



# RUSOFT Forum 2007

Hotel "Pribaltiyskaya", Saint-Petersburg, Russia

June, 20-22

[www.soft-outsourcing.com](http://www.soft-outsourcing.com)



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## RUSOFT Forum 2007 Goals

- Provide buyers of technology services from around the world with a better understanding of their sourcing options
- Ensure higher return on their outsourcing investment through fostering high value partnerships with leading service providers from Russia and Eastern Europe.
- Maximize diversification of outsourcing relationships





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## Participants:

- 21 countries-participants (*Bulgaria, Canada, Czech Republic, Denmark, Estonia, Finland, Germany, Iran, Israel, Netherlands, Norway, Russia, Sweden, Switzerland, UAE, Ukraine, United Kingdom, USA, Vietnam, Kazakhstan, Japan*)
- 138 Representatives of SWD companies
- 76 Representatives of 47 Companies from Europe, USA and Asia
- 26 Mass Media representatives
- 15 Consultants, lawyers and representatives of academic world



## Conference

- 10 Sessions, 2 keynote sessions and 1 roundtable
- Workshop "Term Sheets and Rules of Engagements with Investors" (Ilia Dubinsky, IFC (World Bank Group))
- RUSOFT Open Meeting
- Keynote interview "Russian software industry leaders" (Wayne Rash, eWeek)
- 57 Speakers (39 Russian and 18 foreign speakers)



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## Main Topics of the Conference

- Workshop "Term Sheets and Rules of Engagements with Investors"
- Keynote Roundtable "Global Sourcing"
- Keynote Interview "Russian software industry leaders"
- Session 1. "Captive Centers"
- Session 2. "Industry consolidation"
- Session 3. "Product Engineering from Russia"
- Session 4. "Maturing Outsourcing Engagements: higher complexity - new opportunities"
- Session 5. "Successes of Vertical expertise from Russia (Telecom)"
- Session 6. "Successes of Vertical expertise from Russia (Finances)"
- Session 7. "Legal Framework for Doing Business in Russia"
- Session 8. "New approaches to the practical education of software engineers"
- Session 9. "Nearshoring to Russia from the Northern Europe"



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### Participants' opinions

- *RUSSOFT member companies are increasingly successful in the global marketplace, and therefore RUSSOFT Forum is an important event. I believe that the Russian and Eastern European application outsourcing industry is on the brink of important breakthroughs, and I am confident that we will see firms from this region grow and develop into truly globally competitive players. The RUSSOFT Forum will therefore continue to attract clients, prospects, analysts, and other industry influencers. We are looking forward to working with RUSSOFT Forum next year.*

Nick Puntikov, President, Eastern Europe for Exigen Services, and Chairman of RUSSOFT's Board of Directors

- *Russoft Forum 2007 was an unparalleled event for learning about the resources and capabilities of global services within Russia.*

Dean Davison, VP Research, NeoIT

- *I would like to thank the Organizing Committee for well organized interesting and useful event. I had a pleasure participating in it and I got a lot of new contacts. Professionalism and taste made the Forum special.*

Dmitri Issanov, Director General, DBI



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- *I would like to thank the Organizers of Russoft Forum for the important, interesting and well-organized event!*

Victor Naumov, Partner, BEITEN BURKHARDT St. Petersburg

- *Thanks to you for extremely well organized event.*

Peter Lindberg, Business Consultant & Department Manager, TietoEnator

- *I think the Forum was successful for Digital Design, we got new interesting contacts - thank to the professional work of our sales managers, met representatives of the largest european and asian companies. I recommend to organize the Forum and similar RUSSOFT events abroad in order to establish contacts with new potential clients more successfully. This way there will be more new potential clients, and Russia will establish its image as one of the leading outsourcing countries.*

Mikhail Alperovich, Business Development Director, Digital Design



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- *As first time sponsors and participants of this event we would like to thank Russoft for the great job they are doing in promoting Russian software industry globally. According to Dr. Dobbs journal, exports of Russian programming products increased by 80 percent in 2006, up from \$1 billion worth in 2005 to \$1.8 billion in 2006. Moreover, trade officials expect that number to multiply ten times by 2010. We are excited to be a part of this huge and positive trend and rapidly expanding our global presence in the US and Europe. This market will keep creating new exciting opportunities for all existing companies and new upcoming ideas and innovations. Let's all work collaboratively to support and expand this market.*

Rafael Soultanov, President, SolovatSoft

- *RUSOFT Forum has an image character. It is well-organized: working part as well as its culture program.*

Valentina Elsukova, Marketing Manager, Artezio

- *Russoft 2007 was a good platform for exchange of ideas and provided great exposure to the service capabilities of the Russian IT companies. It became evident that Russian service providers have built strong competency in product engineering over the last few years and we expect that, in the future, this competitive leverage will enable greater traction for them in the services globalization space.*

Sumeet Salwan, Director, Supplier Relations, NeoIT



## Contacts

- Organizing Committee of RUSOFT Forum
- RUSOFT Association

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