

RUSSOFT Announces Plans for Annual Software Outsourcing Forum

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Russia's central software industry event for global IT professionals to take place in St. Petersburg

ST. PETERSBURG, Russia, January 3, 2007 – The Russian Software Developers Association (RUSSOFT) today announced plans for its 7th annual RUSSOFT Forum to be held June 20-22, 2007 in St Petersburg, Russia. The conference, formerly known as the Russian Software and Outsourcing Summit (ROSS), is the largest regional conference of its kind.

Given the explosive growth of the global IT outsourcing industry, RUSSOFT Forum 2007 aims to provide buyers of technology services from around the world with a better understanding of their sourcing options in Russia and Eastern Europe and ensure a higher return on their outsourcing investment through fostering lasting high value partnerships with leading service providers in that region. The event will also serve as a platform for Russian software service providers and ISVs to showcase their services, products and solutions to an audience of industry analysts, potential clients and investors.

“With the increasing attention turned to Russia, given the region's proven track record for high quality software outsourcing, RUSSOFT Forum 2007 is the must-attend event for buyers looking to meet all the leading industry players from the diverse and vibrant Russian vendor community in one place,” said Valentin Makarov, President, RUSSOFT. “If you are already considering outsourcing to Russia, this forum is your unique opportunity to interview vendors, conduct site visits, learn first-hand about trends from industry thought leaders, and greatly advance your selection process.”

According to Makarov, the Forum is explicitly set up to help companies that are driven to diversify their sourcing portfolios to spread risks and look beyond Bangalore for specific value offerings that their businesses need to stay competitive and succeed. “Everyone from corporate management and sourcing and purchasing executives to IT program managers and human resources professionals are encouraged to come to this event”, said Makarov. “Besides, you will get a chance to enjoy St. Petersburg, one of the world's most beautiful cities, during the magnificent White Nights season.”

The main RUSSOFT Forum program will feature presentations by prominent industry analysts and thought leaders who will discuss the Russian outsourcing industry's key value proposition and advantages by citing real-world case studies and experience reports from existing clients of leading Russian outsourcers. In addition to the main presentations and break-out sessions, buyers, suppliers, ISVs, and venture capitalists will have the opportunity to schedule private business-to-business meetings with potential partners during the event via a pre-qualified meeting program. A closing gala dinner will be held in a spectacular palace on the bank of the Neva River.

Updates on keynote speakers, break-out session topics and participants, and registration information will be posted on the RUSSOFT Forum 2007 website:

About Russian Software Developers Association (RUSSOFT)

Headquartered in St. Petersburg, Russia, RUSSOFT is the association of software development companies from Russia, Belarus and Ukraine. RUSSOFT's mission is to promote Russia as an emerging premiere software outsourcing destination, and to help Russian software companies market their services and products globally. RUSSOFT's membership consists of over 80 companies 7,000+ highly qualified software engineers. RUSSOFT also works closely with leading national universities that produce Russia's unique IT workforce.

RUSSOFT

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