the Middle East are keen to explore the benefits of Outsourcing as it helps them focus on core-competencies and outsource the support functions such as IT, Finance, HR, Procurement, Logistics and Maintenance. Over 125 delegates from leading organizations in the Middle East, USA and Europe has attended the 4-day Arab Outsourcing Conference held from April 26-29, 2009 at the Moevenpick Hotel Dubai.

“The enthusiasm shown by delegates during this conference reminds me of America in the 90’s when companies began to Outsource and were in the early stages of the learning curve” says Maurice Greaver, International Keynote Speaker and the author of the book “Strategic Outsourcing”.

While many organizations are keen to explore the benefits, the lack of fully capable vendors remains a key obstacle for the region. “Traditionally, global Outsourcing players had been focusing only in the USA and European markets and with the impact of current financial crisis, everyone is looking at alternate markets and Middle East offers a great opportunity. However, it is important that such companies should establish their presence in the region and also adapt to the regional culture to be successful” says Tom Bangemann, VP – Business Transformation at the Hackett Group, USA.

“The growth of the Outsourcing industry in the Middle East is still limited due to a number of barriers such as lack of awareness/knowledge, absence of trust/confidence, fear of loss of control, perception of BPO industries and exaggeration of bad experiences” says Janine Bensouda of Bensouda Consulting.



"Outsourcing relationships are just like Glue and Oil and its foundation is Understanding, Trust, Respect, Mutual Agenda, Openness and Honesty" says Bill Lewis, CIO, Abu Dhabi Aircraft Technologies. As per Rick Simmonds of Alsbridge Europe, effective management of outsourcing transition is Key to tackling problems that are predictable and preventable which bridges the gap from great contract to great service.

More than 20 speakers presented various angles for the topic and the Case Studies Presented during the event included those from Petroleum Development Oman, Saudi Aramco, Mercator/Emirates Airlines etc. and the event was sponsored by IBM and Injazat Data Systems.

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

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