GUIDE
POLAND
OUTSOURCING

Independent guide for service buyers and investors, informing about market conditions, capabilities and providers

* Information for Polish Outsourcing Service Providers, Consultants, Investment Promotion & Government Agencies
Presenting the Polish ITO & BPO industry*
First information guide ever
Demonstrating expertise
Independent & informative
German & Polish editors
Non-profit conditions
Updated every 2 years
Targeted reach
About 50 pages

An Outsourcing Verband (German Outsourcing Association) publication for global distribution. www.outsourcing-verband.org
Why this guide?

Background*

*ensuring future business

The German language market is with nearly 100 million people (incl. Austria, Switzerland) the biggest single market in Europe.

The supply situation in Germany (actually similar to the Netherlands) is critical, meaning people do not find IT resources.

Many countries did understand the market situation in Germany and started to invest in building brands and increasing brand awareness, communication and contacts in our markets.

ITO and BPO companies, industry associations and Government agencies in Poland have done great investments in modern infrastructure and education.

The next logical step is to increase marketing and communication in strategic partner markets such as Germany.

Many potential ITO and BPO buyers in DACH simply don’t have sufficient information about Poland’s outsourcing potential, current market state, availability of talent, other German companies that successfully outsource to Poland, etc.

As a result, decision makers hesitate to transfer IT and business processes to your country or to invest in own service centres.

On the marketing side especially the German market needs a slightly different approach as e.g. the US or other Western European markets.

As such, it is critical to build a sufficient body of knowledge about Polish ITO and BPO capabilities and unique value propositions.

This guide intends to establish trust and confidence within the German speaking business community and contributes to a sustainable long-term stream of outsourcing business and investments of German companies.

Stephan Fricke & Wiktor Doktór
German Outsourcing Association

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How does it work and what are the benefits?*

*targeted reach, positive image

We present with the Guide of Outsourcing to Poland the capabilities and actors of the Polish outsourcing services industry.

Expertise & contacts

We show case Polish BPO & ITO locations and unique solutions invented by Polish service industry experts in form of case studies and project reports.

In addition we invite Polish ITO and BPO companies to include their company profiles as reference for German and Western European prospects.

Shaping Poland’s image as an exeptional ITO and BPO-destination

As a result we help decision makers better understand the unique benefits and advantages in working with Polish ITO and BPO services providers and build a positive country image.

Targeted Output

We distribute this Guide to decision makers and influencers across Germany & Western Europe and let hundreds thousands of potential ITO and BPO buyers know about your company, expertise and portfolio, etc. In numbers:

- Distributed to 12,000+ professionals directly and 100,000 via Social media
- Press and banner campaign with 100,000+ views monthly
- Own landing page incl. logos and links of all contributors

Benefits

We offer you a great opportunity to demonstrate your IT capabilities and expertise in an independent and informative Guide and set foot in one of Europe’s most lucrative market!

- Targeted outreach in Europe
- Non-profit conditions
- Exclusive opportunity
- Polish and German editors
- High quality publication series

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3 contribution opportunities*

*limited, non-profit conditions, exclusive

1. Present your expertise
Submit your case study, 3 pages, neutral (non-marketing character), limited to 5 case studies, incl. free company profile
Cost: free of charge

2. Present your brand
Sponsor with exclusive placement, logo on front page, full page advert, half page company profile, max 3 sponsors
Cost: 700 EUR without advertorial / 980 EUR incl. 2 pages Advertorial

3. Present your company
Large half page company profile, logo, limited to 20 profiles,
Cost: 110 EUR

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Or send your questions. When booking please incl. invoicing address (if applicable). Space limited, first-comes-first.

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