



Outsourcing Forum: A Nearshore Focus on Outsourcing & Shared Services

November 5-7, 2014, Riga, Latvia

According to NOA's latest research, nearshoring is on the up and reshoring, little more than a twinkle in David Cameron's eye. Nearshoring has long been heralded as a cost saving delivery model, with improved flexibility and strong cultural alignment, but how do you really get value from nearshoring?

The NOA will be holding its annual nearshoring event in Riga, Latvia on 5-7 November, where it will be focusing on how to minimise risks and maximise opportunities and therefore achieve optimum value from nearshoring.

PROGRAM

Wednesday, November 5th

Arrival of the delegates in Riga.

Thursday, November 6th

Venue: Mercure Riga Centre Hotel, Room Elizabete, 101 Elizabetes Street, Riga, LV1050

- 9:00 – 9:30 **Registration & coffee**
- 9.30 – 9.35 **Welcome and housekeeping from NOA –**
Mrs. Kerry Hallard, CEO, National Outsourcing Association
- 9.35 – 9.40 **Opening address**
Mr. Andris Ozols, Director, Investment and Development Agency of Latvia
- 9.40 – 10.10 **Central en Eastern Europe trends in outsourcing and shared services –**
Mr. Maarten van der Wolf and Mr. Alexander Raaijmakers, KPMG Shared Services and Outsourcing Advisory
- 10.10 – 10.30 **Spotlight on Latvia, the host –**
Mrs. Signe Karelkova, Senior Investment Advisor, LIAA
- 10.30 – 10.50 **Q & A**
- 10.50– 11.15 **Coffee and networking**
- 11.15 – 11.45 **Launch of NOA's latest research report "Maximising value from nearshoring"**
Mrs. Kerry Hallard, CEO, NOA



- 11.45 – 12.30 **Blending onshore, nearshore and offshore –**
Panel discussion led by Stephen Hayers, Head of BPO CoE, Operational Excellence, AstraZeneca:
- Richard Mills, Head of Sourcing & Standards, Zurich
 - Maris Logins, Associate Partner, ZAB Eversheds Bitans
 - IT BPO/Finance SSC - Elmārs Gengers, Chairman of the Board, Tieto Latvia
(TBC)
 - ...

12.30 – 12.45 **Q & A – using sli.do**

12.45 – 14.00 **Lunch and networking**

- 14.00 – 15.30 **Practical Workshop: Maximising value from your nearshoring activities**
Workshop led by Chris Halward, Director of Professional Development at the NOA.
- Mr. Uldis Priedītis, CEO, Runway
 - Mr. Maksims Paukova, Director, Intrum Justicia SDC
 - Mrs. Heather Ellis, Managing Director, Cabot Latvia
 - Mr. Nicolas Albana, Managing Director, Atea Global Services

Guests will split into several working groups which will be led by the above speakers. The groups will reflect on the benefits nearshoring offers and how they can be maximised. They will be asked to explore:

- Differences between onshore/nearshore/farshore/offshore
- Consider what actions can be taken to maximise these
- People aspects – skillsets required
- Governance
- Potential risks
- Cultural, language, technological and market opportunities
- Economic benefits that can be leveraged from working within the EU i.e. access to subsidies/grants

15.30– 16.00 **Coffee and networking**

- 16.00 – 16.35 **Secrets to shared service centre success: 5 TED style presentations**
- Mrs. Ellen Annette Nordli, Section Head, Norwegian Production Riga International Services, IT and Operations, DnB
 - Mr. Morten Christensen, Director, Statoil Fuel & Retail Business Centre
 - Mr. Mike Webb, Director, Cytotec Latvia
 - 1 – 2 from across Europe...

16.35 – 17.00 **Highlights from world class GBS**
Mr. Tom Olavi Bangemann, Senior Vice President Business Transformation, The Hackett Group



17.00 – 18:00 **Tour of Riga Old Town followed by dinner**

19:00 **Dinner hosted by Eversheds Bitāns**
Venue: TBC

Friday, November 7th

9:00 – 13:00 **Site visits (Optional)**

- *Statoil Fuel&Retail Business Centre (Multifunctional SSC)*
- *Runway (BPO) (TBC)*
- *Cabot Latvia (Multifunctional SSC)*
- *Lattelecom (IT+BPO)*

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