

# Intelligent Outsourcing

@ The Digital Exchange, Dublin on 2<sup>nd</sup> July 2009



**CHAMBERS  
IRELAND**  
IN BUSINESS FOR BUSINESS



Ireland has a justifiably high reputation as one of the world's leading software exporters. Now, with downward pressure on costs and upward pressure on performance and delivery times, it is clear that holding our own requires renewing our export drive by working harder, but above all, by thinking smarter. Competing for global business requires a positive strategy of global partnering, blending cost/performance, expertise and our brilliance in sales and service to win international business.

The key element in intelligent outsourcing is choosing right-sized partners whom you can trust, and who share your will to win. On July 2 in Dublin, you have an opportunity to meet, network and share views with a delegation of Sri Lanka's top software enterprises – a potential goldmine of new opportunity.

Don't miss this chance to explore a gateway to new markets into SE Asia, home to some of the world's most cost-effective and highly skilled software companies.

**Come along for a drink, lunch, a short presentation and engage in some one-on-one meetings.**

**ABSOLUTELY FREE AND WITH NO OBLIGATION WHATSOEVER**

## Enquiries:

01 4433 094 (Dublin)

## *an outstanding opportunity for growth in tough times*

### Why Sri Lanka?

There has never been a better time to partner with Sri Lanka. With the cessation of hostilities comes a peace dividend. Both the EU and World Bank are committed to support economic development, and the Sri Lankan software sector is committed to work hard with international partners partners.

**Sri Lanka offers** a 1/2 day working day overlap with Ireland. There is additionally some working day overlap with the East Coast in the US. The country ranks high on the ease of doing business index and has an efficient business and legal system.

Partnerships between industry and third level education ensures high calibre graduates and technical skill-sets at a cost benefit over Europe.

Sri Lanka has the highest literacy rate in the South Asian region – 92 per cent - and an increasing resource pool of skilled, adaptable and cost effective IT personnel with growing numbers of

top graduates every year joining the industry. Sri Lanka has a thriving ICT sector. You will meet some of its best companies at The Innovation Exchange in Dublin on July 2, 2009.

Presently the ICT sector is Sri Lanka's second largest source of export revenues. The government is committed to provide support and incentives for growth. Sri Lanka enjoys a fulcrum position in the South Asian markets offering unimpeded access to India, Pakistan, Bangladesh and other growth oriented markets in the region.

In partnership, Irish software companies could win valuable business in Europe, the US and elsewhere, and position themselves as partners of choice and expertise in rapidly-developing SE Asian markets. Sri Lanka has the most liberalised telecom industry in South Asia comprising with 3 fixed and wireless local loop operators, 4 mobile operators and 5 public phone operators with up to 150 Mbps through satellite or fibre optic cable.



There are several compelling reasons why you should not miss this exclusive opportunity at the Innovation Hub in Dublin on July 2 in Dublin, not the least being a unique opportunity to meet and welcome some of the nicest guys you will have met for a long time. Come along for a drink, lunch, a short presentation and engage in some one-on-one meetings. Spaces are limited, so please respond early. You'll come

home with a fistful of inspiration and fresh ideas. Right now, that's what we're all looking for.

### Who should attend

Principals, Business Development Directors, Sales and Marketing Directors, VP Product, VP Engineering of companies looking to expand their portfolios to win and retain significant business in Europe and Asia.

The official second language is English, and the business culture has many similarities to Ireland.

### Focus on Quality

There is a high degree of familiarity with advanced technologies and methods, most companies operate to international levels of certification and share a professional, internationally-oriented approach to building high and medium level commercial applications.

Sri Lankan software runs in global capital markets and banks. Airlines such as Emirates, UAE, Burton-Scandinavia also use Sri Lankan software. Sri Lankan software and ICT services are used in mobile and fixed line telecoms networks, billing systems, healthcare and database applications, data warehousing and mining and customer support centres.

Several transnational ICT companies have invested in Sri Lanka, taking advantage of the highly skilled, low-cost work pool to run R+D, prototyping and programming.

### Why you should attend

Your counterpart companies in Sri Lanka share a common desire to succeed and recognise the need to partner for growth. This networking event will give you ideas, opportunities for your existing markets and those in South Asia and won't cost you a penny!

### Register Now

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

## Agenda

- 08.45 – 09.15** Registration and Continental breakfast buffet
- 09.30** Welcome – Outsourcing partnerships for growth, how to win big through blended costings and extended enterprises
- 09.45** An outline of Sri Lanka's goals and growth strategy for the ICT sector: *SLASSCOM*
- 10.00** Outsourcing and Partnering success stories: *3 Sri Lanka case studies*
- 10.45** From Partnering to Direct Presence in Sri Lanka - An Irish Perspective  
*Declan McMahon, Senior Vice President of Services, Valista*
- 11.00** Coffee break
- 11.15** Outsourcing; An Irish solution  
*Nigel McAuley, Managing Director, Online Web Accounting*
- 11.30** One on one meetings
- 12.30 pm** Lunch
- 14.00** Global Software Development,  
*Ita Richardson, Lero, the Irish Software Engineering Research Centre*
- 14.15** Panel Discussion
- 14.45** One on one meetings (Coffee available throughout)
- 17.30** Drinks followed by open invitation to informal networking dinner



## The Sri Lankan Companies @ The Digital Exchange, Dublin 2nd July 2009

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#### Register Now

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

Phone 01 4433 094

**Intelligent Outsourcing: free seminar and networking lunch**



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