

NEARSHORING FOR ALL

With Low Risk and Minimal Investment

Ukraine has been one of the top nearshore 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 nearshore rather than offshore outsourcing, 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 Ciklum, an innovative IT company specializing in nearshore software development are organizing Ukrainian IT & Telecom seminar in Stockholm.

- Date:** Thursday, **26 May 2011**
- Place:** WORLD TRADE CENTER
Klarabergsviadukten 70, Stockholm, Sweden
- Arranged by:** Swedish Trade Council (www.swedishtrade.se) and Ciklum Ltd. (www.ciklum.net) in cooperation with: Betsson/Enfo Group depending on who will agree to speak
- Participation:** The event is **FREE*** of charge
*500 SEK penalty applies for not showing up
- Registration:** Please send your confirmation to victoria.boiko@swedishtrade.se

08:30-09:00	Registration & coffee	
09:00-09:30	Ukraine as Top Destination for Nearshoring and Telecom Service Providers	STC
09:30-10:00	Going Nearshore – Experience Sharing	TBI
10:00 10:30	Comparative Agility for Nearshore Teams	Ciklum
10:30-11:30	Networking and Drinks	

SPEAKERS OVERVIEW



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?

Going Nearshore – Experience Sharing

By TBI

Comparative Agility for Nearshore Teams

By Christian Aaen, Director, Service & Consulting Ciklum



How productive your team is? What is the average productivity? What are the best practices for nearshore team? Where to improve and how? All those questions our customers have in mind and Ciklum helps each of them to assess their team based on comparative measurement system.

Time

Topic

Speaker