

## **Emerging Europe forms Media Partnership with Shared Services Outsourcing Network (SSON)**

**European Think Tank builds alliance with largest, most established Global Shared Services and Outsourcing Community**

London - Tuesday 5 September 2017

Emerging Europe today announces that it has formed a strategic media partnership with the Shared Services Outsourcing Network (SSON) as it seeks to establish a network of alliances to support its **Sourcing in Emerging Europe** programme.

The media partnership will see Emerging Europe promote SSON events and related content through its online and offline marketing channels and social platforms, as well as publish pertinent industry related articles produced by SSON.

The partnership will also allow Emerging Europe with a presence at key SSON events and the opportunity to disseminate their print publications. In addition Andrew Wrobel, Editor-in-Chief of Emerging Europe, will host a number of interactive discussion group sessions.

Tom Quigley, Emerging Europe's Director of Outsourcing, said "We are delighted to be media partner with SSON and support a number of their key events taking place in Europe over the next year. There are clear synergies between the services SSON provides for its community of professionals, and the ambitions we have for our **Sourcing in Emerging Europe programme** which aims to provide education and information to the UK and other markets, as well as collaborative opportunities with BPO, ITO, Shared Services and Global Business Services providers in the CEE Region. We've enjoyed working with our counterparts in SSON to get to this point and fully expect the partnership to grow further.

We look forward to sharing our content with the SSON community at large, and introducing SSON to a whole new audience of Embassies, Investment Promotion Agencies, businesses and investors from within and outside the CEE region.

The media partnership covers SSON's Eastern Europe Shared Services & Outsourcing Week in Hungary on 9-11 October, the Nordic Shared Services & Outsourcing Week in Stockholm on 6-8 November and the European Shared Services & Outsourcing Week taking place in Lisbon on 14-17 May 2018.

Ends.

### **About Emerging Europe**

Emerging Europe is a think tank whose mission is to contribute to the social and economic growth of 23 countries across Central and Eastern Europe by generating discussion about trade and investment opportunities, business climate and culture. It reaches its goals by providing analysis, by running the world's leading portal about business opportunities in the region, by releasing quarterly magazines and by organising business and cultural events – always engaging key stakeholders in the discussion.

Tom Quigley is available for interview, contact e- [tom@emerging-europe.com](mailto:tom@emerging-europe.com), m - 07584 179104.