

## News Release

Wednesday 17 May 2006, 6:00 GMT

Wednesday 17 May 2006   
INDUSTRY   
OutsourceWorld-London 

### OutsourceWorld-London Becomes the Only Outsourcing Event Dedicated to the SME Market

LONDON, May 17 /PRNewswire/ --

OutsourceWorld, the world's largest and most informative outsourcing conference and exhibition, has announced that small and medium-sized enterprises will be the focus of this July's event. Taking place at the Business Design Centre 12-13 July, OutsourceWorld recently increased the exhibit floor size to 2000 square meters in order to accommodate the extraordinary demand for space. "It is amazing to see the response we are getting for this year's exhibition and conference," stated David Etzler, OutsourceWorld's new President & CEO. "Companies in the SME market are realising the benefits of outsourcing that historically only the largest companies in the world have experienced. This is where the action will be in the next five years and we are the only outsourcing event specifically designed for this thriving market."

OutsourceWorld-London is free of charge for end users who have a current or future interest in outsourcing. Roger Ellis, OutsourceWorld's UK Conference Director, stated, "Our conference program aims to be a little different. Instead of using solely the typical presentation and lecture formats, we have lined up interactive sessions where our attendees can actually participate and learn in a 'hands on' environment about the best practices for outsourcing."

Sponsored by Unisys and Simmons & Simmons, many in the international business community are paying close attention to the developments with OutsourceWorld this year. "I find it very timely and appealing that OutsourceWorld is focusing on the needs of SMEs," said Dr. Richard Sykes, the opening speaker at OutsourceWorld. He continued, "This segment of the market has the potential to explode as companies realise the cost savings and productivity gains of outsourcing and offshoring, which are vital to their competitiveness."

For more event information or to register to attend OutsourceWorld-London, please visit <http://www.Outsource-World.com/London> or contact: Cristina Melenchon, UK Marketing Manager, [cmelenchon@outsource-world.com](mailto:cmelenchon@outsource-world.com) +44-7989-961-806

Web site: <http://www.Outsource-World.com/London>

*Distributed by PR Newswire on behalf of OutsourceWorld-London*

---

PR Newswire Europe Ltd.  
209 - 215 Blackfriars Road, London, SE1 8NL  
Tel : +44 (0)20 7490 8111  
Fax : +44 (0)20 7490 1255  
E-mail : [info@prnewswire.co.uk](mailto:info@prnewswire.co.uk)

Copyright © 2006 PR Newswire Europe Limited. All rights reserved.  
A **United Business Media** Company.  
**Terms and conditions of use apply.**