

Top Outsourcing Experts will cover Russia on 7th Annual RUSOFT Forum June 20-22, 2007

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RUSOFT Forum, formerly known as ROSS, has secured a team of renowned experts to participate in their 7th Annual Forum near St. Petersburg, Russia.

Leading the 7th Annual Forum is:

- Detlev Hoch, Director, McKinsey
- Eugene Kublanov, Managing Director & COO, neoIT
- Paul McDougall, Senior Editor, InformationWeek
- Michael F. Corbett, Chairman, The International Association of Outsourcing Professionals (IAOP)

Major corporations participating in the Forum and available to discuss how they are deriving value from outsourcing to Central and Eastern Europe include:

- HP
- Intel (Steve Chase, President of Intel in Russia, is a member of the RUSOFT Forum Program Committee)
- SUN Microsystems
- EMC
- T-Mobile
- Motorola

Russia continues to flourish as a center for global software development with an industry growth rate of 50 percent in 2006. With multisourcing quickly becoming a major trend, the Russian software exports industry has surpassed US\$1.5 billion – a strong proof point for Russia's positioning as a high-end IT outsourcing destination.

RUSOFT Forum 2007 aims to provide buyers of technology services from around the world with up-to-date intelligence on sourcing options in Central and Eastern Europe, coupled with the opportunity to meet 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.

WHEN: June 20 – 22, 2007

WHERE: Aquamarine Resort, Zelenogorsk, Russia (50 km from St Petersburg)

St. Petersburg is named for its founder, Peter the Great, who constructed the city to be a “window on Western Europe”. With its sweeping boulevards, large public spaces and decorative monuments, the city is a picturesque combination of Western and Eastern European charm. The historic city-center of St. Petersburg was the first Russian locale to be designated a UNESCO World Heritage Site. It is the northernmost city in the world with a population greater than one million, besting its Scandinavian neighbors Helsinki, Stockholm, Aberdeen and Oslo. The 2007 RUSOFT Forum will be held during the annual period known as the ‘white nights’, which occurs because of the city's location just south of the Arctic Circle, and is characterized by a state of twilight that lasts through the night from May to July.

WHO: The Russian Software Developers Association (RUSOFT) is the nationwide association for software development companies from Russia, Belarus and Ukraine. RUSOFT unites more than 80 companies with 7000+ highly qualified programmers and software engineers with advanced graduate level degrees in Technology & Computer Science. RUSOFT cooperates with the leading Universities that form the unique human potential of Russia.

CONTACT: To arrange an interview or to get more information on the Forum, contact Eric Seymour, at eric@marchpr.com, 617-475-1564

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