

IT OUTSOURCING. HOW TO MAKE IT SMART

With Low Risk and Minimal Investment

Ukraine has been one of the top IT outsourcing destinations for Swedish companies for over decade now. Outsourcing of software development assists many Western European IT companies to access qualified resource pool and to market quickly with minimal investment. Choosing IT Outsourcing to Ukraine gives numerous advantages in terms of negligible time difference, short travel time and cultural proximity, which is a must in the dynamic software industry with Agile approach.

With the population of more than 46 million people, Ukrainian possesses a significant market for Telecoms. Incrementally growing penetration rates, makes local telecoms operators focus on implementation of added value services and development of telecoms infrastructure, creating demand for Swedish providers of solutions and products.

With the aim to assist Swedish companies to sell their products to the Ukrainian telecoms industry as well as in establishing cooperation with Ukrainian IT outsourcing industry and bringing up real cases from the field, Swedish Trade Council and Business Region Gothenburg are organizing Ukrainian IT & Telecom seminar in Göteborg.

- Date:** Tuesday, **24 May 2011**
- Place:** Business Region Göteborg
SE-404 23 Göteborg, Norra Hamngatan 14
- Arranged by:** Business Region Göteborg <http://www.businessregion.se>,
Swedish Trade Council www.swedishtrade.se in cooperation
with Nyce Solution AB <http://www.nyce.se/>
- Participation:** The event is **FREE*** of charge
*500 SEK penalty applies for not showing up
- Registration:** Please send your confirmation to
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Time	Topic	Speaker
08.00-08.30	Registration & coffee	
08:30-08:45	Welcome and opening	BRG
08:45-09.15	Ukraine as Top Destination for IT outsourcing and Telecom Service Providers	STC
09:15-09.30	Building of Dedicated Development Center nearshore – sharing experience of success	Nyce Solution AB
09.30-10.00	Sum-up. Questions and answers	BRG, STC
10:00-10:30	Networking and Drinks, follow by pre-booked meetings	

SPEAKERS OVERVIEW

Welcome and opening by BRG

By Erik Behm, IT Centrum Väst, Business Region Göteborg



Why Swedish companies should look at new markets? Why outsourcing is important for the future of Sweden? What outsourcing destinations exist for Swedish companies? Why Eastern Europe should be considered; What is experience of BRG in developing business for companies from Göteborg region on the international market?

Ukraine as Top Destination for Nearshoring and Telecom Service Providers

By Vitaliy Tsvyntarnyy, Country Manager, Ukraine, Swedish Trade Council



Why Ukraine is a good choice as an IT outsourcing destination? What are the comparative advantages of Ukraine compared to other nearshoring destinations? How much does it cost to outsource to Ukraine? How to start outsourcing to Ukraine? What are the concrete business opportunities for Swedish companies in Ukrainian Telecom? What is the need list from the local operators? What competence is required from Sweden?

Building of Dedicated Development Center nearshore – sharing experience of success

By Nyce Solution AB, Chairman of the board, Magnus Nygren

