

The rising sophistication of offshored service work is as dramatic as the continued speed with which offshoring is growing. The work now ranges from data entry and software services to datamining and R&D. The corporate strategies for offshoring services are increasingly complex as they combine international divisions of labor with both outsourced and internal provision. Not only have offshore service provision subsidiaries expanded, but also just as importantly, large developed nation outsourcing firms are rapidly expanding their offshore delivery capabilities.

The increasing cadre of outsourcing firms from developing nations, particularly India, but also Mexico, China and other countries in Asia, are shifting the terms of competition. They are dramatically improving their capabilities and are now capable of undertaking projects that are large in scale and sophistication.

The offshoring of service activities is no longer the province of only large firms as Silicon Valley firms and a myriad of smaller professional services firms are tapping offshore work delivery opportunities. This is leading to nothing less than a global reorganization of where and how non-manufacturing work is being done.

This conference, scheduled for 12 December 2006 and partially supported by the Alfred P. Sloan Foundation, brings together corporate leaders and university faculty to elucidate the complexities of global service provision and discuss the trends, the strategic issues, and policy implications.

We invite sponsors to sponsor this important conference. Last year, about 100 persons attended the conference, of whom half were students and faculty and the rest from industry, government and professional associations. This year, we are targeting 100-125 attendees again. As was the case last year, all the output of the conference, such as research reports, case studies, etc. will be in the public domain.

The sponsorship is standardized at \$5,000 and we are looking for around 4 sponsors. Sponsorship will enable us to hold this conference and, as an academic institution, adds to general knowledge since all the output will be freely available. Second, sponsorship will be recognized (along with the sponsor's logo) in all conference publications, such as the brochure, case studies and research papers. Last year's case book, with 15 cases, was much sought after and has been quoted in reports published by the National Academy of Engineering, the Association of Computing Machinery and the National Academy of Public Administration, apart from a large number of individual research articles. Third, sponsorship also allows the sponsor to bring five participants to the event.

Summary of sponsorship details:

Cost: \$5,000

Benefits:

1. Recognition of sponsor, including logo where possible, in all conference publications.
2. Five conference invitations.

For more information about the conference and sponsorship opportunities, please contact Rafiq Dossani, senior research scholar, Shorenstein Asia-Pacific Research Center, Stanford University at +1-650-725-4237 or via email at [dossani@stanford.edu](mailto:dossani@stanford.edu).